



FISHCHOICE.COM

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CONNECTING BUYERS AND SELLERS OF SUSTAINABLE SEAFOOD

FishChoice Background

- HISTORY** FishChoice was founded in 2008 by Richard Boot, and the website launched August 4, 2009 targeting the U.S. and Canadian seafood supply chain. In almost two years, FishChoice has amassed a sustainable seafood directory of approximately 1,200 product listings, from over 200 suppliers, across an estimated 150 different species of wild and farmed finfish and shellfish and is being used by over 2,000 seafood professionals.
- VISION** FishChoice.com is the first tool to fill a crucial missing link in the supply chain connecting buyers and sellers, making it easier to find, procure, and sell sustainable seafood products.
- MISSION** Through collaboration with environmental non-profit organizations and seafood industry leaders, FishChoice creates tools and relationships to make commercial procurement of sustainable seafood products easier and to expand the outreach and effectiveness of the sustainable seafood movement.
- PURPOSE** FishChoice.com is an online, sustainable seafood sourcing tool that connects retail, restaurant, and institutional seafood buyers to supplier of sustainable seafood products. FishChoice.com also helps sustainable aquaculture operations and wild fisheries that utilize environmentally responsible fishing methods find markets for their products.
- VALUE** FishChoice is unique in that it both aggregates several sustainable seafood ratings and certification programs and it provides the seafood supply chain with a directory of products with up-to-date sustainability ratings and certification information.
- FUTURE** FishChoice.com is continually adding new products and suppliers to the product directory and finding new users for the website. FishChoice is constantly evaluating seafood programs to add to its current inventory of sustainable seafood programs as well as establishing mutually beneficial relationships with like-minded organizations. While FishChoice has seafood products from all over the world, the primary users of the website are currently North American based and FishChoice plans to expand its audience to the broader international community.