



## Sea Pact Adds Two New Members

**HALIFAX, CANADA**, March 9, 2018 – Sea Pact, an innovative alliance of seafood industry leaders, today announced that Euclid Fish Company and North Atlantic Inc. have joined the organization, bringing the roster of participating seafood companies up to ten members across North America.

Sea Pact is a group of leading North American seafood companies dedicated to driving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global seafood supply chain. They are achieving this in part by using their collective strength and industry expertise in an effective model of pre-competitive collaboration. Together, Sea Pact member companies are working collaboratively to advance sustainable and responsible fishery and aquaculture practices. Their mission is to provide the building blocks of a long term and productive seafood industry through financial and expertise contributions to projects that improve fishing and farming systems globally. “To date, Sea Pact has funded over 17 grants to more than 13 projects in 8 countries, with \$340,000 USD in direct support and with additional funds generated of over \$1 million USD across these projects,” states Rob Johnson, Managing Director of Sea Pact.

Euclid Fish Company, located in Cleveland, Ohio is a fourth-generation family foods company which has continuously provided quality food solutions and sustainable products since 1944. We believe our foundation for success is to be socially responsible by following sustainable business practices and fishing policies set by our partners and that our foundation of success begins at partnering with the very best in the industry. “We are honored and humbled to be invited into such esteemed company within Sea Pact” said John V. Young, Specialty Procurement at Euclid.

North Atlantic Inc. and subsidiary Bali Seafoods International are pioneering a commercially sponsored fishery management model that’s changing the global conversation of what sustainability and social responsibility need to look like to really work long term. We will gauge success through the following three benchmarks: Efficient supply chains, Positive social impact, and Fisheries management. “We are excited to become a part of Sea Pact! See you in Boston!” said Bill Stride, President of Portland, Maine’s North Atlantic, ahead of Seafood Expo North America 2018.

“The addition of these progressive sustainability industry leaders to Sea Pact’s mission will increase the organization’s reach and impact”, said Rob Johnson, Managing Director of Sea Pact. “We’re looking forward to the wide range of experience and creativity these new companies will add to our already diverse base.”

**About Sea Pact:** Albion Farms & Fisheries, Fortune Fish & Gourmet, Ipswich Shellfish Group, Santa Monica Seafood, Seacore Seafood, Seattle Fish Co., Stavis Seafood, JJ McDonnell, North Atlantic Inc., and Euclid Fish Company are the ten unified members of Sea Pact and share an active progressive approach to their seafood sustainability commitments. Sea Pact receives sustainability counsel from non-profit organizations FishWise, Sustainable Fisheries Partnership, and Ocean Outcomes. Sea Pact has non-profit organization 501(c)(3) status, administered through New Venture Funds.

To learn more about Sea Pact, visit <http://www.seapact.org>

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