



## Seafood Champion Awards 2007 Finalists

*The Seafood Champion Awards annually recognize individuals and companies for outstanding leadership in promoting environmentally responsible seafood. The Alliance established the award to honor those in the seafood industry whose contributions demonstrate a commitment to advancing the marketplace for ocean-friendly seafood. The Alliance released the names of the 10 individuals or companies chosen as the finalists for the 2007 Seafood Champions Awards in December 2006.*

**Anette Grecchi Gray**, Chef de Cuisine, Jiko, Walt Disney World (Lake Buena Vista, FL) - Since becoming chef de cuisine at Jiko, Chef Gray has supported seafood sustainability by influencing menu decisions and educating staff throughout Walt Disney World. Under her guidance, the restaurant's signature dish featuring monkfish was replaced with the more eco-friendly Pacific halibut, and she is working with a local producer to meet the restaurant's requirements for a sustainable source of shrimp.

**Greenpeace-United Kingdom** (London, England) - The influential UK environmental group has challenged the country's major retailers to ensure that all the seafood they sell comes from sustainable sources. The organisation recently unveiled a progress report, 'A Recipe for Change', showing that in just one year, most of the major retailers have enthusiastically engaged in starting to improve their seafood - such as removing from sale the most destructively fished species, and encouraging the adoption of less destructive fishing methods.

**OceanBoy Farms** (Clewiston, FL) - Since 2000, OceanBoy Farms has operated a bio-secure facility and unique hatchery system to grow Pacific white shrimp (*Litopenaeus vannamei*). The company raises its certified antibiotic- and chemical-free shrimp in a completely closed system. To further improve upon the operation's sustainable footprint, the company established an Aquaculture Science and Technology center in 2005 to explore all-grain feeds and reducing electricity usage.

**Sainsbury's** (London, England) - As the UK's largest fishmonger, Sainsbury's is using its size and influence to transform the fishing industry supplying the retail sector. In 2005 and 2006, Greenpeace-UK ranked the company third overall for seafood sustainability among the country's retailers. In fact, Greenpeace cited Sainsbury's overhaul of seafood policies in 2006 as "one of the more exciting changes within the industry in the past year." As part of a sustainable sourcing policy (currently being implemented with the help of the Marine Conservation Society), Sainsbury's has committed to stop selling all red-rated fish by the end of 2006 .

**Kazuhiko Wada**, President, Kamewa Shouten Co. Ltd. (Tokyo, Japan) - Based in the Tsukiji fish market, Wada-san directs a wholesale company serving many of the country's top hotels, restaurants and retailers. Kamewa Shouten became the first company to introduce Marine Stewardship Council-labeled products (Alaska salmon and sablefish) to Japan, the world's largest consumer of seafood and one of the largest fishing nations. Wada-san also

works closely with WWF-Japan to support sustainable seafood and responsible fishing educational efforts.

**Xanterra Parks and Resorts** (Greenwood Village, Colo.) - What began in 2000 with a company wide seafood policy - to ensure Xanterra serves only sustainable seafood - has grown into a broader sustainable cuisine program. Xanterra, the largest national and state park management company, was also the first U.S. hospitality company to be granted the chain of custody certification from the Marine Stewardship Council.