



AT-SEA PROCESSORS ASSOCIATION

Partners for Healthy Fisheries

The Largest US Commercial Fishery is a Model for others around the World

Seattle fishermen put sustainable seafood on your table

Seattle, WA – January 26, 2006 – Seattle is considered a “green” city; its fishing industry is no exception. The Seattle-based fleet of fishermen now in the Bering Sea harvesting one of the most commonly consumed seafoods, is celebrating the one year anniversary of its sustainability certification and the fishery’s record high level of abundance.

The Alaska pollock fishery is the largest commercial fishery in the US, the largest food fishery in the world and is widely recognized as one of the best managed fisheries in the world. In 2005, after an extensive, four year scientific review, the fishery became one of only a dozen in the world to be awarded certification under the international Marine Stewardship Council (MSC) program for sustainable and responsibly-managed fisheries.

“The MSC certification confirms that this fishery is among the best managed in the world and is at the forefront of applying progressive, eco-system based management approaches,” said Kevin Duffy, Executive Director of the At-sea Processors Association representing companies that harvest Alaska pollock. “The Seattle-based fleet is a model for others around the globe as it actively demonstrates a commitment to the long-term health of the fishery. These companies continually fund research to better understand the marine ecosystem, promote conservation through innovation and build partnerships for strong communities.”

The MSC certification has been a boon to local seafood companies selling Alaska pollock products to customers and consumers who are demanding sustainable seafood. Alaska Pollock products bearing the MSC eco-label are being sold in European markets. The U.S. market is also focusing on sustainability. On Monday, Seattle hosts major players in the sustainable seafood movement including food industry representatives from Whole Foods Market, Unilever and General Foods, along with chefs, environmentalists, scientists and others who will discuss the marketing and sale of sustainably harvested fish and how to increase the supply of fish from responsibly-managed fisheries like Alaska pollock.

"Even discerning seafood consumers often don't know that their fish sandwiches or fish & chips are made with Alaska pollock, so the challenge is twofold," said Duffy. "We need to educate consumers that affordable, high quality pollock is the right environmental choice, and we need consumers to express that preference when they order a fish sandwich. If we can accomplish that, the potential to expand our markets is enormous."

###

For more information contact:

Karen Tarica
(206) 369-0855 or LN89@aol.com

About the At-sea Processors Association (APA) - APA represents U.S. catcher/processor vessels that participate primarily in the sustainably managed Alaska pollock and west coast Pacific whiting fisheries. Both fisheries are among the largest food fisheries in the world; the Alaska pollock fishery alone accounts for 30 percent by weight of all fish landed in the U.S. annually. Processing our catch at sea allows us to produce the highest quality seafood products. Visit www.atsea.org for more information.