



FOR IMMEDIATE RELEASE

Seafood Champion Awards Finalists Unveiled at The 5th Edition of Seafood Expo Asia

Wanchai, Hong Kong (3 September 2014) – The finalists for the Seafood Champion Awards were announced this morning at the fifth edition of Seafood Expo Asia in Hong Kong. Following specific criteria, judges of this acclaimed award selected sixteen finalists in four categories: Leadership, Innovation, Vision and Advocacy. The winners will be unveiled at an awards ceremony during the 11th SeaWeb Seafood Summit, which will be held 9-11 February 2015 in New Orleans, Louisiana, USA.

The Seafood Champion Awards is a program of SeaWeb that recognizes individuals and companies for outstanding leadership in promoting environmentally responsible seafood. Nominees generally represent the fishing, aquaculture, seafood supply and distribution, retail, restaurant and food service sectors as well as other stakeholders, such as conservation and social organizations, academia and the media.

“Each one of these Champion nominees has a unique and important story to tell of how they came to embrace sustainability as an integral component of their strategy and business model,” says Dawn M. Martin, President of SeaWeb. “They set a powerful example by working on some of the most vital seafood and ocean-related issues and it is a privilege to be able to acknowledge them for their efforts.”

The Seafood Champion Awards nominees were judged for specific award categories and the finalists for each category are as follows.

In the **Leadership category**, individuals and entities that display leadership by organizing and convening seafood stakeholders to improve the sustainability of seafood or ocean health, include:

- Bill DiMento, Corporate Director of Sustainability, High Liner Foods (North America)
- CeDePesca – Centre for Development and Sustainable Fisheries (Latin America & Caribbean)

- International Seafood Sustainability Foundation (Africa, Latin America/Caribbean, Asia Pacific, EU, North America)
- Dr. Andrew Jackson, Technical Director, International Fishmeal and Fish Oil Organisation (EU)

In the **Innovation category**, individuals and organizations that identify and apply creative new solutions to address: ecological challenges, existing market needs, and barriers to sustainability, include:

- Dave Kellian, pelagic fisher (Asia-Pacific)
- University of Massachusetts Amherst Dining (United States)
- Anova Food's Fishing & Living (Asia Pacific/North America)
- Project:Inshore, International Sustainability Unit/Marine Stewardship Council/Seafish (United Kingdom)

In the **Vision category**, individuals and companies that establish a clear and compelling vision of the future that inspires positive change for sustainable seafood in fields such as: technology; policy; products or market; conservation tools, include:

- Loblaw Companies Ltd. (North America)
- Mars Petcare US (United States)
- Masyarakat dan Perikanan Indonesia Foundation (Indonesia)
- TJ Tate, Sustainability Director, Gulf Wild (United States)

In the **Advocacy category**, people and entities that positively influence public policy, use the media to raise the profile of sustainable seafood, or influence public discourse and engage key stakeholders by publicly championing advances in sustainable seafood, include:

- Ayumo Katano, Deputy General Manager, Maruha Nichiro Corporation, fishing company (Japan)
- The Republic of the Maldives (Indian Ocean–Arabian Sea)
- Steve Vilnit, Director of Fisheries Marketing, Maryland Department of Natural Resources (United States)
- Environmental Justice Foundation (EU, Africa)

“The Seafood Champion Award nominations are judged by experts from the sustainable community,” adds Martin. “We would like to give special thanks to all of them for giving their time and expertise in taking part of this selection process.” The panel of distinguished experts consists of a mix of, representatives from the NGO community, the philanthropic sector and the seafood industry. The judges independently cast their votes for each nomination through a quantitatively weighted survey.

This year’s panel of judges includes: Lisa Genasci, CEO, The ADM Capital Foundation; Jim Gilmore, Director of Public Affairs, At-Sea Processors Association; John Goodlad, Chairman of Shetland Catch

Ltd. and the Scottish Pelagic Sustainability Group; Miguel Jorge, Executive Director, 50in10; Melanie Siggs, Global Seafood Expert, Special Advisor to HRH The Prince of Wales' International Sustainability Unit; Helene York, Global Director, Responsible Business, Compass Group@Google; and Barton Seaver, Director, Healthy and Sustainable Food Program, Center for Health and the Global Environment, Harvard School of Public Health, Sustainability Fellow in Residence at the New England Aquarium, and National Geographic Society Fellow.

Winners of the Seafood Champion Awards will be announced at a special award ceremony during the 11th edition of the SeaWeb Seafood Summit, 9-11 February 2015 in New Orleans, Louisiana, USA. The 2015 Awards Ceremony is produced in partnership by SeaWeb and Diversified Communications. SeafoodSource.com, Diversified's online publication, is the official international online business tool to keep seafood industry professionals informed and connected on the Seafood Champion Awards and SeaWeb Seafood Summit's topics and events.

For more information about the Seafood Champion Awards, visit www.seafoodchampions.org.

About SeaWeb

SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean, such as climate change, pollution and depletion of marine life. To accomplish this important goal, SeaWeb convenes forums where economic, policy, social and environmental interests converge to improve ocean health and sustainability. SeaWeb works collaboratively with targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. By using the science of communications to inform and empower diverse ocean voices and conservation champions, SeaWeb is creating a culture of ocean conservation. For more information, visit: www.seaweb.org.

About Diversified Communications

Based in Portland, Maine, USA, Diversified Communications provides information and market access through face-to-face events, publications, and eMedia. Diversified Communications serves several industries, including seafood, food service, natural and organic, commercial marine, healthcare, and business management. The company's global seafood portfolio of expositions and media includes Seafood Expo North America/Seafood Processing North America, Seafood Expo Global/Seafood Processing Global, Seafood Expo Asia, Seafood Expo Southern Europe, and SeafoodSource.com. Diversified Communications, in partnership with SeaWeb, also produces the SeaWeb Seafood Summit, the world's premier seafood conference on sustainability. The company operates divisions in Australia, Hong Kong, India, the UK, and Canada. www.divcom.com

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