



AUGUST 11, 2011

FOR IMMEDIATE RELEASE

**ALBION FISHERIES LTD COMMITS TO
SUSTAINABLE SEAFOOD**

VANCOUVER, BC – Today Albion Fisheries Ltd., Western Canada's largest Seafood distributor announced its continued commitment to their ongoing sustainability policy by removing 7 more red listed species from their product line.

The species removed are Atlantic Halibut, Greenland Halibut/Turbot, New Zealand Hoki, Orange Roughy, Skates and Rays, Monkfish and Hake. Building on the delisting of Chilean Seabass in 2005 as well as Shark and Bluefin Tuna in 2010, Albion continues to focus on offering certified sustainable and traceable fresh and frozen seafood to the marketplace.

"Albion is committed to the health of the ocean and sustainability is a core value for us," commented John Milobar, president of Albion Fisheries. "This decision today further strengthens our commitment to offering sustainable seafood to our customers by showing leadership and increasing accountability throughout the supply chain."

For over 48 Years, Albion Fisheries has taken an active role in providing sustainable options in Western Canada. Working in close partnership with SeaChoice, Ocean Wise and MSC (Marine Stewardship Council) Albion continues to identify sustainable seafood choices and assist the fishing industry in adopting sustainable practices.

"We are pleased to support Albion's continued progress towards sourcing and identifying environmentally responsible seafood," said Kelly Roebuck SeaChoice representative for Living Oceans Society. "Seafood suppliers and distributors play a vital role in helping to preserve our oceans' resources and in ensuring a lasting seafood supply. Albion certainly has and continues to play a prominent role within the Canadian market on seafood sustainability."

"As the founding supply partner of the Vancouver Aquarium's Ocean Wise program in 2005, Albion has continued to show leadership in the area of sustainable seafood." remarked Mike McDermid, Ocean Wise Partner Relations Manager. "Their relentless sourcing of more sustainable seafood options has allowed countless businesses in Western Canada achieve their goals of providing ocean-friendly seafood options to their customers. We applaud their leadership on this extremely important issue."

ALBION FISHERIES LTD.

"Helping our Customers to Succeed with Seafood"

1077 Great Northern Way, Vancouver, BC V5T 1E1 Tel: 604-875-9411 Fax: 604-874-8534

www.albion.bc.ca

ALBION



"Good things from the sea!"

About Albion Fisheries Ltd.

If you've dined at virtually any high profile restaurant from BC to California, shopped for seafood at supermarkets in B.C. or Alberta or visited the bustling fish markets in Vancouver, then you've likely enjoyed products from the largest seafood company in Western Canada – *Albion Fisheries Ltd.* Albion employs over 250 people in Vancouver, Victoria, Calgary and Haida Gwaii and has a global customer base of over 2,000. Learn more at www.albion.bc.ca

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