

Press release, INCOFISH International Seafood Guide 2007-01-29

**Tip of your tongue:
What fish is really good for me to eat? What fish can I
buy at the market with good conscience? What fishes
can I eat while abroad?**

The International Seafood Guide is the one-stop answer to all your questions about what seafood is sustainable and healthy to eat from around the world. Consumers interested in health and sustainability are overwhelmed with information about what choices to make.

Use the International Seafood Guide to weed through the generous flood of advice on what to eat for the sake of our health and our environment. It provides advice from various online sources and offers it in one convenient and easy-to-use interface.

The International Seafood guide helps consumers get involved in fisheries management by voting with their wallets. It joins the fight against unsustainable fisheries worldwide by promoting a "bottom-up" approach to influencing policies and practices.

If you live in Switzerland and are traveling to Florida on vacation, you may not know about ocean fisheries. Using the International Seafood Guide, you will learn in a few clicks that you should pass up that Red Snapper on the menu and choose the Spiny Lobster instead.

The International Seafood guide was developed in the context of the integrated coastal zone management project, INCOFISH (www.incofish.org), and is just one of many tools being developed to help combat unsustainable fisheries practices. The guide can be reached directly using the following link:

<http://www.incofish.org/ISFG.php>

INCOFISH is "a collaboration effort over all borders to restore fisheries sustainability and healthy oceans.", says INCOFISH coordinator Rainer Froese of IFM Geomar, Germany.

INCOFISH is an EU funded project with scientific participants from 35 institutions and private enterprises from 22 nations worldwide.

The objectives of INCOFISH are to conduct specifically targeted strategic research suitable to contribute to the goals set by the World Summit for Sustainable Development in Johannesburg, such as restoring healthy fish stocks and ecosystems by 2015. The portal to information from INCOFISH is found at www.incofish.org.

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Additional Information:

International Seafood Guide: <http://www.incofish.org/ISFG.php>

Website: www.incofish.org

Fish ruler: <http://www.incofish.org/Workpackages/WP7/WP7Downloads.php>

Aquamaps: <http://www.aquamaps.org/>

Presskit: <http://www.incofish.org/News/presskit.php>

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