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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 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) 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.