



To our supplier,

We are proud to announce that we have partnered with the [Ocean Wise Seafood program](#) to protect oceans for generations to come by preferentially sourcing sustainable seafood.

As part of our partnership, the Ocean Wise Seafood team will be asking suppliers on our behalf for detailed sourcing information for each seafood product we purchase. We ask that you please provide this information as quickly and completely as possible, as we will not be able to promote those items as Ocean Wise recommended without enough information for Ocean Wise staff to verify.

We are committed to representing our seafood items transparently to our clients, and demand that **no substitutions** be made for Ocean Wise recommended seafood items. This means that the sourcing details (e.g. the species, gear type, and/or harvest method) for our products must remain identical to what is listed on our Ocean Wise Seafood Audit. If this request cannot be fulfilled, please contact me to discuss available options and we will either choose another item or ask Ocean Wise to audit the substituted product.

Finally, we want to support the Ocean Wise Seafood community. If you are an Ocean Wise Seafood partner with an up-to-date Audit (no older than 2 years), we would love to select Ocean Wise recommended items off a verified product list.

If you are not already an Ocean Wise Seafood partner, we encourage you to inquire about joining us in the sustainable seafood movement.

Becoming an Ocean Wise Seafood partner includes:

- ✪ Expert guidance from Ocean Wise staff to meet sustainability goals
- ✪ Ocean Wise Seafood branding to highlight the partnership and sustainable options on menus, point of sale assets, display cases, social media, your website and product lists
- ✪ Promotion on Ocean Wise Seafood's well-followed [Instagram](#), [Twitter](#), [Facebook](#) and the program website (partner map, [blog](#))
- ✪ Educational resources for your team and customers
- ✪ Monthly updates on Ocean Wise Seafood's recommendations
- ✪ Invitations to collaborate on industry and consumer-facing events

Please note: to protect the integrity of Ocean Wise Seafood, only program partners can promote their items as Ocean Wise recommended. The copyrighted branding can only be used for products that have been verified by Ocean Wise Seafood staff.

Apply to join the Ocean Wise Seafood program at: [Become an Ocean Wise Seafood Partner - Ocean Wise](#). For more information, please reach out to seafood@ocean.org.

Sincerely,
Your client