



seafood  
choices  
ALLIANCE  
produits  
de la mer

## **Seafood Choices Alliance engages diverse group of industry professionals at the Brussels Seafood Show to further the market for sustainable seafood.**

**(Brussels – April 24, 2007)** With sustainability having an increasingly prominent place in business practices, the Seafood Choices Alliance has released a report on the European market for sustainable seafood and announced a suite of activities at the Brussels Seafood Show. The activities and reports are designed to further progress the role of sustainability in the global seafood marketplace.

### **Business Roundtable on Sustainability Challenges in the Global Marketplace**

Major retailers and suppliers from France, Belgium, Switzerland, Germany, Australia, Sweden, the UK, the Netherlands and the United States joined the Seafood Choices Alliance on April 24 for a discussion on sustainability in the seafood marketplace. The roundtable titled, "Making market-based solutions a reality," gave attendees a platform to openly discuss the challenges and opportunities faced when sourcing seafood responsibly.

*Mike Mitchell, technical controller for Young's Bluecrest, said, "Young's participated in the Alliance's roundtable in Brussels last year, and as a leader in the business of sustainable seafood we find value in these opportunities to share news, views and ideas with our colleagues from both other countries and other sectors." Mitchell added, "The value of talking should never be underestimated and the Alliance's role in creating such opportunities is key to continued success in this sector."*

### **Demand for Sustainability**

The Alliance released two reports on the growing European marketplace for sustainable seafood. The first report provides an overview of the European market and is accompanied by an in-depth exploration of the UK market. Both pair seafood industry data (import/export trends, landings, consumption figures and aquaculture production) with public opinion polling of professionals and consumers' attitudes towards eco-friendly seafood. The reports, conducted in 2006, show that a true market for sustainable

seafood exists. Indeed, 85% of consumers polled say they are concerned by the environmental conditions of the oceans and 40% are ready to pay more to buy responsible seafood. Those professionals who were polled say sustainability is key to the future of their business. For both audiences, information and labeling are paramount to make smart seafood choices.

*Elisabeth Vallet, European Programme Manager for the Alliance said, "As the reports show, Europe is the largest seafood importer in the world and businesses here are fast becoming global leaders on the sustainability issue. By encouraging progress and working together, we can help preserve the ocean resources and biodiversity for future generations."*

### **The Seafood Summit comes to Europe**

After five successful years in the United States, the 2008 Seafood Summit will be held in Barcelona in January. As the annual conference of the Alliance, it is the only event of its kind devoted entirely to sustainability in the seafood marketplace. Representatives from the industry, food professionals and conservation community will convene to discuss ways in which both sectors can work together to advance the issue of sustainable seafood.

**Invitation**  
**Please join the Seafood Choices Alliance for its annual cocktail reception**  
**With representatives from the industry and conservation community**  
**Brussels Seafood Show**  
**Wednesday, April 25, 5-7pm**  
**Australian Pavilion – Hall 9, No. 4274**

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### **EDITOR'S NOTES**

*Seafood Choices Alliance is a global trade association for the issue of ocean-friendly seafood. Founded in the United States in 2001, 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. There is a growing interest worldwide in environmentally responsible seafood. 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. [www.seafoodchoices.org](http://www.seafoodchoices.org). The Alliance is a programme of SeaWeb – [www.seaweb.org](http://www.seaweb.org)*

#### Contact:

Elisabeth Vallet – European Programme Manager

T: +33.1.56.03.54.66 - +33.6.21.87.69.28 – [evallet@seafoodchoices.org](mailto:evallet@seafoodchoices.org)

Julia Roberson – Programme Coordinator

T: +44.77.04.54.83.92 – [jroberson@seafoodchoices.org](mailto:jroberson@seafoodchoices.org)

Seafood choices Alliance– 19 rue Martel – 75010 Paris –

T : 01.56.03.54.66 – F : 01.56.03.55.56