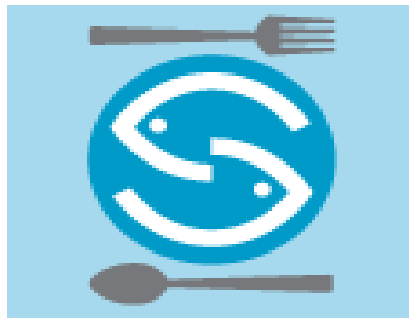




Seafood Choices Alliance



Funding: Seafood Choices Alliance is a subsidiary of SeaWeb. Sea Web is funded by a number of Pew Charitable Trust grants as well as grants from the Packard Foundation. In the last several years SeaWeb has received grants of \$1.6 million, \$1.2 million and another \$1.2 million from Pew and a \$1.33 million grant from the Packard Foundation.

Fisherman: The organization offers free membership to anyone in the seafood industry from fisheries to seafood restaurants that would like to join. They claim to bridge the gap between the industry and conservationists and have received favorable ratings from the National Restaurant Association. There is however a small number of fishermen displeased with the organization as a whole. They feel that the Pew Charitable Trust (whose founder Joseph N. Pew also founded Sunoco) is directing the concerns about our oceans away from oil related issues such as drilling, tanker traffic and oil spills, and focusing it on issues of sustainability.

Mission: This organization acts as a go-between for conservation organizations and the seafood industry overall. They do not perform specific testing but rather gather up and analyze the information provided on fish stocks and the health of fishing practices as they relate to issues of by-catch, damage to sea beds and aquaculture practices. The information is disseminated back to the seafood industry in the form of workshops, buyers guides and newsletters. Seafood Choices Alliance also issues awards to leaders in the sustainable seafood movement annually.

History: Seafood Choices Alliance was formed by SeaWeb in 2001 as a tool for restaurants, distributors and customers. In 2005 it expanded into the European market and is continuing to expand its reach and information tools to the public.

Transparency: Although there is easy access to information on their 60 plus conservation members and easy to follow lists of suppliers and retailers of seafood, there is no information on the website related to funding.

Locally: ProFish customer Barton Seaver was issued the national Seafood Champion award in 2008



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