



seafood
choices
ALLIANCE
bringing
ocean conservation
to the table

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The Best Seafood Choices Revealed in Boston
From “Chowdah” to American Caviars, Event Celebrates Ocean-Friendly Seafood March 9-16th

(Boston, Mass.) March 9 – For the second straight year, members of the Seafood Choices Alliance bring ocean conservation to the city’s tables with **Boston’s Best Seafood Choices** (March 9-16). The conservation partners and over 40 restaurants will tout ocean-friendly seafood choices throughout the week leading up to the annual Boston Seafood Show. Diners should opt for the “Boston’s Best Seafood Special” at participating restaurants, including Icarus, Great Bay, Blackfin Chop House & Raw Bar, Legal Sea Foods, Oleana, Rialto, and Hamersley’s Bistro. In addition, Seafood Choices Alliance announces the nation’s **Best Seafood Choices for 2004**.

“I’m extremely excited by the unprecedented support for ocean-friendly seafood in Boston,” says Vikki Spruill, president of SeaWeb and founder of Seafood Choices Alliance. “When it comes to seafood, we have a choice, and when consumers choose ocean-friendly seafood, everybody wins.”

While seafood lovers in Boston dine out to support a healthy ocean this week, U.S. consumers can celebrate ocean-friendly seafood all year long. For the first time, Seafood Choices Alliance – an association of over 1,800 food professionals – unveils the nation’s best seafood choices, in terms of both taste and environmental impacts. The nation’s **Ten Best Seafood Choices for 2004** are:

Wild Alaska and California Salmon
American Caviars, *farmed*
Atlantic Mackerel
Catfish, *U.S. farmed*
Dungeness and Stone Crabs
Pacific Halibut
Rainbow Trout, *farmed*
Sablefish, *aka Black Cod*
Clams, Mussels and Oysters, *farmed*

And regionally, make a local best choice:

Nantucket Bay Scallops
California Abalone, *farmed*
Southern Crawfish
Florida Mahi-mahi, *troll-caught*
South Carolina Wreckfish

“With these Ten Best Seafood Choices for 2004, consumers can indulge guilt-free,” says Susan Boa, program manager of Seafood Choices Alliance. According to a recent poll by the American Association for the Advancement of Science, 60% of Americans say they would eat less of certain kinds of fish to help protect ocean and coastal resources. “We created Boston’s Best Seafood Choices to draw attention to the positive – there are plenty of choices that are good for the ocean and taste great, too.”

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“We’re pleased to be a partner in Boston’s Best Seafood Choices,” says Heather Tausig, director of conservation for the New England Aquarium, which hosts the kick-off celebration on March 8. “It’s a great way to inform New Englanders about making the best seafood choices to support ocean conservation as well as to reward the local restaurants doing their part.”

“Chefs, seafood vendors, and consumers have an opportunity to help fix the damage we’ve inflicted upon our oceans,” agrees Chef Brad Ozerdem, of Avenue One at the Hyatt Regency Boston. “Because of the efforts of many, striped bass and haddock are making strong comebacks. If we continue to make the right choices, our oceans will be healthier, our fisheries will prosper, and we will ultimately have the finest of choices in seafood.”

The launch event – scheduled from 5:00-7:00 pm, March 8, aboard the Aquarium’s *Discovery* at the Long Wharf – features participating Boston’s Best chefs Brad Ozerdem of Avenue One, Brian Houlihan of Bia Bistro, Gary O’Hanlon of Devlin’s, Eric Heinrich of Turner Fisheries, Seth Woods of the Aquitaine Group, and others in addition to conservation experts like Tausig.

Boston’s Best Seafood Choices is part of the City’s Best Seafood Choices program, the first national partnership between conservation organizations and restaurants to promote the best environmental choices in seafood. Partners in Boston’s Best Seafood Choices (March 9-16) include Seafood Choices Alliance, the New England Aquarium, Environmental Defense, Chefs Collaborative, National Environmental Trust, Conservation Law Foundation, Marine Stewardship Council, EcoFish Inc., and over 40 restaurants in Boston. Participants support ocean-friendly seafood year-round by subscribing to Seafood Choices Alliance. Successful City’s Best events have been held in Boston, New York, and Los Angeles – look for additional cities to join in 2004.

For more information about participating restaurants or to arrange for interviews, call Stephanie Crane at 914/793 9400. A complete restaurant listing is available at www.seafoodchoices.com/bostonbsc.shtml.

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Seafood Choices Alliance is a national association of conservation organizations and 1,800 professionals from the seafood sector, working to influence the seafood industry and government regulators in favor of better conservation of our ocean resources. Seafood Choices Alliance brings ocean conservation to the table by working with the seafood sector — chefs, purveyors, fishermen, distributors and others — to make the best informed decisions and provide the best options to their customers.