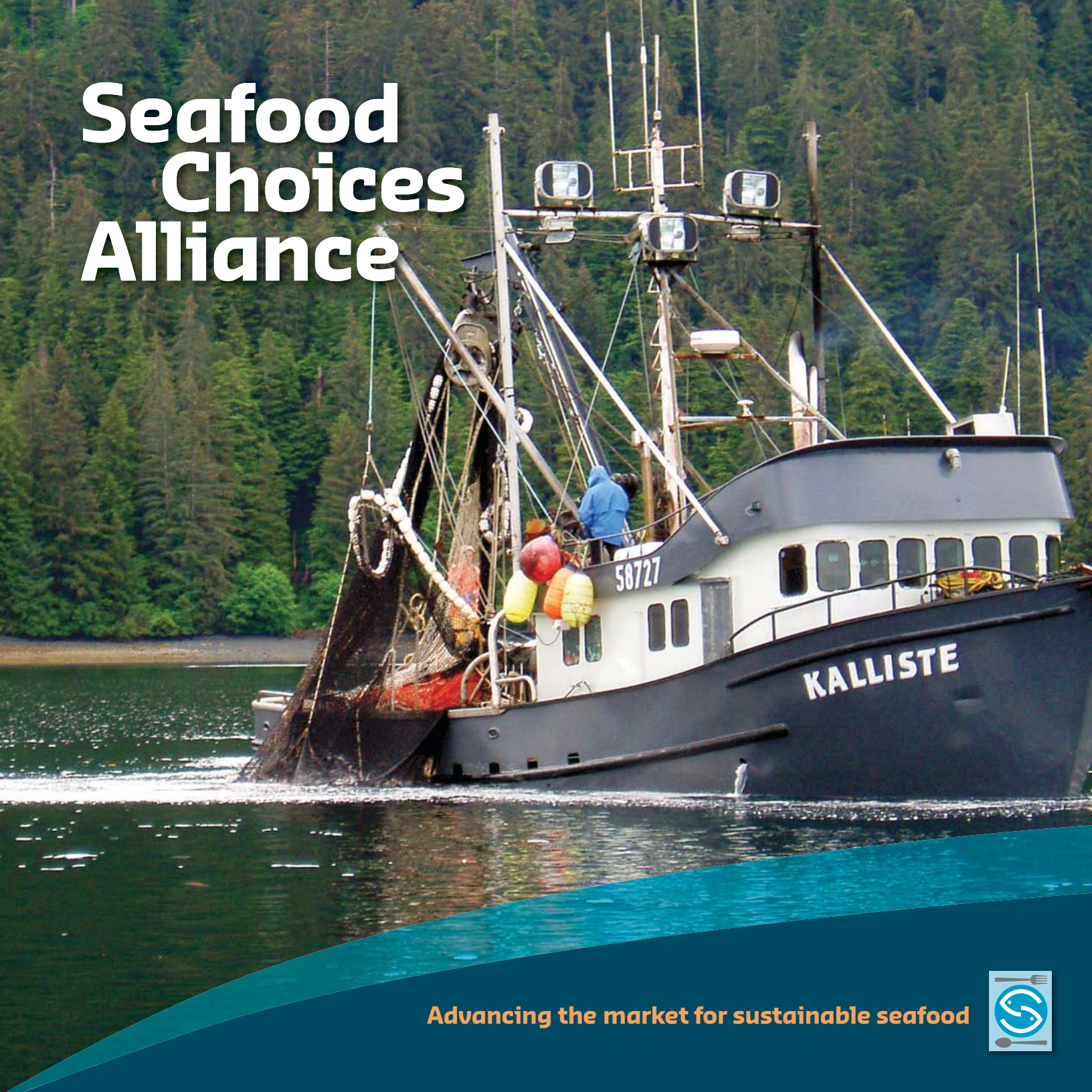


Seafood Choices Alliance



Advancing the market for sustainable seafood





Demand for seafood stronger than ever

Nearly half of the world's people depend on seafood as an essential source of protein. And as the global population continues to grow by the billions, and news reports continue to tout the health benefits of seafood, demand is soaring.

So why worry? Supply

Many ocean fisheries are in trouble, and while aquaculture holds much promise, it is not a complete solution. Recent headlines have summed up the situation on the open sea as one of "too many boats chasing too few fish." The Food and Agriculture Organization (FAO) estimates that nearly three-quarters of ocean fisheries are being fished at or beyond their limits, while a recently published study in the journal *Science* projected that—without a change in course—all currently fished wild seafood species will collapse before 2050.

Aquaculture now accounts for more than 40 percent of fish sold for human consumption, and will undoubtedly play an important role in the future. However, important lessons are still being learned as to what can and cannot be achieved by farming fish in a way that is both environmentally and economically responsible.

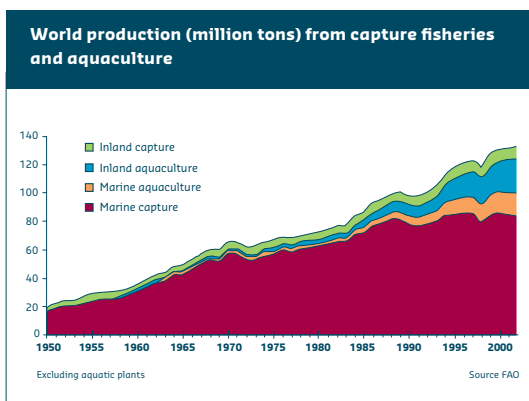
Charting a new course towards sustainability

This situation has brought a diverse set of leaders to the same conclusion: sustainable seafood is not *an* option, but the *only* option. To survive, the industry must be able to meet current and future demand for seafood in a way that ensures the viability of species and the conservation of the oceans and other waters on which they depend. Leaders are charting a new course, one that focuses sales on those species that are abundant in supply, able to replenish their numbers, and fished or farmed without harm to the environment. They

recognize that such an approach requires collaboration, as well as the promotion of best practices throughout the supply chain.

Among those taking notice and taking action are:

- Companies like Unilever and Compass Group, as well as Marks & Spencer and retail giant Wal-Mart
- Top chefs such as Jacques Pépin, Rick Moonen and Thierry Marx
- Fish processors such as Young's Seafood and Beaver Street Fisheries
- Fishermen and fish farmers around the world who have adopted sustainability as a core component of their business strategies



Growing appetites, shrinking seas:

Population growth and consumer preference have pushed demand for seafood to record heights. To come close to meeting this demand, catches must be brought back within sustainable limits and aquaculture must have a lower environmental impact. The good news? Leaders in and around the industry are working with the Alliance to do just that.





“By working together and making smart choices about what we fish, how we fish, and where we fish, we not only will enjoy a robust industry today, but a robust industry and a healthy ocean tomorrow.” —Peter Redmond, *Vice President for Seafood and Deli, Wal-Mart*

Leading voices for a new marketplace

Seafood Choices Alliance, with members in more than 50 countries, unites and amplifies leading voices in and around the seafood industry that share a commitment to sustainability.

By bringing the production, retail, restaurant, and conservation communities to the table, the Alliance develops solutions and spotlights smart choices, sustainable

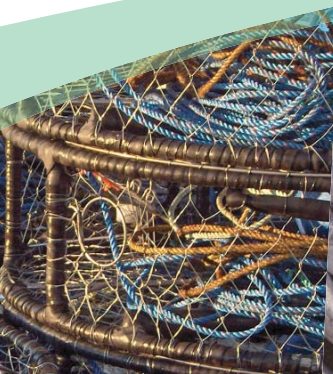
suppliers and best practices.

To advance the market for sustainable seafood, Alliance activities include:

- Convening the Seafood Summit, the annual flagship conference for sustainable seafood
- Enabling collaborative dialogue through roundtables and workshops
- Bringing together diverse stakeholders to find shared solutions
- Sharing insight and information that helps businesses achieve their

sustainability goals

- Publishing *Sourcing Seafood*, the must-have resource for those who buy and sell friendly seafood, and www.seafoodchoices.org, a clearinghouse of information with a database that connects buyers and suppliers
- Presenting the annual Seafood Champion Awards, recognizing outstanding leadership in advancing the market for sustainable seafood





Seafood retailers and wholesalers, fishermen and fish farmers, restaurateurs and conservationists are working together to transform the seafood marketplace into one that is environmentally sustainable as well as economically profitable:

“The Alliance has been very successful in advancing sustainable fish procurement in the US, and we look forward to working further with them to accelerate this important issue around the globe.”

Rupert Howes, Director
Marine Stewardship Council (MSC)

“I enjoy telling my customers about the importance of sustainable fishing, and with Seafood Choices Alliance and Sourcing Seafood I know I have access to the information I need to do right by my customers, and do right by the ocean, all in one place.”

Anette Grecchi Gray, Chef de Cuisine
Disney's Animal Kingdom Lodge

“There are so many differing views about seafood sustainability. Seafood Choices Alliance bridges an important gap in brokering those views and helping companies make better decisions.”

Mike Barry, Head of Corporate Social Responsibility
Marks & Spencer



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For information on membership and more, visit www.seafoodchoices.org.



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