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**TUNA, AQUACULTURE AND SOCIAL ISSUES HOT TOPICS AT 2010 SEAFOOD SUMMIT**

*Largest ever seafood sustainability conference closes in Paris.*

PARIS -- Seafood Choices' Seafood Summit closed today with reflections by Julie Packard, executive director of the Monterey Bay Aquarium, on the successes of the sustainable seafood movement over the past 10 years, and the challenges to come.

"There is no doubt that the earth and the ocean are changing, said Packard. "We're just beginning to understand how ocean ecosystems work. Our job is to design solutions in this changing world."

During the past three days, over 640 delegates from 47 countries gathered to discuss the current sustainability challenges facing the seafood industry and conservation community. Tuna was a hot topic, as the global community awaits France's position on the proposed international trade ban for bluefin tuna. Many conversations also revolved around salmon, due in part to the recent decisions by retailers Target and Marks & Spencer to remove farmed salmon from their shelves. A spirited debate occurred between anti-farmed salmon campaigners and representatives from the salmon farming industry after a Summit screening of a controversial film, "Farmed Salmon Exposed."

On the third and final day of the conference, the panel "Small Farmers in Big Markets" challenged the common definition of sustainability, which often only reflects environmental and economic factors. Michael Phillips, of World Fish Center said: "Our assumption with sustainable seafood is that it is broadly inclusive of social and environmental issues, but as of yet it is not inclusive of social considerations. We need to challenge [the definition of] "sustainable" seafood." Small aquaculture producers in developing countries are challenged to find their place in the global seafood market. The prospect of Fairtrade shrimp being introduced in the coming year could help address these challenges.

Melanie Siggs, vice president of sustainable markets for SeaWeb, announced during the Summit that the 2011 Seafood Summit would be held in Vancouver, Canada:

“Vancouver’s proximity to Pacific Northwest fisheries, as well as the city’s strong ties with Asia make it a perfect city to continue the fruitful discussions we’ve had in Paris,” she told delegates.

Seafood Summit panels, presentations and workshops are now available online. [www.seafoodchoices.org](http://www.seafoodchoices.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](http://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](http://www.seaweb.org)

