



seafood  
choices  
ALLIANCE

## **For Immediate Release**

### **Contacts:**

**Stephanie Crane Faison** (United States)  
908.626.0111 or [stephanie@seafoodchoices.org](mailto:stephanie@seafoodchoices.org)

**Marie-Laure de Langhe** (Paris, France)  
33.1.56.03.55.48 or [ml@delanghe-rp.com](mailto:ml@delanghe-rp.com)

### **BUSINESS AND CONSERVATION LEADERS TO HOLD SUMMIT ON THE SUSTAINABILITY OF SEAFOOD SUPPLIES 2007 Seafood Champion Awards to Be Announced**

(December 11, 2006 – Silver Spring, MD) – Seafood Choices Alliance expects record attendance at its Seafood Summit 2007 in Jacksonville, Florida (January 28-31). The Summit's theme, "The Business of Sustainability," will address the practicalities of meeting the demand for seafood while ensuring a lasting and environmentally responsible supply for the future. New in 2007, the Alliance will also unveil the recipients of the 2007 Seafood Champion Awards, and the Seafood Summit will be the first such event to be held in the southern United States.

A recent scientific study made headlines around the world with its prediction that all fisheries might collapse by 2048. Working to ensure that prediction does not become reality, today's foodservice, retail, seafood and conservation leaders will gather at Seafood Summit 2007 to explore challenges and advance solutions.

"Sustainability is increasingly the focal point up and down the seafood supply chain," says Mike Boots, director of Seafood Choices Alliance. "We now have fishermen and fish farmers, wholesalers and retailers, chefs and conservationists all coming together to learn from each other about how to incorporate environmental sustainability into their business practices."

Speakers at the 2007 Summit include representatives from McDonald's, NOAA Fisheries, Regal Springs Tilapia, Johns Hopkins School of Public Health, Whole Foods Market, Pacific Coast Shellfish Growers Association, Environmental Defense, Young's Bluecrest Seafood Ltd and many more.

The Alliance will unveil the **2007 Seafood Champion Award** winners in Jacksonville. The awards, first instituted in 2006, recognize outstanding leadership within an industry sector and successful integration of seafood sustainability in business operations. The formal presentation of the 2007 awards will take place March 12 in conjunction with the International Boston Seafood Show.

The keynote address will be given by Gifford Pinchot III, president and co-founder of the Bainbridge Graduate Institute (BGI) in Washington State, which offers an MBA program integrating environmental sustainability and social responsibility with innovation and profit. Pinchot is also president of Pinchot & Company, which helps leading companies

(including many from the “Fortune 100”) launch new businesses and design and implement more sustainable practices.

Sponsors of Seafood Summit 2007 include: Beaver Street Fisheries, The David and Lucile Packard Foundation, Darden Restaurants, the National Oceanic and Atmospheric Administration, EcoFish, Sea Change Investment Fund LLC, Progressive Grocer, IntraFish Media, WildCatch Magazine.

**Seafood Summit 2007 At-A-Glance:**

- January 28-31, 2007
- Hyatt Regency Jacksonville Riverfront, 225 Coast Line Drive East, Jacksonville, Florida
- Global leaders from business, government and conservation
- First time the conference will be held in the southern U.S.
- First time for video coverage via WebTV
- Recipients of the 2007 Seafood Champion Awards will be announced the evening of January 28 at the opening cocktail reception.
- January 29-30 concurrent sessions will explore topics as diverse as food trends in 2007 and changing business behavior from the inside out to new fishery policy tools and certification and eco-labeling schemes.

**Attending Seafood Summit 2007:**

Jacksonville, located on Florida’s Atlantic Coast, is serviced by Jacksonville International Airport. Seafood Summit 2007 will be held in the heart of the downtown business district at the Hyatt Regency Riverfront. A special room rate of \$159 has been reserved until January 5th for Seafood Summit attendees.

One-day and full conference registrations are available online through January 5th. To register, book hotel accommodation, view the full conference agenda and other Summit-related information, visit **[www.seafoodsummit.org](http://www.seafoodsummit.org)**.

Members of the media interested in attending should contact  
Stephanie Faison at 908.626.0111 or [stephanie@seafoodchoices.org](mailto:stephanie@seafoodchoices.org).

#

**Seafood Choices Alliance** is a non-profit global trade association for 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.

*Global Headquarters: 8401 Colesville Road, Suite 500, Silver Spring, MD 20910 USA  
T: 301.495.9570 [info@seafoodchoices.org](mailto:info@seafoodchoices.org) [www.seafoodchoices.org](http://www.seafoodchoices.org)*

##