



URNER BARRY ANNOUNCES PLANS TO REPORT ON EUROPEAN SEAFOOD MARKET

Company Welcomes Lauren McIntyre as EU Seafood Market Reporter

August 8, 2018, Toms River, NJ – Urner Barry, the leading provider of protein market news and information in the food industry, announced plans on Wednesday to initiate coverage of the European Seafood Market. Urner Barry is proud to welcome Lauren McIntyre into the newly created role of Seafood Market Reporter in the EU.

In addition to its dedicated coverage of the seafood market in the U.S., Urner Barry will be expanding their global footprint by providing essential market information on seafood trading within Europe. This initiative will serve the interests of the company's growing customer base, as timely, accurate and unbiased market information becomes increasingly demanded.

McIntyre brings valuable experience to the position, including working in purchasing and analyzing the supply chain for grocery giant, Lidl UK. Prior to her time with Lidl, McIntyre was an aquatic ecologist working in research and consultancy programs. She received her bachelor's degree in Biological Sciences from the University of Exeter. She earned her master's in Aquatic Resource Management from King's College London. McIntyre will be primarily based in London, England.

In a comment from COO Jim Kenny, who leads Urner Barry's Seafood division, he said: "In searching for someone to lead this initiative, Lauren's experience in aquatics, supply chain and procurement made her the ideal candidate. She's developed a passion for seafood, and we know she possesses the qualities to be a successful market reporter. We expect she will deliver unparalleled content to our subscribers."

McIntyre added, "I'm thrilled to be on board at such an exciting time for the business. The seafood services offered by Urner Barry are extremely valuable and I look forward to extending this offering to the European market."

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About Urner Barry

Urner Barry is a business publisher specializing in the reporting of market quotations and news to clients in the poultry, egg, meat, seafood, and related segments of the food industry. Urner Barry offers market reports via fax, e-mail and internet, as well as books and other media intended to make you a more informed buyer or seller of food products.