



Press Release

For Immediate Release

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Pacific Halibut Fishery Achieves Marine Stewardship Council (MSC) Certification

Scientific Certification Systems issues MSC certification for 50 million pounds of sustainable halibut

Emeryville, CA -- April 28, 2006 -- Scientific Certification Systems (SCS) announces certification of the Seattle-based Pacific Halibut Fishery in accordance with the Marine Stewardship Council's (MSC) international standards for responsible fishery management. MSC-endorsed certification confirms that the Pacific Halibut Fishery is being well-managed. The fishery may now use the MSC logo on Halibut originating from its operations.

During the MSC certification process, SCS empanelled a multidisciplinary team of specialists to audit fishery management practices against MSC principles and criteria, an internationally recognized set of certification standards. During the assessment, the team collected and analyzed written materials, conducted interviews with regional and local stakeholders, and completed an extensive field audit of the Pacific Halibut Fishery – before evaluating results and then making a decision to award certification.

“We examined the fish stock, the impact of fishing on the ecosystem, and the overall effectiveness of the fishery management system,” said Chet Chaffee, vice president of Scientific Certification Systems, “and the Pacific Halibut Fishery resoundingly meets the rigorous MSC criteria.”

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To demonstrate ongoing compliance with the MSC standard and to foster an environment of continuous improvement, awards of certification typically include specific management tasks on which to focus to further strengthen the fishery management system. “The Pacific Halibut Fishery, for example, will implement a more thorough data collection system over the next five years to capture information about bycatch in the fishery,” said Dr. Chaffee.

Fifty million pounds of sustainable Halibut will now enter the consumer market, helping to satisfy the growing demand for sustainable seafood. “We’re extremely pleased to have earned the much coveted MSC certification,” says Bob Alverson, director of the Fishing Vessel Owners’ Association, the organization sponsoring the assessment.” The demand for sustainable seafood just keeps growing, and we have now established ourselves as a provider of sustainable Halibut in the world market.”

The Marine Stewardship Council is an internationally recognized certification program for fishery stewardship that promotes environmentally responsible, socially beneficial and economically viable management of the world's fisheries. Scientific Certification Systems is an MSC-accredited certification body.

Pacific Halibut is a popular firm textured flat fish, like a flounder or sole. It is large, weighing upwards of 500 pounds, and inhabits the continental shelf of the United States and Canada, between California and the Bering Sea.

About Scientific Certification Systems – www.scscertified.com

SCS is an independent certifier of environmental, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental and quality performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in the fields of agricultural production, food processing and handling, forestry, fisheries, energy, green building, consumer and business product manufacturing, and retail. As an accredited certification body of the MSC operating globally, SCS has evaluated hundred of fisheries and certified over 2 million metric tons of fish. For more information about SCS, visit www.scscertified.com or call 510-452-8000.

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About MSC – www.msc.org

The Marine Stewardship Council (MSC) is an independent non-profit organization set up to promote solutions to the problem of over fishing. It has developed the only independent and international fishery certification program and eco-label in the world.

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