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**SEAFOOD CHOICES ANNOUNCES 2010 SEAFOOD CHAMPION FINALISTS
AT SEAFOOD SUMMIT**

**The world's largest seafood sustainability conference
is being held in France for the first time.**

PARIS—Seafood Choices, an initiative of the ocean conservation organization SeaWeb, announced 10 Seafood Champion finalists at the opening reception of the 2010 Seafood Summit. The 2010 Seafood Champion finalists are:

- Anova Seafood Bv, The Netherlands
- Center for Development and Sustainable Fisheries (CEDEPESCA), Latin America
- The Co-operative, United Kingdom
- Helene York of Bon Appétit Management Company Foundation, United States
- Howard Johnson of Sustainable Fisheries Partnership, United States
- KLM In-Flight Services, The Netherlands
- Overwaita Food Group, Canada
- The Pollock Conservation Cooperative, United States
- Réseau des Journalistes pour une pêche responsable en Afrique de l'Ouest (REJOPRAO), West Africa
- WILD Coast/COSTASALVAJE, Mexico and the United States

Melanie Siggs, director of sustainable markets for SeaWeb, commended the 10 finalists for their commitment and leadership: “The annual Seafood Champion awards honor those who have made significant strides in improving practices and awareness of responsibly produced seafood,” said Siggs. “On behalf of those who nominated them and the panel of independent judges, Seafood Choices is delighted to recognize these 10 finalists for their significant efforts to ensure responsibility is at the forefront of their activities and businesses. Change is an ongoing process, and even those recognized today will have to continue to bravely push forward. However, their demonstrable commitment can help inspire us all.”

More than 630 attendees from 47 countries are gathering this week in Paris for the 2010 Seafood Summit. Conservation groups, government officials, scientists and representatives from all sectors of the seafood industry—from retailers and suppliers to chefs and restaurateurs—are discussing the urgent issues facing the ocean and the seafood industry to improve sustainability practices.

On January 30, a special half-day focused on tuna explored sustainability measures for tuna fisheries around the world. An Appendix I listing has been proposed for Atlantic bluefin tuna under the Convention on International Trade in Endangered Species (CITES). Several species of sharks and red and pink corals will be also be considered for protection at the CITES Conference of Parties in March.

The Seafood Summit's keynote speaker, renowned fishery scientist Daniel Pauly, discussed past and present fisheries trends, the idea of aquaculture as a panacea and seafood health and human consumption. He challenged attendees on today's assumption of the word sustainability, saying that today's common usage means doing something "better," when it actually means the ability to go on indefinitely. "A renaissance of small-scale, coastal fishing is needed," said Pauly.

For a complete list of the Seafood Summit's panels, presentations and workshops, visit www.seafoodsummit.org.

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For interviews with Seafood Summit attendees and other media requests, including background information, images and b-roll, please contact Julia Roberson (jroberson@seaweb.org or +44(0)77.04.54.83.92) or Sandrine Malet (sandrine.malet@yahoo.fr or +33 (0)6.23.41.23.69) at the Summit or Ken Goldman (kgoldman@seaweb.org or +1.703.587.3226) in the United States.

Seafood Choices is an international program of SeaWeb that provides leadership and creates opportunities for change across the seafood industry and ocean conservation community. We seek to create synergies and help identify creative solutions to long-held challenges. By building relationships and stimulating dialogue, Seafood Choices is encouraging and challenging all sectors of the seafood industry along the road toward sustainability. www.seafoodchoices.org

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision-makers around ocean conservation, SeaWeb has brought together multiple, diverse and powerful voices for a healthy ocean. www.seaweb.org

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