



**seafood  
choices**  
ALLIANCE  
•  
bringing  
ocean conservation  
to the table

**For Immediate Release**

**Contact:** Stephanie Crane Faison  
908/626 0111 or sco111@aol.com

**NOW AVAILABLE: SOURCING SEAFOOD ONLINE**

The *must-have* resource for those who buy and sell ocean-friendly seafood is now available as a fully searchable online database.

Washington, D.C. (February 27, 2006) – Seafood Choices Alliance announces the first online edition of *Sourcing Seafood: A Professional's Guide to Procuring Ocean-friendly Fish and Shellfish*. Seafood buyers now have online access to this first-of-its-kind, comprehensive guide to buying sustainable fish and shellfish.

*Sourcing Seafood Online*, at [www.SeafoodChoices.org/sourcingseafood.php](http://www.SeafoodChoices.org/sourcingseafood.php), identifies over 400 suppliers of sustainable seafood and provides buyers with valuable information on the better environmental seafood choices—including eight new species not previously featured and updates on seafood for 2006. *Sourcing Seafood Online* is divided into two parts.

- **Find Seafood** contains valuable information on many ocean-friendly seafood items, from farmed abalone and arctic char to wild salmon and wahoo.
- **Find a Supplier** allows buyers to locate suppliers offering the seafood items profiled in the species pages. An added feature in the online edition is the notation of “preferred” suppliers – those that sell only ocean-friendly species.

“By identifying smart choices, better practices and the sources for ocean-friendly products, Seafood Choices Alliance supports differentiation in the marketplace so that these suppliers are rewarded with increased demand,” said Mike Boots, Director of Seafood Choices Alliance.

Along with the online edition of *Sourcing Seafood*, the Alliance has added a searchable directory of its restaurant members—**Find a Restaurant**—to help build connections among buyers and suppliers of ocean-friendly seafood. This feature is accessible by all visitors to the Seafood Choices Alliance website—[www.seafoodchoices.org](http://www.seafoodchoices.org)—allowing individual consumers to also utilize this ‘white pages’ of restaurants offering ocean-friendly menu options. Membership in the Alliance does not imply that the restaurants are 100% ocean-friendly, but all members are committed to consistently improving their offerings.

The original, hardcopy edition of *Sourcing Seafood* can be downloaded at [www.seafoodchoices.org](http://www.seafoodchoices.org); a new edition, available as a hardcopy or cd-rom, is due out in 2007. Limited quantities of first edition hardcopies are available upon request.

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**Seafood Choices Alliance** is a non-profit global trade association for the issue of ocean-friendly seafood; with more than 3,000 members from around the world, the Alliance helps the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilizes and connects the world’s leading voices in support of a sustainable supply of seafood choices, highlighting the need for a global solution to threats facing the ocean.