

# 2011

## FishChoice.com Press Kit



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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.



## FishChoice FAQs

### What is FishChoice.com?

FishChoice.com is an online, sustainable seafood sourcing tool that connects retail, restaurant, and institutional seafood buyers to suppliers 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.

### Why is FishChoice.com important?

In a 2007 Food Marketing Institute Survey 92% of consumers polled said "it is important for the food industry to be more proactive in addressing environmental concerns." Consumers want to make more sustainable choices and chefs and retailers want to provide them. FishChoice.com fills the missing piece in the equation by matching those suppliers and their products to an aggregated group of sustainable seafood ratings and certifications.

### How does it work?

FishChoice.com is not an e-commerce website, but rather an online network, similar to a dating website. The process that takes place typically is: suppliers submit products, FishChoice identifies if they meet the necessary sustainability requirements of one or more of its partners, those that meet the requirements are listed on the website alongside the aggregated sustainability ratings &/or certifications, buyers register for the website to get full access and contact those suppliers who they want to speak with about purchasing their products.

### Which seafood organizations does FishChoice.com work with?

FishChoice.com works with several recognized seafood conservation organizations that have science-based, credible sustainable seafood programs. The following organizations have agreed to participate on FishChoice.com in a collective effort to promote the market for sustainable seafood in the supply chain:

- Marine Stewardship Council (MSC)
- Seafood Watch Program by Monterey Bay Aquarium
- New England Aquarium
- SeaChoice
- Blue Ocean Institute
- FishWise



### How much does it cost to use FishChoice.com?

FishChoice.com is currently free. In the future, one or more revenue models will be implemented.

### How is FishChoice.com funded?

FishChoice.com is a nonprofit organization that is currently funded by private foundations and individual donors who recognize the importance of ensuring sustainable supplies of seafood for future generations. In the future, FishChoice.com will receive some of its operating income from subscriber fees.

### Who founded FishChoice.com?

Richard Boot is the Founder and President of FishChoice.com. Prior to founding Fishchoice.com in 2008, Richard worked as Director of Operations for FishWise (Sustainable Fishery Advocates). At FishWise he developed training and implementation programs for use in grocery stores' meat and seafood departments. Richard has formed collaborations with national environmental NGOs on a variety of subjects including mercury labeling and education about and sourcing of environmentally preferable seafood products.

### What types of suppliers will you find on FishChoice.com?

FishChoice.com lists farms, fishers, primary processors, importers, and products for distributors who are Marine Stewardship Council (MSC) chain of custody certified.

### How can producers get a product on FishChoice.com?

Producers can submit their products by filling out an online form or calling the organization. FishChoice will need to know the scientific name of the species, where it was caught or farmed, and the method by which it was caught or farmed to establish the basis of whether a product has the necessary sustainability credentials. For products that get listed on the website FishChoice will add details such as fresh &/or frozen product forms, seasonal availability, minimum order size, delivery information, full sales contact information, and additional notes about the company.

### Can consumers use the site?

Anyone can register to see what types of products are listed. However, the site provides listings geared to the needs of commercial seafood buyers. There is a consumer page on the website and there are plans to add additional resources for consumers.



## FishChoice Executive Bio

### Richard Boot, President/Founder

Richard Boot is the founder and President of Fishchoice. Prior to founding Fishchoice in 2008, Richard worked as Director of Operations for FishWise (Sustainable Fishery Advocates). At FishWise he developed training and implementation programs for use in grocery stores' meat and seafood departments. Richard has formed collaborations with national environmental NGOs on a variety of subjects including mercury labeling and education and sourcing of environmentally preferable seafood products.



Richard has worked with fishermen and fishing associations in Morro Bay, California to help bring their seafood products to the retail marketplace and continues to keep relationships with aquaculture operators to help market their products for US consumers. He currently works with national seafood distributors to help them provide accurate catch method information to retail grocers and assists seafood distributors and wholesalers in sourcing of seafood products that have been ranked environmentally preferable by FishWise and the Monterey Bay Aquarium's Seafood Watch program's methodology.

Before getting involved with the sustainable seafood movement, Richard graduated from the University of California at Santa Barbara with a degree in Business Economics. He managed large restaurants for Chart House Inc. and Landry's and has worked as chef, buyer, and kitchen manager in the hospitality industry.



## ***FishChoice.com – new tool for restaurants and retailers to increase sales of sustainable seafood***

### ***No more Fishing for Solutions: Commercial Seafood Buyers Reel in Sustainable Sources from an Unlikely Fishing Ground—The Internet.***

San Francisco, CA (August 4, 2009) – [www.FishChoice.com](http://www.FishChoice.com) launched today, providing chefs, and retail buyers a powerful, free tool to quickly locate sustainable seafood suppliers that meet the stringent requirements of seven leading seafood conservation organizations.

The site currently carries over 300 different products from 130 suppliers, offering sustainable versions of a variety of different species including shrimp, tuna, salmon, pollock, and tilapia– the top five most consumed types of seafood in America.

“It’s been difficult to find sustainable seafood at the right commercial quantities,” said Richard Boot, Founder & President of FishChoice.com. “FishChoice.com provides a business solution to an environmental problem by creating a crucial link in the supply chain to connect buyers and sellers of sustainable seafood.”

Boot is also a former chef and Director of Operations for a sustainable fishery advocacy group where he worked extensively with seafood distributors, retail buyers, fishermen, and environmental NGOs.

FishChoice.com works with the seven leading ocean conservation organizations – Marine Stewardship Council, The Monterey Bay Aquarium’s Seafood Watch Program, Blue Ocean Institute, New England Aquarium, Fish Wise and Sea Choice –to have access to the most current seafood rankings and certifications available. FishChoice.com will find listings of companies that fish for, farm or process products that meet the rankings or certifications.

Detailed product information – including supplier name, contact information, product forms, catch methods, gear or farm type, delivery information, and more is listed on FishChoice.com. This information is collected by Sea Fare Group Inc., a respected seafood consultancy organization based in Seattle, Washington. As users grow, the inventory on the site will grow. Users can request that FishChoice.com locate items to meet their needs and suppliers can submit their products for inclusion.

More than 90% of consumers polled said “it is important for the food industry to be more proactive in addressing environmental concerns,” according to the Food Marketing Institute’s consumer survey.



“FishChoice.com is the most comprehensive, versatile tool I’ve ever seen,” said Gerard Viverito, CEC, CHE, Director of Culinary Education for Passionfish.org, and proprietor of Hudsonvalleyfishmonger.com. “It’s one-stop shopping for seafood buyers, allowing you to not only find suppliers you might not know about but also to compare their order requirements and rankings. I’ve been a chef for over 20 years and FishChoice has helped me make some of the most informed choices in my career to date.”

“Retailers and foodservice operators are taking seafood sustainability very seriously and are now relying on the NGOs to help them find reliable, verified sources,” says Peter Redmayne, Founder & President of Sea Fare Group Inc. and former Founding Editor & Publisher of Seafood Leader Magazine. “Both the industry and the NGO community will benefit from producing seafood on a sustainable basis, and FishChoice.com is a critical part of the equation.”

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### **About FishChoice.com**

Launched in 2009, FishChoice.com ([www.FishChoice.com](http://www.FishChoice.com)) is the first-ever comprehensive online sourcing tool for seafood products that meet the sustainability criteria of seven globally recognized environmental organizations. FishChoice.com is a free, non-profit service connecting commercial seafood buyers with easy one-click access to an increasingly comprehensive and constantly expanding database of suppliers of sustainable seafood products. FishChoice.com also helps sustainable seafood producers connect with the rapidly growing marketplace of buyers seeking environmentally-responsible seafood alternatives.



## FishChoice.com 2.0: Offering Sustainable Seafood Buyers Improved Online Access to More Sources

*Regional searchability, aggregated sustainability information and more producer information.*

Fort Collins, CO (September 15, 2010) – www.FishChoice.com, a free, online tool, which helps chefs and retailers source more sustainable seafood, is releasing version 2.0 with new features developed through user feedback. With more companies large and small under pressure to change their buying policies to avoid purchasing and selling unsustainable seafood products, FishChoice.com fills a gap in the sustainable seafood supply chain. As the first online searchable data base of sustainable seafood products, FishChoice.com provides a way for retail and food service buyers and distributors to easily and quickly locate and connect with producers of sustainable seafood

**Aggregated Ratings:** All seafood products listed on FishChoice.com will continue to meet the stringent sustainability requirements of the six leading seafood conservation organizations: Marine Stewardship Council, Monterey Bay Aquarium Seafood Watch program, Blue Ocean Institute, New England Aquarium, FishWise and Sea Choice. In response to user feedback, FishChoice.com has aggregated all sustainability information in one place so users can see the ratings of each organization at a glance. Explanations of ratings and certification are also included.

**Geographic Search Capabilities:** A new map-driven regional search function lets users find products landed or farmed in their region. For example, users will find 83 products from the Pacific Northwest (Washington and Oregon).

**Better Producer Information:** Users will also have access to more detailed information about featured producers on FishChoice.com. Buyers can obtain detailed product information, with just one click, about producers like JP's Shellfish, a supplier of oysters, mussels, crab, clams and lobster from the U.S. Northeast.

**More Products:** FishChoice.com currently carries over 750 different products, offering buyers an easy way to find sustainable sources of the most popularly consumed seafood varieties including shrimp, tuna, and salmon, as well as sources for more difficult to find, up-and-coming items like U.S. farmed scallops and Arctic char. "All of the major seafood conservation organizations agree on the importance of preserving marine ecosystems and helping consumers and seafood buyers make better choices. For the first time, FishChoice.com has compiled all the ratings and certifications of the major organizations into one list.



This is a boon for seafood buyers, consumers, and our oceans," said Sheila Bowman, senior outreach manager for the Monterey Bay Aquarium Seafood Watch program. FishChoice.com works with the six leading ocean conservation organizations to compile the most current seafood rankings and certifications, and partners with Sea Fare Group, Inc., as well as companies all over the world, to find suppliers that meet the requirements of partnering organizations. FishChoice.com also provides a way for sustainable producers to find new markets for their products. "Sea to Table's mission from day one has been to connect small-scale fishermen, harvesting sustainably, with buyers across the country, and to help these fishermen build a market for their catch. Listing our products on FishChoice.com has provided us with the opportunity to connect with a whole new group of like-minded buyers," said Sean Dimin, Co-Founder, Sea to Table. According to a National Restaurant Association survey, sustainable seafood is one of the top dining trends of 2010. FishChoice.com provides restaurants and retailers with an easy way to find and sell more sustainable seafood to hungry consumers, and support the fisheries and aquaculture operations that are preserving seafood for the future.

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### **About FishChoice.com**

Launched in 2009, FishChoice.com ([www.FishChoice.com](http://www.FishChoice.com)) is the first-ever comprehensive online sourcing tool for seafood products that meet the sustainability criteria of six globally recognized environmental organizations. FishChoice.com is a free, non-profit service connecting commercial seafood buyers with easy one-click access to an increasingly comprehensive and constantly expanding database of suppliers of sustainable seafood products. With over 1500 registered users, FishChoice.com also helps sustainable seafood producers connect with the rapidly growing marketplace of buyers seeking environmentally responsible seafood alternatives. FishChoice.com was founded by Richard Boot, a former chef and Director of Operations for a sustainable fishery advocacy group.



## **FishChoice.com Announces Addition of Certified Farmed Shellfish Products**

***Food Alliance Certified clams, oysters, geoducks, and mussels to be identified on online sustainable purchasing directory for commercial seafood buyers***

Fort Collins, CO (September 28, 2011) - Food Alliance's recently debuted shellfish certification program is the first aquaculture certification program added to FishChoice.com's sustainable seafood directory. Food Alliance joins FishChoice's sustainable seafood partners which include the Seafood Watch Program, Blue Ocean Institute, and the Marine Stewardship Council.



"We are excited about Food Alliance's shellfish certification" says Richard Boot, founder and President of Fishchoice. "This certification is a great development for sustainable seafood and we look forward to letting our audience of seafood buyers know about new Food Alliance Certified farmed shellfish products as they become available."

Food Alliance certifies farmed oysters, clams, geoducks and mussels against standards for social and environmental responsibility. The standards address safe and fair working conditions, soil and water conservation, and protection of wildlife habitat. The program applies to shellfish produced from seed to harvest within a defined area and with clear ownership of the shellfish being cultured. No antibiotics or GMO breeds are used, and the program does not cover wild harvest. Two companies with Food Alliance certification for shellfish are on already listed on FishChoice - Taylor Shellfish (mussels) and Hog Island Oysters (clams & oysters).

"We are proud of our new partnership with FishChoice," says Scott Exo, executive director of Food Alliance. "This partnership will help commercial food buyers source products from shellfish producers that are independently certified for sustainable aquaculture practices that protect, improve, and support the tidelands and coastal communities in which they work."

The FishChoice.com website is primarily a sustainable seafood directory where buyers can find wild and farmed products mostly from U.S. and Canadian producers. The seafood directory currently has over 1,300 product listings from well over 200 suppliers across 150+ species of seafood with new products added every week. The website is free for producers to list products and for buyers to browse products. The website requires a simple registration process and has amassed over 2,400 registered users in its first two years. In addition to seafood product listings, the website includes species profiles, descriptions of sustainable seafood programs, and other information for the seafood supply chain.

Learn more about the Food Alliance - Fishchoice partnership at:

<http://www.fishchoice.com/Resources/SustainableSeafoodPartners/FoodAlliance.aspx>

About Fishchoice.com



FishChoice.com launched in 2009 to provide aggregated seafood sustainability information combined with a directory of associated sustainable seafood products for the supply chain. FishChoice works directly with the Seafood Watch Program at Monterey Bay Aquarium, Blue Ocean Institute, SeaChoice, New England Aquarium, FishWise, the Marine Stewardship Council, and Food Alliance in providing science-based, up-to-date sustainable seafood information, recommendations, and certified products for distributors, chefs, restaurants, and grocers. FishChoice, Inc. (FCI) is a registered 501(c)(3) nonprofit that is funded by private foundations and donors. For more information please visit <http://www.fishchoice.com/Resources/Press-Room.aspx>

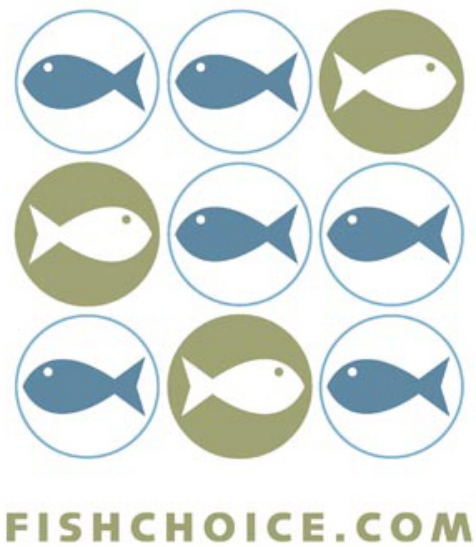
#### About Food Alliance

Food Alliance is a 501(c)(3) nonprofit organization that defines sustainability in agriculture and food handling operations with a comprehensive third-party certification program that addresses a wide range of consumer and industry concerns. Food Alliance certification is a tool that ensures safe and fair working conditions, humane treatment of animals, and careful stewardship of ecosystems. Food Alliance Certified products include meats, shellfish, eggs, dairy, mushrooms, grains, legumes, a wide variety of fruits and vegetables, and prepared products made with these certified ingredients. Today, there are more than 320 Food Alliance Certified operations, and over six million acres managed by Food Alliance Certified producers throughout North America.



## FishChoice Images

Primary FishChoice 9fish logo



Secondary FishChoice 9fish logo



FishChoice 3fish logo



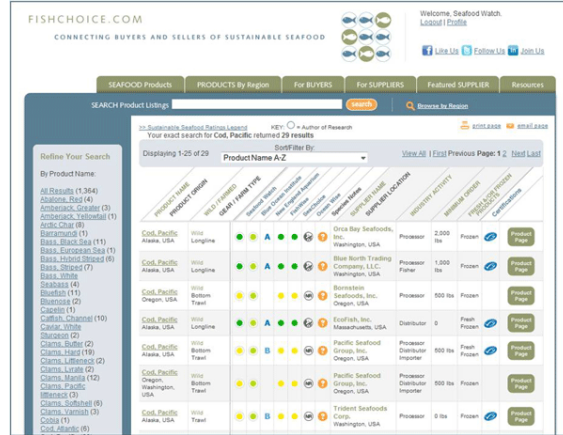
FishChoice 1fish logo





FISHCHOICE.COM

Screenshot – Browse Products



Screenshot – Product Detail



FishChoice Banner





**FISHCHOICE.COM**

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