

“Shucks Maine Lobster introduces new MSC Certified Maine Lobster to International Market for first time”

By Caitlin Hathaway
FOR IMMEDIATE RELEASE

Brussels, Belgium - Shucks Maine Lobster introduces its newly certified MSC Maine Lobster at the European Seafood Show in Brussels this week. The Marine Stewardship Council (MSC) award Maine Lobster MSC Certification, recognizing the Maine Lobster trap fishery as a sustainable fishery, on March 10, 2013. Shucks will also be premiering a new "MSC Certified Maine Lobster" video featuring Maine Lobster fishermen Bob Baines and Gerry Cushman at the MSC Annual International Update conference at the Show.

The London-based Marine Stewardship Council (MSC) awards MSC Certification to fisheries that uphold the strictest sustainable seafood standards in the world. Two hundred fisheries have been awarded certification worldwide. The certification was awarded to the Maine Lobster trap fishery after six years of scientific research into the fishery to guarantee its sustainability measures. The MSC Certification also guarantees traceability through a regulated Chain of Custody. Bob Baines, a Maine Lobster fisherman from Spruce Head says, “MSC traceability requirements make it very easy for consumers to track exactly where their lobsters came from; which dock and even which harvester. I think having MSC Certification will certainly help tell the story of the Maine Lobster fisherman and I am hopeful that it will help create new markets”.

The video, produced by Caitlin Hathaway, owner of Goat Island Maine Lobster, that Shucks will debut at the European Seafood Expo at the MSC Conference, features Maine Lobster fishermen Bob Baines, from the Spruce Head Coop, and Gerry Cushman, from the Port Clyde Coop. The video follows the two Maine Lobster fishermen out to haul traps off the coast of Maine and highlights the sustainable efforts practiced by generations of Maine Lobster fishermen and the importance of sustainability and traceability for the future of the Maine Lobster fishery.

John Hathaway, President of Shucks and Chair of the Fund for the Advancement of Sustainable Maine Lobster, says "The goal of the Maine Lobster industry is to create an economically sustainable business model based upon an ecologically sustainable resource. Thanks to our MSC Certification and the generations of hard-working Maine Lobstermen who have unselfishly dedicated themselves to responsible fishing practices, we now have a solid foundation upon which to create that model.”

Shucks Maine Lobster will be exhibiting MSC Maine Lobster in Hall #6-1351. The European Seafood Exposition is the world’s largest seafood show with over 25,000 seafood buyers and professionals from over 140 countries gathering in Brussels, Belgium.

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