

**<Choose Right Today>
Choose Sustainable Seafood and Save Our Ocean.
Singer Jason Chan Turns Chef to Experience Sustainable Gourmet Cooking**

Hong Kong, 21st September 2016 – Hong Kong faces major shortages of seafood in the future if we don't "Choose Right Today", according to a website and campaign launching today.

Ambassador Jason Chan turns into chef to experience the essence of cooking gourmet dishes with sustainable seafood in support of www.chooserighttoday.org, the campaign website supported by ADM Capital Foundation (ADMCF).

Two short films encouraging consumers to choose carefully premiered at the event. The first film stars Hong Kong actress Maria Cordero and singer Jason Chan Pak-Yu, 'Feast with me 2045', which portrays seafood as a luxury dish in the future – our future.

The second film, starring Hong Kong movie star Kara Hui Ying-Hung and kid talent Jayden, is 'Give & Take'. Kara and Jayden play mother and son in the film, in which the dialogue prompts us to question the necessity of having fish frequently.

Both highlight that the over-exploitation of our marine environment is already in progress.

"Reports have shown that the total fish biomass in South China Sea has reduced by 90% since 1950s due to high demand of seafood, overfishing and destructive fishing methods," said Sophie Le Clue, Environment Programme Director of ADMCF. "We're already eating juvenile seafood and paying more for it. If we continue with 'business as usual' the context where fish becomes a rarity in our diets will become a reality"

"We bring Choose Right Today campaign in hopes of providing ocean-friendly and sustainable solutions to our seafood needs," she said.

To be able to continue to consume seafood, we must consume sustainably, certified by for example the Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC), Best Aquaculture Practices (BAP) and Friends of the Sea (FOS).

Consumers can easily identify these products by looking out for the certification labels on packaging. Relevant sustainable seafood guides, these include the WWF Seafood Pocket Guide and WWF Seafood Guide Book, together with labeling information can be found on ADMCF's "Choose Right Today" website.

'Choose Right Today' Ambassador Jason Chan points out that we can choose right today by supporting restaurants, supermarkets and online stores that source sustainable seafood: "I look out for sustainable seafood labels on restaurant menus. We can even suggest restaurants to start using more sustainable seafood because you don't get it if you don't ask!" "I follow the seafood guide found in the Choose Right Today website, Jason said, to decide what seafood I should eat or buy".

At the event, Jason prepared a prawn salad to experience what it is like to be a chef. He muses, "there is a lot to handle as a chef because I found myself worrying about both the taste and hygiene. Cooking with sustainable seafood has made me realise that it is equally important to eat food that is tasty and good for our bodies and our planet".



Notes to Editors:

About ADM Capital Foundation

Founded in 2006 by the partners of Hong Kong-based investment advisor, ADM Capital, ADM Capital Foundation funds innovative approaches to promoting equity and environmental conservation in Asia. It was established to help organisations in Asia achieve outstanding social and environmental impact. The aim is to foster sustainable growth in local partners rather than simply back short-term projects.

The ADM Capital Foundation has been granted charitable status in Hong Kong and also 501(c) (3) charitable status in the United States.

About 'Choose Right Today' Campaign

Choose Right Today, More Left Tomorrow

The Choose Right Today website is an initiative of the ADM Capital Foundation. It is a first step in providing online guidance about sustainable seafood to consumers in Hong Kong and why it is important, what it is and where you can find it.

Sustainable seafood is seafood that has been captured or farmed in a way that minimizes harm to the marine environment and where the population of the target species is not being overfished. It comes from well-managed fisheries or farms so that our oceans remain healthy. Fish and shellfish populations will then thrive and be available for future generations.

For more information on 'Choose Right Today' campaign please visit www.chooserrighttoday.org.

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