



# Sea Pact | United for a Sustainable Future

## For Immediate Release

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Contacts: Logan Kock, Santa Monica Seafood, (310) 886-7935  
Guy Dean, Albion Fisheries, (604) 295-2025  
Derek Figueroa, Seattle Fish Co., (303) 329-9595 x 124  
Sal Battaglia, Seacore Seafood, (905) 856-6222 x 253  
Mark Palicki, Fortune Fish & Gourmet, (630) 860-7324  
Christian Callahan, Ipswich Shellfish Group, (978) 356-4371 x 3097

## Introducing Sea Pact, a North American Coalition of Seafood Suppliers United for a Sustainable Future

RANCHO DOMINGUEZ, Calif., Jul 22, 2013 –North American seafood suppliers, Albion Fisheries, Fortune Fish & Gourmet, Ipswich Shellfish Group, Santa Monica Seafood, Seacore Seafood and Seattle Fish Co. are proud to announce their formation of Sea Pact. Sea Pact is a coalition of seafood industry leaders who strive to advance environmentally sustainable fisheries and aquaculture practices and provide the building blocks of a long term and sustainable seafood industry by financially contributing to improve the fishing and fish farming systems from which they procure.

Logan Kock, Vice President of Strategic Purchasing & Responsible Sourcing at Santa Monica Seafood, said, *“Santa Monica Seafood realized that to be able to support the improvement of fishing and aquaculture practices around the world we could not rely on the efforts of our company alone and that we would need support from other like-minded companies in the seafood industry to help create the scale necessary for meaningful improvements to be realized.”*

The seafood industry can be a powerful force for improving the environmental sustainability of seafood and ocean ecosystems, particularly when efforts are coordinated to best leverage buying power for positive change. Through pooling resources and knowledge to promote fisheries and aquaculture improvements, Sea Pact will be able to sponsor improvement projects that may otherwise be too large in scope to support as individual companies.

*“We are excited about Sea Pact’s ability to generate impactful change by leveraging our combined influence and strength to produce more sustainable seafood options for the future. I am positive that together, our geographically diverse international membership, can create an industry driven difference to the fishing and aquaculture practices and systems that we source from,”* states Guy Dean, CSO at Albion Fisheries Ltd.

The founding members of Sea Pact are six like-minded companies from the U.S. and Canada with progressive sustainability commitments. Sea Pact receives fiscal sponsorship from nonprofit New Venture Fund and sustainability counsel from non-profit organizations FishWise and Sustainable Fisheries Partnership (SFP). To learn more about Sea Pact visit their website <http://www.seapact.org/>.

*“FishWise commends the founding members of Sea Pact for their leadership and for exemplifying that players of any stage within the supply chain have the ability to contribute to a more sustainable future,”* said Meghan Frolli, Project Director at FishWise.

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ABOUT SEA PACT: <http://www.seapact.org/>

[www.seapact.org](http://www.seapact.org) | [info@seapact.org](mailto:info@seapact.org)