

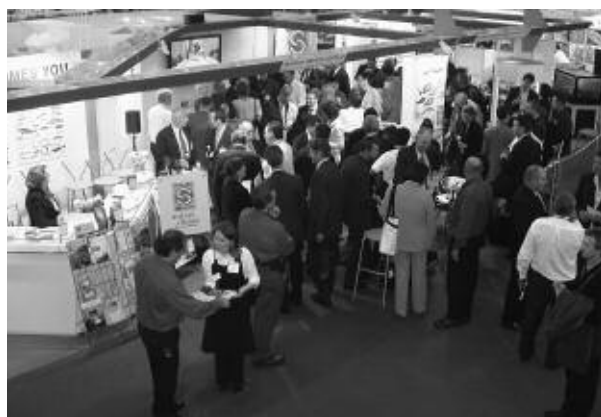


## Going Global: Seafood Choices Alliance Spans the Atlantic

Seafood Choices Alliance is expanding its reach to European industry professionals and consumers, who are hungry for accurate, focused information about ocean-friendly seafood. The Alliance officially announced its European expansion in April at the European Seafood Exposition in Brussels—the largest seafood event in the world.

“Issues surrounding the ocean and seafood are global,” says Mike Boots, Director of Seafood Choices Alliance. “Although the seafood choices movement across Europe is at an early stage, Europeans are major consumers of seafood, and, like Americans, they want to learn more about how to buy seafood in a way that does not harm the ocean.”

Seizing on the opportunities that the European market presents (see Fish Market, page 8), the Alliance is leveraging its work and existing members in North America to make a difference on the other side of the Atlantic. In the next few years,



Seafood Choices Alliance's Europe program, formally announced at the European Seafood Expo, plans targeted retail programs and more.

Seafood Choices expects to catalyze the sustainable seafood movement in Europe through business-to-business dialogues, targeted commercial pilot programs in receptive markets, further collaboration among NGOs, and enlisting regional seafood industry members committed to the issue of sustainability.

Earlier this year the Alliance undertook market research of consumers, chefs, retailers, and restaurant owners in the United Kingdom, Germany, and Spain. The goal was to gauge their level of interest in ocean-friendly seafood and to highlight opportunities to raise the profile of this issue.

“We found that 80 percent of industry professionals surveyed consider safeguarding the environment a key priority,” says Shannon Crownover, the Alliance's European Manager in Paris. Both consumers and industry professionals say they want more information about how to improve the sustainability of their seafood buying habits, adds Crownover.

The Alliance will continue to provide professionals with the tools they need to make informed decisions about the seafood they serve—such as access to consumer research, current market trends, scientific data on the status of species, and sources of sustainable seafood. These and other resources enable Alliance members to make decisions that are good for their business and good for the ocean.

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## Going Global

Initially, Seafood Choices is partnering with four leading conservation organizations in Europe: **Greenpeace International, Marine Conservation Society, North Sea Foundation, and WWF.**

"By bringing together these NGOs, we're sending a unified message about ocean-friendly seafood to retailers, corporate buyers, and the public," Crownover explains. Several of these organizations currently use different methods and criteria for recommending ocean-friendly seafood, in the form of a variety of seafood cards and guides. All involved hope this new cooperation will result in a shared method for educating buyers about the best seafood choices.

"We're very excited that the Alliance is turning its attention to Europe," says Katherine Short, Program Officer for Fisheries at WWF International in Geneva. "The consistent communication and message is very exciting. The time is now for this."

In addition to the four NGOs, Seafood Choices continues to work closely with the U.K.-based **Marine Stewardship Council (MSC)**, an organization dedicated to reversing the global decline in fish stocks and encouraging more sustainable approaches to fisheries manage-

ment. The MSC, an alliance partner since 2001, has a rigorous certification process through which well-managed fisheries are given the MSC "seal of approval." Currently, 12 fisheries in Europe, the U.S., Australia, and Mexico are MSC certified, while 19 others are in the

*continued on page 3*



"We're sending a unified message about ocean-friendly seafood," says Shannon Crownover, Seafood Choices' program manager in Europe.

credit

## BUSINESS IN THE MIX

Many European seafood retailers, wholesalers and other industry professionals welcome the Seafood Choices Alliance expansion into Europe.

**Unilever**, one of the world's largest food and personal products companies, cites sustainability as important to its bottom line and the company's future. "At Unilever, we know that the long-term future of fish affects us all," says Dierk Peters, the company's international marketing manager in Hamburg. "We're very aware of what Seafood Choices is doing and are interested in sharing resources with them."

Peters points out that his company's interest in sustainability is threefold: Unilever has a corporate responsibility to be aware of the environment; the company wants to protect and maintain the supply of fish; and consumers of its products are increasingly interested in and highly aware of environmental issues. Indeed, a recent public opinion poll showed that the majority of the European public is aware that the depletion of fish stocks is a major problem with fisheries around the world today.

Unilever, along with **WWF**, co-founded the **Marine Stewardship Council** in 1997. By the end of 2005, Unilever plans to have 50% of its European fish products made from MSC-certified fish. Unilever works with the MSC and others in the industry to raise consumer awareness of the benefits of sustainable fishing.

From the outset, Seafood Choices is incorporating the perspective of business professionals into its European expansion. At the European Seafood Exposition in Brussels this past April, the Alliance with WWF sponsored an informal business roundtable, where seafood retailers and wholesalers had a chance to discuss sustainable seafood and bring their perspective to the table. Other similar events are scheduled later this fall and throughout 2006, when Seafood Choices celebrates its Fifth Anniversary. ●

process of certification (see Fish Dish, page 7).

Rupert Howes, MSC Chief Executive, looks forward to this collaboration with the Seafood Choices Alliance: "Collectively, we're really just different tools in the toolbox trying to deliver the same message. By joining forces, we can better deliver what we want to offer," notes Howes.

Funding for the Seafood Choices Alliance's expansion into Europe comes from the Oak Foundation, a group of charitable and philanthropic organizations addressing issues of global environmental concern. The Oak Foundation also funded Seafood Choices' U.S. research in 2001. Kristian Parker, a trustee for the Oak Foundation in Geneva, agrees that sustainable seafood is a very important issue in Europe, and that the Alliance is a key player in increasing and expanding awareness. "Europeans care about what they eat, so we wanted a way to inform them about the issue. The best way to make people aware is through the food on their plate. After all, a major way people interact with the ocean is through the fish they eat."

As ocean-friendly seafood gains momentum around the world, we'll continue to cover this global movement. And keep a watch for a new look and expanded information at [www.seafoodchoices.com](http://www.seafoodchoices.com) this fall.

#### Log on to

[www.seafoodchoices.com](http://www.seafoodchoices.com) to learn more about ocean-friendly seafood around the globe. ●

## Shrimp Done Right

With much attention focused on the negative environmental and social impacts associated with shrimp farming around the world, knowing there are good choices when it comes to America's most popular seafood item is welcome news. In 2002 Americans consumed over three and a half pounds of shrimp per capita, and shrimp imports accounted for roughly one-third of the \$10.4 billion in U.S. seafood imports. Though imports account for roughly 87% of the U.S. shrimp supply, the shrimp farming industry in the U.S. is worth celebrating.

Several pioneering companies are leading the way by using innovative approaches to improve their sustainability and to develop eco-friendly methods of farming shrimp. One such farm based in Florida produces shrimp in a system that is essentially self-contained. Shrimp are produced from broodstock the company grows (so shrimp or shrimp larvae aren't taken from the wild); mature shrimp are then stocked in lined ponds, where they are provided feed containing ingredients that the company also farms. Another eco-friendly shrimp farm, located near the Chihuahua Desert in Texas, utilizes salt water pumped from an underground aquifer to grow its shrimp. Other farmers are developing techniques to grow shrimp in indoor closed systems and some have begun integrating shrimp aquaculture



Courtesy of Permian Sea Shrimp

in ponds and raceways with the irrigation of agricultural crops.

Shrimp farms around the world, primarily located in South America and Asia, have been generally criticized for the destruction of mangroves, release of pollution into coastal waters, and the use of chemicals. U.S. shrimp farms are not sited in ecologically sensitive habitats and wastewater is treated and reused. Additionally, shrimp from U.S. farms are not likely to contain toxic chemicals since regulations on chemical use are much stricter in the U.S. than they are in other countries.

Though it currently makes up a small fraction of the overall supply of farmed shrimp, U.S. farmed shrimp's increasing popularity could provide incentive for other farmers to improve their practices. For information on where to buy U.S. farmed shrimp, consult *Sourcing Seafood*, or ask for it by name from your local supplier/distributor.

**For more information,** contact the SeaWeb Aquaculture Center at 401/694 1273 or [www.AquacultureCenter.org](http://www.AquacultureCenter.org). ●

## MEMBER PROFILES

## Concern for ocean's health a motivation to do better

Seafood Choices recently sat down with three of our members to talk about sourcing ocean-friendly seafood. All three have witnessed the decline of the ocean first-hand, yet that hasn't prevented them from offering customers quality seafood that is well-managed.

**Sam Hayward**, chef and co-owner of **Fore Street** in Portland, Maine: I got started in the business in 1974, when I took a working vacation as a chef at the Shoals Marine Lab off Kittery. I was surrounded by an academic community studying the marine sciences, including counting, classifying and collecting species. That's when I really started thinking about it [sustainability].



Martha T. Harris

In the mid-70s, we were right on the cusp of the big change in the ecosystem of the Gulf of Maine because of overfishing. From the Shoals, we'd see foreign factory ships. It was dramatic—they were literally vacuuming the floor of the Gulf of Maine. Then the U.S. declared the 200-mile-limit. The incredible increase in the fishing effort by the New England fleet precipitated the decline of the groundfish.

Now in my restaurant, my philosophy is to try to do as much research as I can. We are picky about the fisheries that we use. We try to educate staff as much as possible. It doesn't mean that we are perfect; I do my best. Movement or not, my choices are my choices.

**Jim Swenson**, chef at the **National Press Club** in Washington, D.C.: I grew up on Cape Cod; living near the shore is the best part of the world. We used to be able to enjoy the ocean as it was and now, having to buy half my products from there, it's a scramble every time. We don't guarantee people anything anymore. Sometimes you go without a delivery because things just didn't work out that week. It's a real challenge. We support anything that is going to make that part of our lives easier.

I like "seasonality." The real king crab only comes in for three or four weeks. You have to commit to buying it, so that means that we have to create a market for it. People aren't used to it over here so you have to be careful. I can understand why people think the farms might be the answer, but the reality is they probably aren't. There are a lot of challenges in that because of the logistics, but also because for every action there is an equal and opposite reaction—you can't get away from that.

**Jim Chambers** is the owner of **Prime Seafood** in Kensington, Maryland: I'm a retired marine biologist [20 years with the National Marine Fisheries Service] so I've been in the conservation game since I started working. I'd say that we have lost about 80% of the fishery biomass, or abundance, that once existed in this country, so we are down to 20% and it's declining quite rapidly. From the get-go, I started to sell only those populations that were in good shape. I sell primarily Alaskan fish, not crustaceans: salmon of all varieties, halibut, sablefish, and lingcod. These are the best fish species you can get and they are all sustainably managed, so it's a piece of cake for me philosophically.



Our bottom line has been climbing quite dramatically—I have over 60–70 of the best restaurants in the D.C. area after only one and a half years. I think that the fact that I'm able to do this is putting the well-managed seafood in the very best light it can be. And it's putting it in front of policymakers and the public in the most important market in the U.S. It tastes better. You can eat in good conscience; you aren't destroying the planet in the process. And it's right here in the nation's capital.

**To learn more** about Seafood Choices Alliance members, or to join, call 866/SEA MORE or log on to [www.seafoodchoices.com](http://www.seafoodchoices.com). ●



## Offshore Roundup

In June, the Bush Administration proposed expanding U.S. domestic aquaculture production. The **National Offshore Aquaculture Act of 2005**, as submitted to Congress, grants the government new authority to issue permits for offshore aquaculture in federal ocean waters—extending from three to 200 miles offshore. Citing the fact that over 70% of the seafood Americans currently consume is imported, and at least 40% of those imports are farmed seafood, the Administration touts the legislation as a means of reducing dependence on seafood imports, providing jobs for economically depressed coastal communities, and increasing regional food supply and security.

Environmental standards are absent in the proposed legislation, which is still subject to Congressional approval. And many conservationists and scientists worry that the legislation may allow the industry to export current environmentally problematic techniques from nearshore operations to offshore waters without introducing solutions—placing them, in effect, “out of sight and out of mind.” In addition to these environmental concerns, previous experience with marine aquaculture suggests that the capacity of offshore aquaculture to bring the promised benefits of job creation and economic development needs to be carefully evaluated before a full-scale public investment.

U.S. conservation groups monitoring this legislation include the **Alaska Marine Conservation Council, Center for Food Safety, Environmental Defense, Institute for Agriculture and Trade Policy, Institute for Fisheries Resources, Public Citizen, SeaWeb Aquaculture Center, and The Ocean Conservancy** among others.

Finfish like salmon will be raised offshore in netpens or cages, structures that allow fish wastes to flow directly into surrounding waters, can permit escapes of farmed fish, and spread fish parasites and disease. Facilities may be floating (net pens and rafts), submerged, or attached to fixed structures.

Offshore demonstration projects have taken place in Alabama, Mississippi, Florida, Hawaii, New Hampshire, Puerto Rico, and Texas and include the farming of such high-value species as amberjack, blue mussels (see photo), cobia, cod, flounder, haddock, halibut, and moi. Many questions exist about the environmental impact of farming these species, except mussels. Since the technology (open net systems) is similar to salmon farming, many experts have suggested that the impacts will likely mirror those of the salmon farming industry.

Aquaculture has a place in meeting the worldwide demand for seafood. And fish farming can be done right (see Aquaculture, page 3), adding to the world’s fish supply without harming the environment. Many ocean ecosystems already face pressures from a variety of sources; advancing offshore aquaculture that lacks safeguards necessary to protect the ocean from further harm pours salt in an open wound.

**For more information** about offshore aquaculture, visit: [www.offshoreaquaculture.org](http://www.offshoreaquaculture.org).

Back in 2002, we profiled the film “Empty Oceans, Empty Nets” which aired on PBS around Earth Day that year. We received many inquiries from our members requesting copies of the film and expressing great interest in using it as an educational tool. **Habitat Media**, the film’s producer, released a sequel last fall titled, “**Farming the Seas**,” which provides a vivid look at the problems and potential of marine aquaculture, a fast-growing industry embroiled in considerable controversy. The film was recently nominated for an Emmy award. “Farming the Seas” continues to air on PBS, and the trailer may be viewed at [www.pbs.org/emptyoceans/fts/](http://www.pbs.org/emptyoceans/fts/). ●



Blue mussels grown on ropes at the University of New Hampshire's Open Ocean Aquaculture project.

Courtesy of UNH

## SEASONAL SCOOP

# Sushi, Ya! Sustainable, You Bet!

**S***ushi-ya* are restaurants specializing in sushi. Sushi is the most famous Japanese dish outside of Japan, and its popularity in the Western world has soared in the last decade. Here's an ocean-friendly selection of some of the more popular choices.

**Bonito** This fish, a relative of the tuna, is “katsuo.” Because bonito is an oily fish, it's most often served with onion, citrus, or ginger; seared like ahi; or dried and shaved and used as a garnish or flavoring for many dishes, such as soup bases.

**Mackerel** “Aji” refers to horse mackerel, while “sawara” is Spanish mackerel. The general term for mackerel is “saba.” Pregnant and nursing women and young children should avoid Spanish mackerel because of its high mercury content. Atlantic mackerel is an ocean-friendly choice and safe for consumption.

**Wild Salmon** “Sake” is the general name for salmon. Ask for wild salmon while it's in season, generally May-October. “Ikura” is salmon roe, also a good choice if it comes from wild salmon. Additionally, go for the “masu” (trout) or Arctic charr instead of farmed salmon.

**Squid** Most species of squid can withstand heavy fishing pressure. California market squid and Atlantic longfin are some of the more abundant populations, though some bycatch of marine mammals is associated with the latter. Argentine Squid constitutes much of the U.S. imported squid supply. “Ika” refers to all squid.

**Tuna** Tuna from the belly of the fish is “toro,” while the fatty portion of the belly is “otoro.” “Maguro” refers generically to tuna. Pole- or troll-caught tunas—like skipjack, yellowfin, bigeye, and albacore—are the most ocean-friendly choices. Pregnant and nursing women and young children should limit or avoid tuna because it contains mercury.

## AHI CHOP

Courtesy of **Lee Alan Dung**, executive chef of **Hapa Sushi and Sake Bar** (Denver)

7 oz pc Ahi Medallion

### Marinade:

1 tsp Hawaiian Salt  
 1 tsp Onions, sliced  
 1 tsp Green Onion, fine slice  
 1 tsp Soy  
 1 tsp Sesame Oil  
 1 tsp Red Pepper Flakes  
 1 tsp Sesame Seeds, toasted  
 1 pc Sugar Cane Skewer

1. Cut ahi into seven-ounce piece in the shape of a filet mignon.
2. Marinate ahi like poke.
3. Skewer ahi with sugar cane to look like a chop.
4. Heat pan to smoking.
5. Sear ahi on both sides till desired doneness.
6. Ahi may be placed in oven for more well doneness.

Chef recommends medium rare to medium.

*All recipes are confidential and property of ZenZen Inc.*

**Abalone** Ask for farm raised “awabi” (profiled in the Spring 2005 issue) as wild abalone are depleted.

**Clams** “Mirugai” is geoduck/long neck clam, and “hamaguri” is hardshell clam; in general farmed are a better choice than wild varieties.

**Cockles** “Torigai” resembles a cross between clams and scallops; Bury Inlet cockles from southwest Wales are certified by the MSC (see Fish Dish, next column).

Thanks to *bento.com*, *eatsushi.com* and *sushifaq.com* for translation assistance. ●

## WASHINGTON BEAT

### HEADS OR TAILS?

In June this year, NOAA's National Marine Fisheries Service (NMFS) issued a proposed rule to amend the national standard one guidelines, which are regulations designed to aid the agency in implementing conservation requirements. The proposed rule weakens the existing guidelines by substituting clear conservation mandates with discretionary language—providing fishery managers with a loophole to ignore scientific recommendations. The proposed rule would extend the timeframe for rebuilding overfished populations. Allowing fish populations to remain at dangerously low levels for longer periods of time increases the risk that the populations will not be able to rebuild to healthy levels. In addition, the proposed rule offers no guarantee that management measures will meet the conservation goals required by law. Instead, NMFS proposes to modify the guidelines so that management measures need only have a 50% chance of meeting catch limits and rebuilding goals—good odds in Vegas but a disaster for fish.

Conservation groups and others are urging NMFS to strengthen, not weaken the national standard one guidelines and ensure the long term sustainability of our nation's fisheries before the comment period ends October 21, 2005. You can add your voice online at: [www.politicaloutreach.com/outreach/conservfish/default.asp](http://www.politicaloutreach.com/outreach/conservfish/default.asp). ●



## SUSTAINABLE SEAFOOD in THE NEWS

**C**ertify this. The Marine Stewardship Council

(MSC) will promote sustainable fishing practices in Vietnam over the next three years, the first formal agreement between the MSC and a nation state. The initial outcome is two pilot projects with the **Ben Tre clam** and the **Phu Quoc anchovy** fisheries. Worldwide, four new fisheries are in the full assessment stage of the MSC's certification program: the **Maryland striped bass** fishery and the **Oregon pink shrimp** fishery in the U.S., and two Yorkshire fisheries (lobster and seabass) in the U.K. 251 MSC-labeled seafood products are sold in twenty-four countries.

**Off the Menu.** After weeks of negative press and an email and letter campaign by scuba and marine conservation organizations, Disneyland Resorts in Hong Kong removed **shark fin soup** from its banquet and catering menu. The campaign focused on the wasteful practice of “finning” in which the fins of the shark are removed and the remainder of the animal is dumped overboard. Instead of shark fin soup—traditionally seen as a symbol of prestige at Chinese banquets and weddings—Disney will serve lobster bisque, sea whelk, bamboo fungus soup, and crab roe at its catered events.

**Banking on Change.** A new report entitled *Turning the Tide* produced by the **World Bank** in partnership with **SeaWeb** outlines the role of the Bank and its intent to focus on good governance, sustainable fisheries policies, and the promotion of effective fisheries strategies. A new World Bank program, **PROFISH** (Global Program for Sustainable Fisheries), is a partnership with the Food and Agriculture Organization of the United Nations, the World Conservation Union (IUCN), WorldFish Center, and regional organizations.



Do you have news worth serving up in Fish Dish? Please send your ideas to [info@seafoodchoices.com](mailto:info@seafoodchoices.com). ●



## TRENDS to WATCH: European Seafood Market

The world average annual per capita seafood consumption is 16 kg. The EU consumes 24.5 kg/person.

For perspective, the U.S. and Canada consume 21 kg and 24 kg respectively, while Japan consumes 65 kg.

- Consumption within EU countries ranges from 61 kg in Portugal to 11 kg in Austria.
- The EU's seafood trade deficit is €9,967,069 (approximately US\$12,187,732).
- Denmark is the EU's largest seafood exporter by both value and volume, accounting for 22.8% of the value and 23.7% of the volume of EU seafood exports.
- In terms of imports, Spain leads the way, accounting for 17.6% of the value and 16.6% of the volume of EU imports. (In case you're wondering, Spain is the number 2 seafood consumer in the EU at 44 kg/person.)

Source: Eurostat. Facts and Figures of the CFP 2004.

## CALENDAR

### SEPTEMBER

**3-11—Soil Association's Organic Week.** Bristol, UK. A celebration of organic food and drink, bringing together everyone from "fork to fork"—from farmers to shoppers. To learn more, visit [www.soilassociation.org/organicweek](http://www.soilassociation.org/organicweek).

**8-11—Sierra Club's National Environmental Convention and Expo.** San Francisco, Calif. Sierra Summit 2005 will feature 60+ educational seminars and over 150 outdoor and green exhibitors. To register or for more info, visit: [www.sierrasummit2005.org](http://www.sierrasummit2005.org).

**11-15—American Fisheries Society Annual Meeting.** Anchorage, AK. The theme is "Creating a Fisheries Mosaic: connections across jurisdictions, disciplines & cultures." Visit [www.wdafs.org/Anchorage2005](http://www.wdafs.org/Anchorage2005) for more information or to register.

**18-23—International Symposium on Stock Enhancement and Sea Ranching.** Seattle, Wash. [www.searanching.org](http://www.searanching.org).

**19-23—Oceans 2005: "One Ocean".** Washington, DC. The largest international professional meeting and exposition devoted to the full spectrum of ocean science, technology, policy, engineering and education. Online at [www.oceans2005.org](http://www.oceans2005.org).

**Do you have an upcoming event?** Email us with the event, date, and name of sponsoring organization at [info@seafoodchoices.com](mailto:info@seafoodchoices.com) or call toll free 866/SEA MORE.

**Become a member!** Submit your name, mailing address, and your company or business via email to [info@seafoodchoices.com](mailto:info@seafoodchoices.com), call toll free 866/SEA MORE, or fax to 202/483 3518.

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choices  
ALLIANCE

1731 Connecticut Avenue, NW  
Suite 450  
Washington, DC 20009  
1-866-SEA-MORE  
[www.seafoodchoices.com](http://www.seafoodchoices.com)

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