

Food Alliance added to sustainable seafood purchasing directory

Food Alliance certified clams, oysters, geoducks, and mussels to be identified on online sustainable purchasing directory for commercial seafood buyers

by *Sustainable Food News*

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Sustainable food certifier Food Alliance said Wednesday it is the first farmed seafood certification program added to FishChoice.com's sustainable seafood purchasing directory.

Portland, Ore.-based Food Alliance launched its third-party-verified certification program based on standards for social and environmental responsibility, for farmed clam, oysters, mussels and geoducks, last fall.

The shellfish certification program is modeled after Food Alliance's certification programs for sustainable agricultural and production practices, which have certified over 320 farms, ranches and food processors raising beef, lamb, pork, dairy products, grains, legumes, and a wide variety of fruits and vegetables.



FishChoice.com launched in 2009 to provide aggregated seafood sustainability information combined with a directory of associated sustainable seafood products for the supply chain.

FishChoice works directly with the Seafood Watch Program at Monterey Bay Aquarium, Blue Ocean Institute, SeaChoice, New England Aquarium, FishWise, the Marine Stewardship Council, and Food Alliance in providing science-based, up-to-date sustainable seafood information, recommendations, and certified products for distributors, chefs, restaurants, and grocers.

"We are excited about Food Alliance's shellfish certification," said Richard Boot, founder and president of the Fort Collins, Colo.-based nonprofit. "This certification is a great development for sustainable seafood and we look forward to letting our audience of seafood buyers know about new Food Alliance Certified farmed shellfish products as they become available."

Food Alliance's certification criteria applies to North American shellfish producers growing shellfish from seed to harvest in a defined area and with clear ownership of the shellfish being cultured. No antibiotics or GMO breeds are used, and the program does not cover wild-harvested shellfish.

Two companies that attained Food Alliance certification for shellfish in July are already listed on FishChoice.com: Taylor Shellfish (mussels) and Hog Island Oysters (clams & oysters).

"This partnership will help commercial food buyers source products from shellfish producers that are independently certified for sustainable aquaculture practices that protect, improve, and support the tidelands and coastal communities in which they work," said Scott Exo, executive director of Food Alliance.