

FIRSTSOURCE

RETAIL SEAFOOD

231 Front Street, Suite 1 – South Portland, ME 04106-1565

Tel: 207-799-1356 ~ Fax: 207-799-1762

www.FirstSourceEvents.com/RetailSeafood

FOR IMMEDIATE RELEASE

GAA's Peter Redmond Named *FirstSource: Retail Seafood* Keynote Speaker

Renowned sustainability expert to provide critical insights to industry executives at the invitation-only retail seafood event

SOUTH PORTLAND, MAINE USA — Peter Redmond, Vice President of Global Market Development for the Global Aquaculture Alliance, has been selected as keynote speaker at the *FirstSource: Retail Seafood* event Feb. 22 – 24, 2011 at the Tuscany Suites & Casino in Las Vegas, Nevada. Mr. Redmond will address the increasingly important role of sustainability in the sourcing and marketing of seafood products.

FirstSource: Retail Seafood is an exclusive gathering of major U.S. retail seafood buyers, and the suppliers who do business with them.

In addition to addressing the ninety high-level attendees during the event's Wednesday luncheon, Redmond will be available both days to meet individually with interested supply and retail executives looking for guidance and insight in the complex and rapidly changing sustainability arena.

"FirstSource: Retail Seafood is a new way to introduce products to buyers that is cost- and time-efficient, unlike the hit-or-miss contacts at large trade shows, or making individual sales calls to 25 qualified buyers' individual headquarters," said Brian Perkins, one of the event's organizers. "Peter's expertise and insights are indicative of the high level of information exchange participants can expect during the event's two and one-half days."

Mr. Redmond was employed by Wal-Mart Stores for 17 years in a variety of critical roles and capacities: store operations, international assignments, as a senior buyer and for seven years, as Vice President and Divisional Manager for Deli and Seafood. While in this capacity, Mr. Redmond was charged with developing the company's seafood strategy for environmental sustainability. The resulting program and work are well known throughout the seafood industry and NGO groups.

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In 2008, Mr. Redmond left Wal-Mart and formed Epiphany Group LLC, a company that focuses on consulting to the deli and seafood industry on environmental and business solutions. Through Epiphany, Mr. Redmond has worked with some of the largest retailers in the world, both nationally and internationally, along with a plethora of manufacturers and NGOs.

In May of 2008, Mr. Redmond accepted the position of Vice President of Global Market Development for the Global Aquaculture Alliance. The Global Aquaculture Alliance is an international, non-profit trade association dedicated to advancing environmentally and socially responsible aquaculture. Through the development of its Best Aquaculture Practices certification standards, GAA has become the leading standards-setting organization for aquaculture seafood.

For information on participating in *FirstSource: Retail Seafood*, visit www.FirstSourceEvents.com/RetailSeafood or contact Brian Perkins at +1 207-233-4475 or bperkins@highlinerevents.com.

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