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Sustainable Superfood in a Can!

April 2nd, 2014: EcoFish, a sustainable seafood pioneer, recently launched the nation's first Marine Stewardship Council (MSC) labeled certified sustainable canned sardines, under its Henry & Lisa's Natural Seafood retail brand.

The sardines come from the MSC certified Portuguese Purse Seine fishery, are hand-packed in both Extra Virgin Olive Oil and Spring Water, and are already becoming available at hundreds of natural retailers nationwide, including Natural Grocers, New Seasons and Earth Origins.

Sardines are widely considered one of the world's top "Superfoods", touted for their amazing nutritional qualities, anti-ageing attributes and affordable pricing. Packed with Omega-3's, vitamins and minerals, sardines are also low on the food chain so they do not contain dangerous contaminants. Health guru Dr. Oz recommends canned sardines in his "Healthiest Food List" as a "Supermarket Staple". With the convenience of a pull-top BPA-free can, Kosher certification and the fact that they're certified sustainable, Henry & Lisa's sardines provide consumers with a convenient "Sustainable Superfood in a Can!"

Henry Lovejoy, President and Founder of EcoFish states: "Sardines are a nutritional powerhouse and EcoFish is thrilled to be offering consumers the dual benefit of optimum personal health and certified environmental sustainability - all at a great price!"

About EcoFish: EcoFish has been pioneering the sustainable seafood category since 1999. EcoFish sources seafood exclusively from environmentally sustainable fisheries, as determined by an independent Advisory Board comprised of some of the world's leading marine conservation scientists. All products are always 100% all natural, and their award-winning frozen and canned Henry & Lisa's Natural Seafood line can be found in over 4,000 grocery stores nationwide.