

**CONSERVATION ALLIANCE  
FOR SEAFOOD SOLUTIONS**

**Sea Pact joins Conservation Alliance for Seafood Solutions**  
*Industry non-profit brings unique value to Alliance community*

**June 5, 2017** -- The Conservation Alliance for Seafood Solutions and Sea Pact are proud to announce their official partnership. Sea Pact has signed on as the newest collaborator organization to the Alliance, both sharing the common goal of improving ocean health and ensuring a long-term supply of seafood.

Sea Pact -- a non-profit organization made up of nine North American seafood companies dedicated to driving stewardship and continuous improvement of social, economic and environmental responsibility throughout the global seafood sector -- is the first organization of its kind to join the Alliance.

“Sea Pact is very proud to join the Conservation Alliance community at this important juncture as we collectively determine the next key priority areas and methods to drive progress on solving seafood sustainability’s biggest challenges,” said Rob Johnson, Sea Pact’s Managing Director. “We look forward to contribute our seafood supply chain expertise and pragmatic focus to the Alliance’s increasing global and impactful collaborative work.”

Six American and three Canadian leading businesses make up Sea Pact, which was formed in 2013 as a platform to work together pre-competitively and use their collective power to lead and drive improvement throughout the supply chain. They rely on the expertise and guidance of their NGO sustainability council, which includes three Alliance member organizations – FishWise, Sustainable Fisheries Partnership, and Ocean Outcomes.

“Sea Pact brings great value to the Alliance community through their industry experience, perspective and supply chain knowledge and engagement,” said Frazer M<sup>c</sup>Gilvray, Conservation Alliance Executive Director. “We look forward to their unique viewpoint and working together to further the sustainable seafood movement.”

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The Conservation Alliance for Seafood Solutions connects 37 leading conservation groups that work with businesses representing more than 80 percent of the North American grocery and institutional food service markets. We work together to solve sustainable seafood’s biggest challenges so that oceans and the businesses that depend on them can thrive. Visit [www.solutionsforseafood.org](http://www.solutionsforseafood.org) to learn more.

**Contact: Meaghan Heffernan, (312) 608-8917 / [Meaghan@solutionsforseafood.org](mailto:Meaghan@solutionsforseafood.org)**