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## **Nation's Leading Sustainable Seafood Company Announces Partnership with Educational Labeling Program**

### **EcoFish and FishWise Collaboration to Expand the Market for Sustainable Seafood and Improve Ocean Health**

**Dover, NH and Santa Cruz, CA – April 5, 2006** – At last week's Natural Products Expo West, EcoFish and FishWise jointly announced a partnership to promote the availability and sale of seafood from sustainable sources at grocery stores and restaurants, and to improve the health of the oceans through the promotion of sustainable fishing practices. FishWise is the flagship program of Sustainable Fishery Advocates. "By helping consumers make smart choices at the point of sale, this innovative partnership between EcoFish and FishWise can help advance ocean conservation efforts and expand the market for sustainable seafood. This partnership represents another important step forward for the sustainable seafood movement," said Michael Boots, Director of the Seafood Choices Alliance. Seafood Choices Alliance is the global trade association for the issue of ocean-friendly seafood.

**EcoFish**, the nation's first and leading supplier and marketer of seafood exclusively from sustainable sources, sells fresh seafood to over 150 restaurants, and frozen entrees, bulk frozen seafood and packaged products to over 2000 natural, gourmet and mass market food stores. **FishWise** is an educational labeling program that indicates the level of sustainability of each seafood item using green, yellow and red color-coded labels. Catch method and location of catch is also conveyed, making FishWise the most comprehensive labeling program for seafood cases in the U.S.

Based on the EPA's Guidance for Assessing Chemical Contaminant Data for Use in Fish Advisories, EcoFish randomly tests all of its products for mercury and PCBs, this information is passed on to the consumer in an easy-to-read labeling program. Through a partnership with the Environmental Defense, FishWise identifies the selections that are low in mercury and PCBs; these species have been tested to meet the minimum EPA safety standards. This type of

information is important at a time when there is confusion among the public about mercury levels in seafood, and 2005 Dietary Guidelines that encourage Americans to eat more fish.

“EcoFish is thrilled to be partnering with SFA starting on the West Coast. In this first of its kind partnership, SFA’s excellent research capabilities and groundbreaking educational efforts at retail will be combined with EcoFish’s vast, credible sourcing network and commitment to premium quality, all natural seafood exclusively from environmentally sustainable fisheries. Collectively, we will be providing retailers with both solid scientific recommendations and a trustworthy one-stop source of all natural sustainable seafood. Most exciting is that consumers will win with a simple solution to their sustainable seafood needs,” said Henry Lovejoy, co-founder and president of EcoFish.

Shelly Benoit, co-founder and executive director, Sustainable Fishery Advocates, the creators of FishWise added, “We are very excited to be partnering with a company known for quality that shares our values and commitment to a market-based approach to promoting ocean conservation.”

### **Sustainable Seafood Movement Maturing**

The sustainable seafood movement has progressed from a trickle to tributary. Walmart announced plans to exclusively carry sustainable seafood within the next five years. And the largest contract foodservice company in the world, a division of Compass Group, announced a shift to sustainably-sourced seafood which will impact approximately one million pounds of seafood annually. The backdrop is the plight of fisheries: 75% of the world’s fisheries are at capacity, over-fished or depleted and destructive fishing practices destroy natural habitats and accidentally catch non-target species.

### **About EcoFish**

EcoFish is the nation’s first and leading supplier and marketer of seafood exclusively from environmentally sustainable sources. Founded in 1999 by Henry and Lisa Lovejoy, EcoFish has pioneered the effort to provide seafood products that are solutions to consumer’s health and environmental concerns. EcoFish is the trusted source for helping people maximize the health benefits of seafood. An independent Seafood Advisory Board, comprised of some of the world’s leading marine conservation scientists, approves all of EcoFish’s product offerings. The Seafood Safe label tells consumers how many 4 oz. servings they can consume each month without exposing themselves to harmful contaminants. Nationwide, the company sells fresh seafood to over 150 fine restaurants and, frozen food and shelf-stable seafood products to over 2000 gourmet, natural and mass-market food stores. [www.ecofish.com](http://www.ecofish.com)

### **About FishWise**

Currently available in 16 stores on the West Coast, FishWise was developed by nonprofit Sustainable Fishery Advocates’ (SFA) founders Shelly Benoit and Teresa Ish, who were concerned about the precipitous decline of important fisheries. FishWise serves as the “consumer’s guide to healthy seafood” because it identifies selections that are healthy for the environment and healthy for consumers. With FishWise, consumers can choose seafood that is a high quality, lean source of protein and contains omega-3 fatty acid, and low in contaminants like mercury and PCBs. SFA also works to source more sustainable options and provide this information to distributors. SFA receives funding from many foundations including the David and Lucille Packard Foundation. [www.fishwise.org](http://www.fishwise.org).