



Press Release

Contact: John Fiorello, Intrafish, john.fiorello@intrafish.com
or Lani Asato, Sustainable Fisheries Partnership, lani.asato@sustainablefish.org

Jim Cannon named IntraFish Media's 2009 Person of the Year

April 28, 2009 – IntraFish Media named Jim Cannon, CEO of the Sustainable Fisheries Partnership (SFP), its 2009 Person of the Year, after readers chose him in online polling from six candidates selected by IntraFish editors.

Cannon was nominated for his work with SFP, a nonprofit organization he founded in 2006 to bring meaningful change to the sustainability of ocean fisheries and aquaculture operations.

"I want to congratulate Jim and his entire team at the Sustainable Fisheries Partnership. Jim's work is representative of the global trend toward sustainable seafood production, a trend that is changing the way seafood is bought and sold," said IntraFish Media Publisher Pål Korneliussen. "It makes sense, then, that he is the IntraFish Person of the Year because the award honors those leaders who are influencing significant change within the seafood industry."

Cannon has quietly emerged as a major leader in the environmental NGO community on sustainable-seafood matters.

He helped develop McDonald's fish-sourcing guidelines and annual sourcing evaluations and has been a key advisor to Wal-Mart on seafood sustainability matters.

In 2008, he helped promote change in the Russian pollock fishery, which is now seeking Marine Stewardship Council (MSC) certification. SFP currently has improvement projects underway in more than ten countries.

"I appreciate the recognition, of course, but it feels odd since it's the executives of the companies we work with, and not me or SFP staff, that are doing the most to improve fisheries," said Cannon.

"I hope the award will help introduce us to even more of the global seafood supply chain, and that we can translate those introductions into sustainable business practices, and in turn more healthy, sustainable fisheries," he added.

The SFP (www.sustainablefish.org) has grown substantially in the past year and while it largely stays out of the limelight, Cannon and his group routinely develop partnerships between buyers and suppliers that are focused on in-the-water changes to fisheries and aquaculture operations that promote long-term sustainability.

IntraFish will present Cannon with the Person of the Year honor during a luncheon at the European Seafood Exhibition in Brussels on April 28.

In addition to a commemorative award, IntraFish will donate \$1,000 to the Locally Managed Marine Area Network (LMMA) on behalf of Cannon.

The LMMA Network is a group of marine resources management practitioners working in Asia and the Pacific. The network has 350 member sites in eight countries, supporting local fishing communities with government agency, international and local conservation and development NGO and researcher partners.

IntraFish first awarded its Person of the Year honor in 2006. Past winners include John Connelly of the National Fisheries Institute; Atle Eide, former CEO of Marine Harvest; and Larus Welding, former CEO of Glitnir Bank.