



FOR IMMEDIATE RELEASE

June 25, 2009

For Information Contact: Kate McLaughlin, Blue Ocean Institute, Seafood Program Director, 516-922-9500 x207; kmclaughlin@blueocean.org

Who:	Blue Ocean Institute ~ <i>Fresh Inspiration for Ocean Conservation</i>
What:	Announces renowned chef and sustainability advocate Barton Seaver as new Blue Ocean Institute Fellow
Why:	Seaver and Blue Ocean will work together to inspire new audiences to forge a greater connection with and understanding of the environment – particularly through delicious, healthy, and ocean-friendly seafood choices.

BLUE OCEAN INSTITUTE NAMES BARTON SEAVER AS FELLOW
Distinguished Chef and Sustainability Advocate Joins Marine Conservation Group

June 25, 2009 - Blue Ocean Institute has named acclaimed chef Barton Seaver as a Fellow, uniting Seaver’s passion for inspiring cuisine and seafood sustainability with Blue Ocean’s distinctive seafood consumer and marine conservation programs.

Among the products Blue Ocean currently offers are its *Guide to Ocean Friendly Seafood*, *Guide to Ocean-Friendly Sushi* and its popular FishPhone™ text-messaging service, which help people choose fish that are more abundant or caught or farmed in ways that do not harm the ocean.

As Blue Ocean Institute’s Fellow, the dynamic, award-winning Seaver will share his skilled and joyful celebration of food with Blue Ocean’s audience of seafood-lovers, ocean enthusiasts, business leaders, chefs, and others. On Blue Ocean’s website, www.blueocean.org, Seaver will provide tasty recipes for ocean-friendly seafood, helpful cooking tips, and personal stories illustrating his view of sustainability as a humanitarian issue, an ecological matter, and an opportunity for culinary enjoyment.

“Barton has a gift for showing people how their seafood choices can be delicious, fun, and environmentally responsible at the same time,” said Blue Ocean Institute president Carl Safina. “His culinary inspiration and enthusiasm will help Blue Ocean communicate the message of sustainability and bring new seafood-loving audiences to the conservation movement.”

Seaver, 30, will serve as the executive chef at Blue Ridge, a new restaurant in the Glover Park area of Washington DC, which opened in June 2009. Owned by seasoned restaurateurs Eli

Hengst and Jared Rager, the restaurant seeks to be a neighborhood gathering place with classic, simple foods that draw inspiration from the Blue Ridge area of the country.

“I am thrilled to be a part of Blue Ocean, and join in their efforts to bring seafood sustainability to people. Blue Ocean’s scientific research and projects are essential to progress in the field, and I look forward to contributing to the cultural message of responsibility to our oceans and resources. It is an honor for me to be associated with the work of Blue Ocean, and I hope to help continue the conversation from their helpful seafood guides to the markets and dinner tables of America.”

Seaver’s writings and recipes for “green” species of fish on Blue Ocean’s *Guide to Ocean Friendly Seafood* will appear on Blue Ocean’s website and upcoming blog. He is also among the chefs featured in Blue Ocean’s upcoming new sustainability curriculum and website for chefs, culinary students, and restaurateurs, *Green Chefs, Blue Ocean*. There, he’ll offer regular blog contributions as he promotes sustainable seafood ideals to the culinary community. The new website and course, a joint project with Chefs Collaborative, will officially launch in summer 2009.

Seaver attended the prestigious Culinary Institute of America, where after finishing his formal education he stayed on as a graduate fellow in the meat and fish departments. He has worked at prominent restaurants in Chicago, New York, and Spain, spent time in a Moroccan village participating in generations-old fishing methods and, more recently, operated the Hook and Tackle Box restaurants in Washington D.C., before moving on to independent projects last year.

Seaver’s devotion to the sustainable ethic earned him widespread attention in the national media, as well as the title of Rising Star Chef from the Restaurant Association of Metropolitan Washington. Blue Ocean honored Seaver in 2007 for his commitment to ocean conservation. Barton has been lauded by Seafood Choices Alliance as a Seafood Champion in 2008 and is a nationally recognized writer and speaker. He also sits on the board of DC Central Kitchen, a local organization that fights hunger not with food, but with personal empowerment, job training and life skills.

About Blue Ocean Institute

Founded in 2003 by MacArthur Fellow Dr. Carl Safina (www.carlsafina.org) and Mercédès Lee, Blue Ocean Institute developed the first sustainable seafood guide (and made it scientifically transparent) and forged a significant, rapidly expanding sustainable seafood movement. Blue Ocean develops conservation solutions that enlighten personal choices, instill hope and inspire people to take action in a growing effort to restore living abundance in the ocean. Please visit www.blueocean.org for program details.

About Barton Seaver

Barton Seaver is a Washington D.C. native who has worked in some of the city’s most lauded restaurants. He devotes much of his work toward the cultural and socio-economic impacts of a responsible relationship with our oceans. In addition to restaurants and advocacy, Barton is developing a PBS series with Good Egg Productions and in association with WGBH Boston that helps to tell the story of our common resources through the communion we all share – dinner. He lives in the Dupont Circle area of D.C. with 1 Lady and 2 cats.