For Immediate Release
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SEAFOOD SUMMIT BEGINS IN BARCELONA

Conference highlights new and increasingly global challenges of sustainability

(January 27, 2008 – Barcelona, Spain) Seafood Summit 2008 'Global Challenges, Local Solutions' began with a bang today. The conference, presented by the Seafood Choices Alliance and the only one of its kind to focus solely on sustainable seafood, is being held in Europe for the first time. An opening reception is scheduled for Sunday evening where the Alliance will announce the finalists for their annual Seafood Champion awards, and Summit attendees, representing over 34 countries, will sample sustainable seafood fare.

Over the course of the next two days, the Summit's panels, workshops and presentations will be led by diverse representatives of the international seafood sector, including the Mauritanian Artisanal Fishing Sector Organization, Culinary Institute of America, OECD, IntraFish Media, ISEAL Alliance, ASDA Stores Ltd., UN Food and Agriculture Organization, Young's Seafood, and the Antarctic and Southern Ocean Coalition.

"Seafood sustainability is a global challenge, yet one that provides us with vast opportunities for creative solutions," said Michael Boots, director of the Seafood Choices Alliance. "That's why it is critically important to bring the annual Seafood Summit to a location outside of the United States. This year's European event has attracted a far greater international audience than previous Summit's. We look forward to holding many lively, diverse discussions about solutions to the variety of challenges that each of these participants face."

New panel topics for the Summit include climate change (from food miles to the effects of carbon dioxide pollution on the seafood industry); communicating sustainability to consumers; closing ports to illegal fish; and the impact of the global sustainable seafood movement on developing countries. Panels will also focus on ever-important issues of traceability, organics, eco-labeling and sustainable sourcing.

Boots will be joined by two key speakers to open Summit proceedings on Monday - the head of the European Commission's Common Organization of Markets and Trade, Monsieur Christian Rambaud, and The Honorable Senor Joaquim Llena, Minister of Agriculture, Food and Rural Action for the Government of Catalonia. As government representatives overseeing the commercial exchange of hundreds of thousands of tons of seafood each year, both men are in an excellent position to share insights on the state of European fisheries, aquaculture and trade, and the role sustainability plays in the European seafood marketplace.

The three-day Seafood Summit will be an on-going series of unique and challenging discussions. One that leads Monday's agenda is about engaging with problem fisheries to help them turn the corner on sustainability. Moderated by Jim Cannon of Sustainable

Fisheries Partnerships, the panel includes Klaus Nielsen (Espersen), Simon Rilatt (Young's Seafood), and Alexander Tashkin (Russian Pollock Catchers Association). On Tuesday, a case study of Wal-Mart's commitment to sustainable seafood will include discussion by Dr. Christopher Brown of ASDA Stores, Ltd.

The 2008 Summit also features an exhibit of photography that depicts the global community of fishers working to bring seafood to market. The images, commissioned by Young's Bluecrest and shot by photojournalist John Angerson, have been published in a book called 'Celebrating Seafood.' There will also be a screening room at the Summit site for viewing short films about seafood and sustainability. A tour of the Central Barcelona Fish Market, organized by the Mercabarna company, will conclude the conference on Wednesday.

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NOTE TO EDITORS:

The Seafood Summit is an annual conference organized by Seafood Choices Alliance and convening the leaders of the sustainable seafood movement. The **Alliance** is a non-profit international association for ocean-friendly seafood with more than 3,000 members from around the world. The Alliance helps the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilizes and connects the world's leading voices in support of a sustainable supply of seafood choices, highlighting the need for a global solution to threats facing the ocean.

The Seafood Champion Awards annually recognize individuals and companies for outstanding leadership in promoting environmentally responsible seafood. The Alliance established the award to honor those in the seafood industry whose past and/or present contributions demonstrate a commitment to advancing the marketplace for ocean-friendly seafood. The 2008 finalists will be announced at the opening reception of the Seafood Summit in Barcelona. The winners will be announced at the Alliance's reception at the Boston Seafood Show, February 24-26.

The Seafood Choices Alliance would like to thank their platinum sponsors, the Departament d'Agricultura, Alimentació i Acció Rural de la Generalitat de Catalunya,

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