



## Media Advisory

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**FOR IMMEDIATE RELEASE**  
August 2, 2007

### **NOAA Develops Seafood Consumer Guide *Guide to be Unveiled at the "Great American Seafood Cookoff"***

Seafood Consumers in the U.S., increasingly concerned about the sustainability and quality of seafood, can now turn to a government Web site for the latest information. NOAA Fisheries Service has developed a comprehensive Web site for seafood consumers called "FishWatch: U.S. Seafood Facts." The Web site has information on more than 30 of the most popular domestic seafood species, such as red snapper. More species will be added in the near future. The "FishWatch" guide will be unveiled by NOAA Fisheries Assistant Administrator, Dr. Bill Hogarth, at the 4<sup>th</sup> Annual Great American Seafood Cookoff in New Orleans, Louisiana this weekend.

**What:** 1. Unveiling of "FishWatch: U.S. Seafood Facts" – a consumer guide for domestic seafood at the 4<sup>th</sup> Annual Great American Seafood Cookoff.  
2. NOAA Fisheries Service is accepting public comments on this Web site. The comment period is open now and comments can be sent to [fishwatch@noaa.gov](mailto:fishwatch@noaa.gov).

**When:** Saturday, August 4, 2007; 11:00 a.m. - closing

**Who:** **Dr. Bill Hogarth**, Assistant Administrator for NOAA Fisheries Service will be available for interviews at the Cookoff in person or by telephone. Please contact Kim Amendola to set up an interview.

**Where:** Gulf Coast Seafood Pavilion, Louisiana Food Service Expo, New Orleans Convention Center, Section H - New Orleans, Louisiana – Booth 1725

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#### **On the Web:**

"FishWatch:" <http://fishwatch.noaa.gov> (Web site operational on Saturday, August 4).