

— JOIN THE —

SUSTAINABLE SEAFOOD MOVEMENT

OCEAN
WISE

Ocean Wise Seafood program is a conservation program created to educate consumers and businesses about the issues within the world's fisheries and aquaculture operations and empower them to make informed decisions when purchasing seafood.

We work directly with businesses along the seafood supply chain to ensure they have the most current scientific information regarding their seafood so they can make ocean-friendly buying decisions. The Ocean Wise branding on menus, product lists or packaging enables consumers to easily choose seafood products that ensure the health of our oceans, lakes and rivers for generations to come.

Reasons to Care

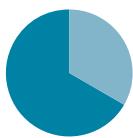
Seafood is the primary daily source of protein for
THREE BILLION PEOPLE

91% of Canadians want their seafood to be sustainable.

BUT ONLY **11%** buy sustainable seafood every time they shop.



AQUACULTURE
now accounts for over
52% of all seafood
we consume globally


1/3
of the world's fish stocks are
OVERFISHED


4 OF EVERY 10 FISH
caught are bycatch

Overfishing

is the greatest threat
facing our oceans



1,300+
SEAFOOD
RECOMMENDATIONS

780+
PARTNERS
200+
SUPPLIER PARTNERS

3,100+
LOCATIONS

 **8,500+**
Followers

 **21,500+**
Followers

 **12,300+**
Followers

Why Join?

SUSTAINABILITY MADE SIMPLE

- Up-to-date seafood recommendations
- Seafood sourcing assistance
- Seafood fact sheets

VISIBILITY

- Profiled on Ocean Wise Partner Map
- Exposure to new audiences
- Access to new markets
- Third party recognition of sustainability efforts

MARKETING AND PROMOTION

- Use of symbol and brand
- Traditional and social media engagement
- Marketing materials
- Participation in Ocean Wise Seafood events

EDUCATION AND TRAINING

- Online and in-person staff training
- Educational materials exclusive to partners
- Webinars and workshops

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The Ocean Wise symbol next to a seafood item is our assurance of an ocean-friendly choice.

How to Join

Our staff make it easy to join. Contact Ocean Wise Seafood at seafood@ocean.org to follow these six steps:

-  1 **APPLY ONLINE**
-  2 **SEAFOOD ASSESSMENT**
-  3 **ANNUAL FEE**
-  4 **BRANDING APPROVAL**
-  5 **STAFF TRAINING**
-  6 **FULL PARTNER**

Partnership Fees Starting at \$300

*Plus Applicable Taxes



FAQS

Do we need to be 100% Ocean Wise in order to join? You only need one sustainable seafood item to join the program. We will work closely with you to improve your sustainable sourcing over time, in line with your sustainability goals.

Can farmed seafood be sustainable? Yes. Just like wild caught species, there are sustainable and unsustainable ways to farm seafood. Some options, like oysters, clams and mussels, are more sustainably farmed than caught in the wild. Check out our recommendations for sustainably farmed options.

Is sustainable seafood more expensive? Not necessarily. You may already be using a sustainable seafood item and not even know it. Cost effective options for both wild caught and farmed seafood are widely available. Look for species like farmed clams, mussels and Arctic char, and don't be afraid to purchase your favourite Ocean Wise recommended seafood from the frozen or canned section.

Ocean Wise is a nonprofit organization whose mission is to empower communities and individuals to take action to protect and restore the ocean. Learn more at ocean.org



@oceanwiseseafood