



Seacore Seafood Inc.

The Source For All Your Seafood Needs

May 4, 2009

Seacore is proud to support the Conservation Alliance for Seafood Solutions Common Vision. Sustainability is an ever growing issue in the seafood industry today and at Seacore we want to be able to do our part today and in the future.

Sustainable Seafood is fish or shellfish that is caught or farmed in ways that consider the long-term viability of harvested populations and the ocean's health and ecological integrity. Choosing sustainable seafood is an effective way to support the best practices in the fishing and aquaculture industries to ensure ocean resources last long into the future.

We work with reputable organizations such as SeaChoice to actively support sustainable seafood and to do our part in promoting it to all of our customers and suppliers. Seacore is looking to publicly support the Common Vision with these guiding principles:

- Making a commitment to develop and implement a comprehensive, corporate policy on sustainable seafood
- Collecting Data to assess and monitor the environmental sustainability of our seafood products
- Buying environmentally responsible seafood
- Being transparent by making information regarding our seafood products publicly available
- Educating our employees, customers, suppliers and other key stakeholders about environmentally responsible seafood
- Supporting reform by engaging in and supporting policy that leads to positive environmental outcomes in fisheries and aquaculture management.

At Seacore, we are making a strong commitment to promoting this definition of sustainable seafood to all of our customers and giving them a choice that they did not have before. In order to better achieve this, Seacore has launched the OceanPrime[®] Sustainable Seafood Program. This program is Seacore's commitment to seafood sustainability. It allows all types of customers to become knowledgeable on which seafood products are considered sustainable and which are not.

As a leader in the seafood industry, Seacore has realized the importance of seafood sustainability and knows that all companies must do their part now in order to preserve the future of our industry.

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