



For Immediate Release

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***Alaska Pollock Gets Green Label
International Environmental Group Endorses Sustainable U.S. Pollock Fishery***

Seattle, WA—The Marine Stewardship Council (MSC) announced today that one of the world's largest fisheries, the U.S. Bering Sea/Aleutian Islands (BS/AI) pollock fishery, has been certified as sustainably managed under the MSC's stringent environmental standard. The BS/AI pollock fishery alone accounts for nearly one-third of all U.S. fishery landings by weight and reportedly 25% of world whitefish supplies.

The MSC, an international environmental organization headquartered in London, U.K. (www.msc.org), endorsed the June 2004 sustainability determination made by an accredited independent panel of marine scientists and fishery management experts, clearing the way for Alaska pollock products to carry the MSC eco-label as the "best environmental choice in seafood."

In 2001, an MSC-accredited certification body, Scientific Certification Systems, Inc., convened a panel of experts to assess the fishery against the MSC standard. The certification body issued a 278-page report in June that confirmed that the BS/AI pollock resource is at near record high levels of abundance and that the fishery is conducted with minimal impacts on the ecosystem. These findings were the culmination of three and one-half years of peer-reviewed study, including extensive consultation with environmental groups, federal fishery managers and scientists and fishing communities.

"The MSC's decision is most welcome," said Jim Gilmore, spokesperson for the At-Sea Processors Association, which applied for the certification. "The Alaska pollock fishery is a shining example of responsible, progressive fishery management. The MSC's action today provides an important independent validation of that fact and assurance to consumers that U.S. Alaska pollock is the best environmental choice in seafood."

The At-Sea Processors Association is a trade association composed of seven companies that operate 19 U.S.-flag catcher/processor vessels that participate principally in the BS/AI pollock fishery and the west coast Pacific whiting fishery. For additional information about APA, please go to our website at www.atsea.org.

The Gulf of Alaska pollock fishery has also been determined to be sustainably managed by an MSC-accredited certification body, and that determination is currently under review by the MSC.

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