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EcoFish Partners with the ASC

January 26th, 2016: EcoFish announced today its successful certification by the **Aquaculture Stewardship Council (ASC)** for chain of custody. Chain of Custody (CoC) certification assures that ASC certified seafood delivered to supply chain actors originates from a farm certified by ASC. This allows buyers to make credible claims of the responsibly farmed origin of their seafood to their customers.

EcoFish, founded in 1999, has a long history of leading sustainable seafood initiatives, having pioneered the sustainable seafood category in the United States over 15 years ago, and becoming the first Marine Stewardship Council (MSC) certified seafood distributor for wild fish in the United States in 2001.

EcoFish's retail brand **Henry & Lisa's Natural Seafood** (sold in over 4,000 grocery stores nationwide) will first start using the ASC logo on its Ecuadorian farmed shrimp, raised on the first ASC certified shrimp farm in the world.

Henry Lovejoy, President and Founder of EcoFish states – "EcoFish is thrilled to have the highly credible ASC vetting fish farming operations for responsible methods, and is honored to be part of their program. The ASC fills a very important void for producers and consumers wishing to procure the most responsibly farmed seafood available. More than half of the seafood consumed in the world today is from farms; so this is a commitment every seafood company should be making, to assure plentiful, safe and healthy seafood for future generations."

Esther Luiten, Senior Commercial Marketing Manager for ASC said, "We are pleased that EcoFish has earned ASC certification. Their commitment to the programme is a testament to their longstanding and extensive record of good environmental stewardship. The ASC logo will give EcoFish customers confidence that their seafood comes from certified responsible farms with the highest standards for social and environmental protection.".....

About The ASC:

Founded in 2010 by WWF and IDH, the ASC is an independent not for profit organization with global influence. The ASC's mission is to transform aquaculture towards environmental sustainability and social responsibility using efficient market mechanisms that create value across the chain. ASC aims to be the world's leading certification and labelling program for responsibly farmed seafood.

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 100% sustainable and 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.