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For Immediate Release

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**SEAFOOD SUMMIT 2006 SHOWCASES GLOBAL
SUSTAINABILITY MOVEMENT AND FUTURE OF SEAFOOD**
Seattle Conference Highlights Eco-Friendly Seafood This January

Washington, D.C. (December 2, 2005) – Concern for the ocean and an understanding of the relationship between human health and environmental health is increasingly making its way into corporate boardrooms and company policy. **Seafood Summit 2006** “*Sustainability and the Future of Seafood*” (Seattle, January 29-31) will bring together global business and conservation leaders to discuss critical and timely issues as well as explore the opportunities for expanding the marketplace for ocean-friendly seafood. The two-day conference – organized by Seafood Choices Alliance, the trade association for ocean-friendly seafood – is expected to draw 200 attendees from around the world.

“We at the Alliance believe that sustainability is the future of the seafood industry,” says Mike Boots, director of Seafood Choices Alliance. “Many trade shows offer companies networking opportunities to showcase their products and services. Seafood Summit is unique. It’s the only such venue that connects large and small companies from a diverse array of industries with leaders from the conservation community to bridge the gap between the latest science and the reality of the seafood marketplace.”

Seafood Summit 2006 is the fifth such conference, and for the first time will be held on the U.S. West Coast. Seafood Summit 2006 is open to the public; attendees should register by December 9 online at www.seafoodchoices.org to take advantage of the early bird discount of \$125 (registration after December 9 will cost \$175). The final deadline for all registration is January 2, 2006. The full conference agenda, speaker bios, and logistical information can also be viewed online.

Panels will explore a diversity of topics, from building a brand and perspectives of major corporate retailers to environmentally sound aquaculture, mercury in seafood and organic labeling. Speakers represent such diverse expertise and geographical location as **Kristine Kidd** (food editor at *Bon Appetit* magazine), **Mike Barry** (head of corporate social responsibility for U.K. retailer Marks & Spencer), celebrity chef **Greg Higgins** (Higgins Restaurant in Portland, Ore.), **Tim O’Shea** (CEO of CleanFish), **Dr. Cathy Roheim** (professor of economics at the University of Rhode Island), **Dierk Peters** (international marketing manager for sustainability initiatives in frozen foods at Unilever), and **Harriet Hall** (representing the toothfish fishery of South Georgia, a British territory in the South Atlantic ocean).

“Seafood Summit 2006 comes at a crucial time, on the heels of many corporate announcements and press related to seafood sustainability,” adds Boots. “Every time I

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open the paper there's a story about the diverse array of companies, from seafood distributors to retailers and restaurants, taking these issues seriously and doing something about it. It's very encouraging and bodes well for the future of our ocean."

In November, retail giant Wal-Mart announced it will begin certifying all of its imported farm-raised shrimp to ensure it is grown in a way that minimizes negative environmental and socio-economic impacts. Other companies announcing similar actions with regard to seafood sustainability include McDonald's, British retailer Tesco, Darden Restaurants (the largest casual dining restaurant company in the world), Xanterra Parks & Resorts (concessionaire to many U.S. national parks), and food service company Bon Appetit Management Co. These companies are just the most recent to join the ranks of such "early adopters" as Unilever, Ahold USA (which owns Giant and Stop & Shop grocery chains among others), and EcoFish Inc. (an independent seafood supplier selling only eco-friendly choices since 1999).

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Seafood Summit 2006 is organized by the Seafood Choices Alliance and is the fifth such conference convening global business and conservation leaders. The Alliance thanks the following sponsors for their generous contributions: *WildCatch* magazine, **Seattle Aquarium**, **Oregon Dungeness Crab Commission**, and **Cakebread Cellars**.

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Seafood Choices Alliance is a non-profit global trade association for the issue of ocean-friendly seafood; with more than 2,600 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.

www.seafoodchoices.org