

PEA Business Awards promotion

In association with
Lloyds TSB | Commercial

FOOD & DRINK WINNER

PAOLO BRAY
DIRECTOR -
FRIEND OF THE SEA



Friend of the Sea is an international, not-for-profit non-governmental organisation (NGO), whose mission is to conserve the marine habitat. The founder is Dr Paolo Bray, European director of the Earth Island Institute's Dolphin-Safe Project which saved millions of dolphins from dying in the tuna nets and started the sustainable seafood movement more than 20 years ago. Friend of the Sea (FOS) is now a main international certification project for products originating from sustainable fisheries and aquaculture. Certified products from all continents include most of the traded species, fishmeal, fishfeed and Omega-3 fish oil.

THE JUDGES SAID: "We are impressed that more than 200 companies from 50 countries have relied on FOS to assess the sustainability of their seafood products. It deserves recognition for achieving what many larger NGOs with much higher funding have not managed to do. A down-to-earth, grassroots approach, strong use of

DISCOVER MORE

*Friend of the Sea,
friendofthesea.org*

the internet and online work and limited administrative costs have also allowed Paolo Bray, via the Dolphin-Safe and the FOS project, to involve and promote several smaller scale producers which exploit marine resources in a sustainable way."

THE WINNER SAID: "This award is so important because it will give the project a further boost in the UK. There are already products carrying the FOS logo in some major supermarkets, sushi chains and wholesalers, so it is developing very well in Britain, but the award increases our credibility, strengthening the resolve of those already involved but also helping attract those who might become involved in the future.

"Consumers should look for the logo, but part of our remit is also to make companies, producers and retailers of seafood or Omega-3 supplements aware of the environmental issues relating to fishing and agriculture."