



SeaChoice Celebrates Five Years of Ocean-friendly Seafood Success!

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Vancouver – Today SeaChoice Canada is proud to announce its fifth anniversary. We're celebrating 5 years of helping Canadian consumers and businesses make responsible seafood choices for today and tomorrow. Awareness of sustainable seafood in Canada has grown in leaps and bounds since our founding days through our business partnerships with retailers and suppliers, our science-based assessments of Canadian seafood, and our easy-to-use learning tools for seafood consumers.

"The results of our work are all around us: over 500 retailer partner seafood counters are brimming with sustainable options, and the effects are felt all along the seafood supply chain. We're proud of our growing community of business partners and fishermen and the depth and breadth of our outreach to the Canadian public," said Sabine Jessen, SeaChoice member from the Canadian Parks and Wilderness Society.

SeaChoice was formed in September 2006 by five nationally respected Canadian conservation organizations – Canadian Parks and Wilderness Society, David Suzuki Foundation, Ecology Action Centre, Living Oceans Society and Sierra Club BC. Together we have helped Canadians learn about ocean-friendly seafood options and to take an active role demanding sustainable seafood in the market place.

"We want to acknowledge and thank our partners – the retailers, suppliers and the fishing industry who are living up to their sustainability commitments and showing great leadership in the marketplace. Their leadership will ultimately have an impact on our marine ecosystems and coastal communities. Our partners share in our celebration and our hopes for the future," said Susanna Fuller, SeaChoice member of the Ecology Action Centre.

SeaChoice Partners:

Retail:

Big Carrot - ON
Canada Safeway – BC, AB, MB, ON
Federated Co-operatives Ltd. –BC, AB, SK, MB,
ON

Overwaita Food Group – BC, AB
Whole Foods Markets – BC, ON

Seafood Distributors:

7 Seas Fish Company - BC
Albion Fisheries Ltd. – BC, AB
Les Pêcheries Norref Québec Inc. - PQ

Mariner Neptune Fish and Seafood Ltd. – SK, MB
Pacific Fresh Fish Ltd. – SK
Seacore Seafood Inc. – ON, PQ

Sushi:

Bento Nouveau – All provinces
Honey Bun - BC
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Tokyo Express – AB
Tomiya Enterprises – BC

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