



SUSTAINABLE SEAFOOD

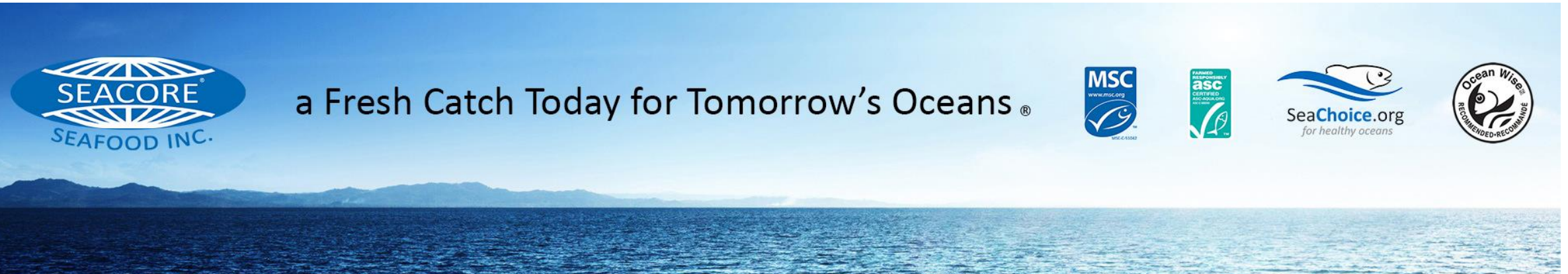


WHAT IS SUSTAINABLE SEAFOOD?

Sustainable seafood is fish or shellfish that is caught or farmed in ways that consider the long-term viability of harvested populations and the ocean's health and ecological integrity. Choosing sustainable seafood is an effective way to support the best practices in the fishing and aquaculture industries to ensure our ocean resources last long into the future.

DETERMINING SUSTAINABLE SEAFOOD?

In Canada, there are 4 prominent non-governmental organizations (NGOs) that assess sustainable seafood for our market. These organizations use scientific and factual evidence in assessing the seafood and based on the results will determine if they are sustainable seafood:



OCEAN WISE

Ocean Wise was launched in January 2005 by the Vancouver Aquarium. Ocean Wise works individually with each partner business to help it make sustainable seafood purchasing decisions. In turn, partners identify these options on their menus or display cases with the Ocean Wise symbol. While partners are not required to only provide Ocean Wise seafood choices upon joining the program, partners are required to clearly label seafood items that are identified as sustainable and Ocean Wise. The aim is to bring partners along a path of continuous improvement with the ultimate goal of becoming 100 per cent Ocean Wise.



SEA CHOICE

SeaChoice is about solutions for healthy oceans. Launched in 2006, SeaChoice was created to help Canadian businesses and shoppers take an active role in supporting sustainable fisheries and aquaculture at all levels of the seafood supply chain. Based on scientific assessments, SeaChoice has created easy-to-use tools that help businesses make the best seafood choices. Working in collaboration with the Monterey Bay Aquarium's acclaimed Seafood Watch program, SeaChoice undertakes science-based seafood assessments, provides informative resources for consumers, and supports businesses through collaborative partnerships.



MARINE STEWARDSHIP COUNCIL (MSC)

The MSC is an international non-profit organization addressing the problem of unsustainable fishing, and safeguarding seafood supplies for the future. Using their fisheries certification and seafood labelling program, the MSC works with business partners to promote sustainable fishing and transform markets. The MSC's certification and ecolabelling program enables everybody to play a part in securing a healthy future for our oceans. MSC only assesses wild caught fish and seafood.



AQUACULTURE STEWARDSHIP COUNCIL (ASC)

Founded in 2010 by WWF and IDH (Dutch Sustainable Trade Initiative) the Aquaculture Stewardship Council (ASC) is an independent not for profit organization with global influence. ASC aims to be the world's leading certification and labelling programme for responsibly farmed seafood. The ASC's primary role is to manage the global standards for responsible aquaculture, which were developed by the WWF Aquaculture Dialogues. ASC works with aquaculture producers, seafood processors, retail and foodservice companies, scientists, conservation groups and consumers in sourcing sustainable seafood. ASC only assesses farm raised or aquaculture fish and seafood.





SEA PACT



SEA PACT — UNITED FOR A SUSTAINABLE FUTURE

Sea Pact is an alliance formed between nine of the leading, like-minded Seafood Distributors in North America. This unprecedented alliance is a first of its kind in the seafood industry. Sea Pact has a goal of making their seafood industry a more sustainable & eco-friendly one.

Sea Pact is a group of leading North American Seafood Companies dedicated to driving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global seafood supply chain.

Sea Pact will improve the sustainability of global seafood by using the collective power of like-minded North American seafood companies to improve the fishing and fish farming systems we procure from. Sea Pact was created by the six founding members: Albion Fisheries in Vancouver, Fortune Fish & Gourmet in Chicago, Ipswich Shellfish Group in Boston, Santa Monica Seafood in Los Angeles, Seacore Seafood in Toronto and Seattle Fish Co in Denver. Additional members that have joined since inception are Stavis Seafood in Boston, A.C. Coverts in Halifax and J.J. McDonnell in Baltimore.

