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**FORTUNE FISH COMPANY TEAMS UP  
WITH SUSTAINABLE FISHERIES PARTNERSHIP  
FOR MAHI MAHI SUSTAINABILITY INITIATIVE**

(Bensenville, IL)—Grilled or ceviche-style, few fish are as flexible in summer preparations as sweet, mild mahi mahi. As part of our sustainability initiative, Fortune Fish is highlighting this tasty fish during June and July. By teaming up with the Sustainable Fisheries Partnership (SFP), a non-profit organization that works closely with global seafood suppliers to rebuild fisheries and lessen their impacts on the environment, we're helping to support change in how these fish are harvested.

Mahi mahi are highly migratory species and can be found in the Pacific, Atlantic and Indian Oceans. This fast grower lives up to four years; can reproduce at a young age, and is considered resilient to fishing pressure.

Because of their migratory nature, we can't guarantee our entire supply will come from the SFP Fishery Improvement Project in Panama, but we're sourcing from there when possible. With our SFP partners, that support means the Panama fishery is moving towards better practices, including the use of circular hooks to help protect turtles; and limiting the number of hooks on a longline to 600, in while also prohibiting the use of mechanical rollers. Restrictions like these mean the fishery is now considered 100 percent artisanal. Encouraging news!

"Mahi Mahi is an important species to our business, we are optimistic that the research gathered in this FIP will not only improve the Panama fishery, but Mahi Mahi fisheries around the world," says Mark Palicki, vice president of marketing at Fortune Fish Company.

SFP plans to implement a monitoring system and will be collecting further information about the interaction of fishing gear with protected, endangered or threatened species, which means we can expect even more improvements for this thriving mahi mahi fishery. We're pleased to be supporting this kind of change, and hope that the excitement is contagious to you and our valued customers.

### **About Fortune Fish Company**

Founded in 2001 by Sean O'Scannlain and Mark Gorogianis, who share over 35 years combined experience in the seafood processing and distribution industry, Fortune Fish Company later brought on additional key players, to top more than 100 years experience. Uniquely, it also staffs a marine biologist, who is dedicated to forging relationships and furthering its missions as a responsible member of the seafood community.

Fortune Fish Company's worldwide supplier base ranges from single fishermen with one vessel to multi-national aquaculture firms. Since its inception, Fortune Fish Company has brought innovation to seafood distribution, consistently raising the bar for integrity, quality and service, while maintaining a deep respect for the world's waterways. Its specialty? Hand-cutting whole fish to order for the finest chefs and grocers, including Gibson's Steakhouse and Whole Foods.

The Bensenville, Ill.-based processor and distributor supports fisheries that further the ecological health of oceans, lakes, rivers and streams. Therefore, it partners with groups that encourage responsible fishing and aquaculture practices, among them the Sustainable Fisheries Partnership, Global Aquaculture Alliance, National Fisheries Institute and Marine Stewardship Council, the latter of which certifies the business in their chain of custody program. It's also a member of Chef's Collaborative, Ocean Stewards and American Culinary Federation, and contributes to initiatives such as Share Our Strength and Vital Bridges.

Beyond educating the public on responsible seafood practices through their Fortune Fish School, Fortune Fish Company complies with the U.S. Food and Drug Administration's State Hazardous Analysis and Critical Control Point (HACCP) guidelines. Committed to lessening its ecological footprint, Fortune Fish Company supports recycling, reduced packaging and energy-saving practices in its production warehouse and office.

Fortune Fish Company sells about 70% fresh or live seafood and 30% frozen seafood from its expansive 40,000 square foot facility, a site originally built for Kraft's Sage Foods division. Each day, it boasts a selection of over 30 oyster varieties from both North American coasts, 80 species of fresh, domestic and imported fin-fish and a full line of gourmet products through Fortune Gourmet Foods. Inclusive of many seasonal and unique varieties, over 10 million pounds of seafood pass through its modern, fully equipped facility annually.

Fortune Fish Company sells direct to customers in Illinois, Wisconsin, Iowa, Michigan, Missouri and Indiana via its refrigerated fleet. And it ships nationally using FedEx and UPS. To view product listings, visit [www.fortunefishco.net](http://www.fortunefishco.net), or call **630.860.7100**.

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