



PRESS RELEASE

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ALDI and Sustainable Fisheries Partnership(SFP) Announce Plans To Work Together on Seafood Sustainability Issues

ALDI and SFP announced today that they will work together on evaluating the sustainability of ALDI's seafood range.

"We're very pleased to launch this partnership with SFP to assist us on forming the foundation of our seafood sustainability work at ALDI. We recognize the value that they bring to the table in respect to fishery and aquaculture improvement, and are appreciative of the fact that they are so highly regarded throughout the seafood supply chain. This initiative is designed to ensure that the products we offer to our customers are derived from sustainable fisheries and aquaculture sources", said Daniel Malechuk, Director of Corporate Purchasing for ALDI.

ALDI is a discount grocery chain that operates over 1,000 stores in 30 states. Through a select assortment and convenient grocery shopping approach, they offer customers the highest quality everyday items at the lowest possible prices. Typically, ALDI stores carry about 1,400 items including a full range of wild and farmed seafood.

Through this new partnership, ALDI will work closely with SFP to develop programs and strategies to ensure the sustainability of their supply chain, and meet the commitment of the company to source sustainably caught or farmed seafood.

Founded in 2006 as an independent, non-governmental organization (NGO), SFP provides strategic and technical guidance to seafood suppliers and producers with the goal of building consensus around specific improvements in policies, conservation efforts and fishing practices.

"By forming this partnership, ALDI has demonstrated that they are committed to assuring the sustainability of their seafood supply," said Dick Jones, Program Director of the Americas for SFP. "ALDI is taking a leadership role in the super-



market industry by making sustainable seafood a priority and we are pleased to work with them on achieving their goals.”

About ALDI

ALDI, a leader in the international grocery retailing industry, began in the United States in 1976. Today more than 1,000 U.S. ALDI stores are located in 30 states primarily from Kansas to the East Coast serving more than 20 million customers each month. A select assortment discount grocer featuring its own ALDI select brands, ALDI applies smart and efficient operational and business practices to save customers up to 50 percent on their grocery bill. ALDI, named 2009 Retailer of the Year by PL Buyer, sells more than 1,400 of the most frequently purchased grocery and household items in manageable, non-bulk packaging. For more information about ALDI, go to www.aldi.us.

About Sustainable Fisheries Partnership

Sustainable Fisheries Partnership (SFP) provides strategic and technical guidance to seafood suppliers and producers, helps convene them together with other like-minded companies in Fishery and Aquaculture Improvement Projects, and builds consensus around specific improvements in policies, marine conservation measures, and fishing and fish-farming practices.

SFP builds the private sector’s capacity to make a difference in two ways:

- by developing business practices and alliances that support sustainable sourcing of seafood;
- by advocating stronger government fisheries and marine conservation policies.

The strength of SFP in the disciplines of economics, marine science, communications, and well-balanced advocacy help buyers and suppliers exert their influence where it matters most: in their supply chains, and among the key decision makers who govern fisheries.

SFP also improves access to information that buyers rely on to guide responsible seafood sourcing. They recommend specific improvements in management and provide critical assistance to seafood companies as they press governments for fisheries improvements—such as effective harvest regulations, monitoring and enforcement, and measures to cut off trade in illegally caught seafood.



The mission of the Sustainable Fisheries Partnership is to maintain healthy ocean and aquatic ecosystems, enhance fishing and fish-farming livelihoods and secure food supplies.

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