



Monterey Bay Aquarium
Seafood Watch



FOR IMMEDIATE RELEASE

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Sustainable Seafood Pioneers Formalize Partnership

April 23rd, 2014: Today two of the nation's sustainable seafood pioneers announced their recent business partnership. EcoFish and Monterey Bay Aquarium Seafood Watch® program, both conceived in 1999, formalized their long-standing collaborative relationship, with EcoFish becoming one of Seafood Watch's first official "Business Partners".

Seafood Watch Business Partners make a time-bound commitment to sell only environmentally responsible seafood and help transform the marketplace in favor of more responsible fisheries and aquaculture operations. Business Partners work to build awareness about ocean-friendly seafood choices across North America.

Henry Lovejoy, President and Founder of EcoFish states – "We're supporting healthy, abundant oceans by partnering with the Monterey Bay Aquarium Seafood Watch program, and formalizing our commitment to source only environmentally responsible seafood. This is a commitment every seafood company in North America should be making, to assure plentiful fish stocks for future generations."

Shawn Cronin, Seafood Watch Business Outreach Manager states – "We're excited to have EcoFish as an official Business Partner. EcoFish is a sustainable seafood pioneer, and has made a significant commitment to seafood exclusively from environmentally sustainable fisheries."

About Seafood Watch:

Seafood Watch® is a program of the Monterey Bay Aquarium that empowers consumers and businesses to make choices for healthy oceans, helping support diverse marine ecosystems for the future. Using science-based, peer review methods, Seafood Watch assesses how fisheries and farmed seafood impact the environment and provides recommendations indicating which items are "Best Choices," "Good Alternatives," and which ones to "Avoid." Seafood Watch raises consumer awareness through its pocket guides, website, smart phone and tablet application, and partnerships with businesses, zoos, aquariums and culinary leaders.

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% 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.