



## Ocean Choice International L.P.

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### NEWS RELEASE

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FOR IMMEDIATE RELEASE

#### *Ocean Choice International adds another MSC certified product to its portfolio*

**ST. JOHN'S, NL**— Ocean Choice International (Ocean Choice) recently received confirmation that their Wild Canadian Sea Scallop fishery has joined Canadian Coldwater Shrimp as MSC approved fisheries. Both these fisheries are significant components of Ocean Choice's product portfolio, and with Ocean Choice's Grand Bank Yellowtail Flounder trawl fishery and the Canadian Offshore Prawn fishery currently in the final stages of assessment for MSC approval, more than two-thirds of Ocean Choice's substantial quota and raw material base will soon be under the globally recognized MSC umbrella of sustainable fisheries.

"We take great pride in ensuring that our scallop fisheries operate in a responsible and sustainable manner, and meeting MSC certification reaffirms that we are doing the right thing," said Martin Sullivan, Chief Executive Officer of Ocean Choice. Sullivan said it is important for Ocean Choice to be responsible stewards of the fishing industry, and that means doing more than just ensuring sustainable operations. "We know we must do our part in ensuring the continued viability of the fishing industry, and that is why we have an active role in supporting the development and use of new technologies to minimize fisheries impact, as well as participate in the collection of marine data for further scientific research and development," he said.

The MSC is considered the preeminent international standard for certification of sustainable fisheries. In order to achieve certification, every fishery must prove that it meets three principles:

1. A fishery must be conducted in a manner that does not lead to over fishing or depletion of the exploited populations.
2. Fishing operations should allow for the maintenance of the structure, productivity, function and diversity of the ecosystem.
3. The fishery is subject to an effective management system that requires use of the resource to be responsible and sustainable.

As a major Canadian quota holder of offshore shrimp, scallops, flounder and other key Canadian species Ocean Choice is a leader in seafood harvesting and processing and has played a lead role in establishing the foundation for several Canadian fisheries' successful achievement of MSC status.

“Customers around the world have shown they care about our oceans and how our fisheries are managed”, said Sullivan, “and at Ocean Choice we take our responsibility as significant quota holders and stewards of our oceans very seriously. Working with MSC, various levels of Government, Science and all stakeholders in our fisheries we want to ensure that future generations of harvesters, processors and consumers enjoy the bounty of our oceans. We are clearly on course to achieve this, and as more and more customers target MSC fisheries for their stores and restaurants they know that Ocean Choice can offer a variety of species to fulfill their requirements.”

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