



For immediate release
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Spring Bay Seafoods wins coveted 'Friend of the Sea' global award

Brussels, 27 April 2009 – Tasmanian aquaculture company, Spring Bay Seafoods has been honoured with the Friend of the Sea Award 2009 for the aquaculture category. Spring Bay is the first shellfish company in the world to win the award and be recognised globally for its best practice and contribution to working with an ecologically friendly and sustainable marine habitat.

The Friend of the Sea Award aims at encouraging and motivating seafood companies to lower their impact on the environment and on exploited or endangered stocks. The Friend of the Sea organization was established in 2006 and developed the only certification scheme in the world which can certify both farmed and wild caught seafood companies as ecologically sound. Friend of the Sea Certification is the only one in the market which follows the FAO - Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries.

Spring Bay Seafoods recently attained certification as a Friend of The Sea. At the time the company was praised by Dr Paolo Bray, Director and founder of Friend of the Sea:

"Spring Bay Seafoods' mussel production is surely an example to be followed by the whole aquaculture industry," said Dr Bray. "You rarely find a company so dedicated to environmental protection and sustainability."

Last night at the Sheraton in Brussels, Spring Bay Seafood was presented with the Award for its low-density blue mussel farming and closed-cycle hatchery production. Spring Bay's blue mussels are rope-cultured deepwater mussels grown on unique suspended long-lines between six to ten metres below the surface. The company claims to have one of the most advanced hatchery production systems for mussels in the world.

"Friend of the Sea is a well-deserved recognition of an innovative Tasmanian company that is striving to achieve excellence in aquaculture and industry sustainability as well as further promoting the excellence that is inherent in the Tasmanian brand," said the Tasmanian Minister for Primary Industries and Water, David Lewellyn.

Managing Director of Spring Bay Seafoods, Phil Lamb travelled to Brussels, Belgium to collect the award:

"I am delighted and humbled by this level of recognition, particularly because we were the only aquaculture company to receive the award this year. We believe this kind of sustainable practice is imperative for the future of aquaculture and the preservation of our waters, environment and industry. We will continue to strive for excellence by engaging new and innovative ways to improve this vital aspect of our business."

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or interviews with Phil Lamb, Managing Director, Spring Bay Seafoods please contact:
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Notes to the Editor

Spring Bay Seafoods Pty Ltd is a Tasmanian based shellfish company operating on the East Coast of Tasmania, 100 km's north of Hobart in greater Spring Bay. Visit: www.springbayseafoods.com.au

Friend of the Sea was founded by Dr Paolo Bray and is a non-profit organization founded in 2006 with a purpose to preserve marine habitat through market incentives and conservation projects. Dr Bray is also the European Director of the Earth Island's Institute's Dolphin Safe Project, the precursor to all seafood and fisheries certification schemes. It has offices in the United States, the United Kingdom, and Italy. Visit: www.friendofthesea.org

*South Australian company Clean Seas Tuna Ltd won the Friend of the Sea Award 2008 for successfully closing the Bluefin Tuna lifecycle, an aquacultural endeavour which represents a sustainable alternative to the catch on depleted stocks.

Image attached: (left) Phil Lamb, Managing Director Spring Bay Seafoods Tasmania and (right) Dr Paolo Bray, Director and founder of Friend of the Sea presenting the Friend of the Sea Award for the Aquaculture Category.