

FAST COMPANY

MARCH 2007

FAST 50

You hoped this day was coming.

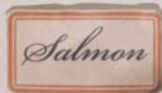
Eventually, someone was going to step up and actually start doing something about the state of the world. You might have thought it would be a president—a senator, maybe—who would stand, point out at the future, and raise the alarm. Instead, it is business, and more specifically a certain strain of imaginative, entrepreneurial business, that has found the upside in addressing global malfunction. Whether old-line, established companies or tiny startups, they're tweaking old technologies and inventing startling new ones, tackling everything from pandemics to ancient scourges like hunger. Are they doing all this because they want to save the world, or because they can turn a profit? Yes. And not a moment too soon.



19 | EcoFish | > Even the ocean needs an enforcer

Last November, the journal *Science* published the findings of a four-year prediction study that included a startling prediction: Barring a shift in current practice, by 2048 commercial fish catches globally will have shrunk by 90% from 1950 levels. Given the vital role of fish protein in diets (and thus economies) worldwide, that's a pretty dire prospect. But Henry and Lisa Lovejoy, founders of EcoFish in Dover, New Hampshire, are doing their part to right the boat. Their eight-year-old company supplies sustainable seafood to 1,000 stores nationwide, including Whole Foods, and 150 high-end restaurants. "EcoFish showed everybody this was feasible," says Michael Sutton, vice president of the Monterey Bay Aquarium and an EcoFish advisory board member. (Wal-Mart, though not a customer, announced last year that it too would use only sustainable fisheries.)

EcoFish doesn't catch seafood. It identifies suppliers: a Northwest tuna operation that avoids longlines (notorious for "bycatch," unintended targets such as sharks and sea turtles); a Florida shrimp farm, located inland to avoid destruction of mangrove swamps, that recycles its water to eliminate pollution; an organic catfish farm in North Carolina. EcoFish packaging describes who caught the seafood and their methods. When Henry, a former lobster exporter, created the company, he asked the industry's critics—conservation groups such as the World Wildlife Fund—to advise him. "It was unheard of," he says, "but I saw them as the perfect partner for a sustainable seafood company. I wanted their standards to be our standards." In 2000, only 3 species rose to that level; now EcoFish carries 15 and Lovejoy projects sales will reach \$5 million this year. —CS



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PHOTOGRAPH BY DAN WINTERS