



NEWS FROM NOAA

NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION • US DEPARTMENT OF COMMERCE

MEDIA ADVISORY

Contact: Susan Buchanan
301-713-9275 (office)
301-257-4515 (cell)

FOR IMMEDIATE RELEASE
Jan. 30, 2008

Taking the Anxiety Out of Consuming Seafood *FishWatch Site Gives Consumers the Facts Before They Purchase*

The insatiable American appetite for seafood is dwarfed only by their hunger to know which fish is safe to eat and what menu choice won't hurt the environment. A new Web site – FishWatch.NOAA.gov – developed by the federal fishery scientists and managers at NOAA is designed to answer these questions and more.

NOAA will host a special press briefing during the International Seafood Show in Boston to showcase the new online consumer education tool that provides all the information consumers need to make educated choices.

Expert panelists will add background and flavor to the usefulness and value of the site.

WHO: NOAA Administrator Conrad C. Lautenbacher
- Top federal fisheries manager
Boston Public Health Commissioner Dr. Barbara Ferrer
- Youth initiative for healthy eating
Asst. Professor of Medicine and Epidemiology, Dr. Dariush Mozaffarian
- Harvard Medical School and Harvard School of Public Health
EcoFish President Henry Lovejoy
- Fisheries and environmental expert
Legal Seafoods President Roger Berkowitz
- Market and consumer expert

WHAT: FishWatch press briefing

WHEN: Monday, Feb. 25, 1:00 p.m. - 2:00 p.m.

WHERE: 2008 International Seafood Show in Boston, Mass.
Boston Convention and Exhibition Center
415 Summer Street
Boston, Mass. 02210

Reporters can get a complimentary press pass by contacting the Boston Seafood Show:
http://www.bostonseafood.com/08/public/cust_PressReg.aspx?ID=14063&sortMenu=111004
Conference seminars and sessions about seafood and the U.S. seafood market:
http://www.bostonseafood.com/08/custom/pdfs/ibss08_vb.pdf