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## **Businesses Seeking Expertise from the Conservation Community Now Have Clear Steps for Moving Ahead on Sustainable Seafood**

**Groups Release Ambitious, Realistic Vision for Ensuring a Long-Term Seafood Supply**

(Long Island, NY) – Blue Ocean Institute is one of more than a dozen Canadian and U.S. organizations that today released steps companies can take to develop and implement a comprehensive, corporate policy on sustainable, wild-caught and farmed seafood. The “Common Vision for Environmentally Sustainable Seafood” highlights a clear path for achieving sustainability in the seafood industry. For a full copy of the Common Vision, visit [www.solutionsforseafood.org](http://www.solutionsforseafood.org).

“Businesses can use our Common Vision as they take important steps toward achieving sustainable seafood practices that will ensure the future of the industry,” said Dane Klinger, Blue Ocean Institute’s Seafood Research Associate.

Blue Ocean Institute has partnered with more than a dozen conservation organizations from the United States and Canada to develop this Common Vision for sustainable seafood and work together as the Conservation Alliance for Seafood Solutions.

“Blue Ocean has worked successfully with retailers and restaurateurs to promote environmentally responsible seafood choices, and we recognize the value of collaborating with others in the conservation community to reach shared goals,” said Klinger. “The Common Vision provides reasonable, responsible directions on how seafood buyers and sellers can move ahead with sustainable seafood policies and practices.”

The Common Vision identifies six critical areas where companies can take action to ensure a sustainable seafood supply and protect ocean environments:

- Making a commitment to develop and implement a comprehensive, corporate policy on sustainable seafood;
- Collecting data to assess and monitor the environmental sustainability of their seafood products;
- Buying environmentally responsible seafood;

- Making information regarding their seafood products publicly available;
- Educating their consumers, suppliers, employees and other key stakeholders about environmentally responsible seafood; and
- Engaging in and supporting policy and management changes that lead to positive environmental outcomes in fisheries and aquaculture.

For more information about the Conservation Alliance for Seafood Solutions and the Common Vision for Environmentally Sustainable Seafood, visit [www.solutionsforseafood.org](http://www.solutionsforseafood.org).

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Founded in 2003 by MacArthur Fellow Dr. Carl Safina ([www.carlsafina.org](http://www.carlsafina.org), [www.carlsafina.wordpress.com](http://www.carlsafina.wordpress.com)) and Mercédès Lee, Blue Ocean Institute ([www.blueocean.org](http://www.blueocean.org)) developed the first sustainable seafood guide (and made it scientifically transparent) and forged a significant, rapidly expanding sustainable seafood movement. Blue Ocean develops conservation solutions that enlighten personal choices, instill hope and inspire people to take action in a growing effort to restore living abundance in the ocean. Blue Ocean's programs include ***From Sea to Table***, ***Schooling Chefs***, ***Safe Seas***, ***Sea Stories***, and ***The Friendship Collaborative***. Blue Ocean Institute is among more than a dozen U.S. and Canadian organizations that participate in the Conservation Alliance for Seafood Solutions to pursue a common vision for sustainable seafood.