

Seafood Savvy- Oregon's Choice Albacore Tuna Fishery Earns Eco Friendly Certification

By Ginny Goblirsch

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Family owned business's albacore fishery has been awarded the coveted Marine Stewardship Council certification as eco-friendly and sustainably harvested during the 2008 fishing season.

Otter Rock, OR-Oregon's Choice Gourmet Albacore, an environmentally sustainable seafood company, announced recently their Albacore tuna fishery has been certified by the Marine Stewardship Council, the international nonprofit that promotes responsible fishing practices. This marks the first time a first tuna fishery has received this prestigious award. Their fishing vessel, F/V EZC, is one of twenty-six vessels worldwide certified to deliver this product for consumers.

Council certification is based on an evaluation of the health of fish stocks, the impact on the ecosystem and the effectiveness of fisheries management. An outside auditor carries out the analysis. The council says it provides the only eco-label consistent with U.N. Food and Agriculture Organization guidelines for fisheries certification.

Owners Herb and Ginny Goblirsch recognize the significance of this international standard. "I am proud that my fishing methods are among the cleanest and most sustainable in the world," says Mr. Goblirsch. "I think that a good fisherman is not necessarily one who catches lots of fish, but one who takes good care of what he catches, and protects the resources of the sea for those to come."

Oregon's Choice Gourmet Albacore has provided seafood for specialty markets, health food stores and families across the county for over 20 years. The Albacore tuna is unique among canned tuna because it is produced by an individual fisherman. "That would be me". Goblirsch says. "My fishing vessel uses only hook and line to catch Albacore tuna and Chinook salmon at their peak of quality." They are a member of the American Albacore Fishing Association; a non profit organization that holds and manages the Albacore MSC certification on behalf of Albacore fishing vessels participating in the program. Oregon's Choice Albacore tuna, Oregon pink shrimp and Oregon Dungeness crab are all rated as best choices on the Monterey Bay Aquariums Seafood Watch list.

The Marine Stewardship Council is global organization working with fisheries, seafood companies, scientists, conservation groups and the public to promote the environmental practices and educate consumers. The fishery certification program and seafood eco-label recognize and reward sustainable fishing. For a list of companies with this certification, visit <http://www.msc.org>.

The American Albacore Fishing Association is a non-profit corporation representing commercial pole & troll vessels. AAFA seeks to ensure responsible fishery management practices and the participation of vital fishing communities. It supports education regarding responsible fishing methods and promotes the health benefits of tuna consumption along with environmental benefits of sustainable fishery practices. For information visit <http://www.americanalbacore.com>.

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Oregon's Choice Gourmet Albacore is family owned fishing business offering environmentally sustainable custom-canned albacore tuna, salmon and other seafood products. For recipes and product information, visit <http://www.oregonschoice.com>.

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