

April 5, 2018

FisheryProgress Named as Seafood Champion Finalist

Last month, SeaWeb <u>announced</u> its Seafood Champions Awards finalists, and FisheryProgress is pleased to be nominated in the Innovation category.

Responding to the announcement, FishChoice founder and CEO, Richard Boot, stated: "We're amazed at how the seafood community has responded to FisheryProgress.org. The site now has more than 90 FIP profiles from 50 countries, more than 1,000 users, and industry leaders as diverse as Thai Union and Hyatt using FisheryProgress.org to inform sourcing decisions. Selection as a Seafood Champion Award finalist is an incredible honor, and we wish our fellow finalists luck."

The Seafood Champion Awards will be announced at SeaWeb's Seafood Summit in June. If selected, <u>FisheryProgress.org</u> would be the first website recognized in any Seafood Champion category. Read more about the nomination here.

Recent Improvements to FisheryProgress

At FisheryProgress, we're constantly soliciting feedback about how we can make the site more useful for our users. Based on feedback we've received; we've spent the past few months implementing several big improvements to the site. These include

- The ability to "follow a FIP" and a new user dashboard. Users can now use the "Follow This FIP" feature to track progress on their favorite FIPs. FisheryProgress users can find the follow button at the top of each FIP overview page. When you're following a FIP, you'll see them listed in your personal FisheryProgress dashboard. In the future, you'll also receive an email alert when major changes to the FIP are posted
- An updated directory with additional search functions. We've overhauled the FIP directory to
 make finding FIPs easier than ever. You can now search by country, FIP participant, or progress
 rating or by using the map. And you can filter by the type of FIP you need, including basic,
 comprehensive, and/or prospective.
- New and improved "FIP at a Glance" graphics. We updated the "FIP at a Glance" section featured on each FIP's overview page so users can see both baseline and current fishery information. The changes including updated status bars, streamlined and reprioritized information, and the FIP's rating will make it easier for you to quickly gauge a FIP's progress before diving into the details. You'll also see additional impacts the fishery is working on, including if a FIP is involved in a SFP Supplier Roundtable.
- FishChoice & FisheryProgress are linked! The seafood product search and rating search
 on <u>FishChoice.com</u> now include filters to help companies find more easily find and buy FIP
 products