

Media Advisory

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Alerting All Health, Science, Food and Lifestyle Reporters and Editors

New Pocket Guides and Seafood Sustainability Lists are Inaccurate and Irresponsible – Putting Consumers at Risk with Alarmist and Contradictory Guidance.

(Washington, DC and Miami, Florida, October 22, 2008) – New “pocket guides” on sushi from the Monterey Bay Aquarium, Blue Ocean Institute and the Environmental Defense Fund are inaccurate and apparently designed to alarm consumers into making irresponsible choices.

Since the guides were created with little or no independent oversight and or uniformity, reporters and editors are urged to press these activist groups on accuracy and the consequences of misleading consumers. Specifically:

- Why is nutritional guidance being given to the public without any peer review or even the availability of the underlying medical assertions?
- Since the guides conflate “mercury and other contaminants” – even citing fish like salmon with scant trace amounts, how can consumers avoid confusion about the specific health threats being alleged?
- If these guides actually dissuade some consumers from eating seafood altogether, as the federal government has warned can occur from alarmist nutritional information, wouldn't that deny Americans proven and vital health benefits of eating fish?
- Is it appropriate for environmental lobbying groups to be providing nutritional advice to the public in the first place?

Reporters are urged to consult with members of the seafood community to provide a fuller picture of the issues involved. The following spokespeople are available to provide input from the global fisheries industry regarding the guide's recommendations:

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