



Dear valued client,

Thank you for your interest in our Ocean Wise recommended product. We are a proud partner of the [Ocean Wise Seafood program](#) and are committed to protecting our oceans, lakes, and rivers for generations to come by offering sustainable seafood options.

The Ocean Wise Seafood (OWS) program works with restaurants, retailers, suppliers, and producers to provide the most recent scientific information on fisheries and aquaculture operations so businesses and consumers can make sustainable purchasing and sourcing decisions. With over 785 partners in more than 3,100 locations globally, OWS makes it easy to choose sustainable seafood. The Ocean Wise symbol next to a seafood item is a well-recognized and trusted assurance of an ocean-friendly seafood choice.

By choosing our Ocean Wise recommended product, you are eligible to join the Ocean Wise Seafood program. Only Ocean Wise Seafood partners can promote their items as Ocean Wise recommended. Ocean Wise copyrighted branding can only be used for products in which sourcing has been confirmed by Ocean Wise Seafood staff.

**You only need one Ocean Wise recommended item to start your Ocean Wise Seafood partnership.**

Becoming an Ocean Wise Seafood partner includes:

- Third party verification of sustainability, trusted by consumers and businesses across Canada
- Ongoing 1:1 access to markets and science experts in the seafood sustainability field
- Access to an expert team of Ocean Wise staff to help you meet your seafood sustainability goals
- Ocean Wise Seafood branding to highlight the partnership and your sustainable option(s) on menus, point of sale assets, display cases, social media, your website, product lists, etc.
- Promotion on Ocean Wise Seafood's well-followed Instagram, Twitter, Facebook channels and the program website (partner map, [blog](#))
- Educational and staff training resources about sustainable seafood for your team and customers
- Monthly updates about Ocean Wise Seafood's sustainability recommendations
- Invitations to collaborate on industry and consumer-facing events

If you are interested in joining the sustainable seafood movement with us, feel free to reach out to [seafood@ocean.org](mailto:seafood@ocean.org), visit [ocean.org/seafood](http://ocean.org/seafood) to learn more, or apply to join the program at: [Become an Ocean Wise Seafood Partner - Ocean Wise](#)

Sincerely,  
Your trusted seafood source