



Sea Pact | United for a Sustainable Future

Sea Pact Announces Hire of Managing Director

HALIFAX, CANADA, March 1st, 2016 – Sea Pact, a group of nine leading North American Seafood Companies dedicated to driving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global seafood supply chain, announces the appointment of Rob Johnson to the newly-created Managing Director position.

Rob comes to Sea Pact with a solid track record of development and implementation of supply chain and stakeholder partnership strategies - including fund development, NGO community network building, executing marketing and communications plans, business partner relationships and tracking sustainable seafood program progress. He has a strong background in marine ecosystem science, fisheries and aquaculture improvement projects, seafood industry and supply chain issues, and ecological economics and conservation.

As Managing Director, Rob will be charged with organizational leadership and growing the grant funding capacity for support of fisheries and aquaculture improvement projects, liaising with foundations, the environmental NGO community, and the seafood industry. Sea Pact will continue to receive environmental council for the project selection process from Sustainable Fisheries Partnership, FishWise, and Ocean Outcomes. “I’m very much looking forward to helping increase the range and impact of this unprecedented alliance of innovative partners and drive it forward to the next level”, says Rob.

Guy Dean, current chair of the Sea Pact Advisory council, “We are extremely excited to have Rob join our organization. We expect Rob’s extensive experience, network and expertise to bring us great value in driving our initiatives forward and make us a stronger organization dedicated to improvement within our industry.”

Rob will be attending the Seafood Expo North America and representing Sea Pact in his first official capacity as Managing Director at the event. Please join us in welcoming Rob Johnson to Sea Pact.

About Sea Pact:

Albion Fisheries, Fortune Fish & Gourmet, Ipswich Shellfish Group, Santa Monica Seafood, Seacore Seafood, Stavis Seafood, JJ McDonnell and A.C. Covert and Seattle Fish Co. comprise Sea Pact and all share an active and progressive approach to their sustainability commitments.

Sea Pact receives sustainability counsel from non-profit organizations FishWise, Ocean Outcomes, and Sustainable Fisheries Partnership (SFP). Sea Pact is a project under New Venture Funds 501c3 non-profit status. To learn more about Sea Pact, visit their website at www.seapact.org. Funding opportunities will be available in 2016 through a request for proposals, though applications may be submitted and approved on a rolling basis.

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