

Making smart seafood decisions for today and tomorrow

Formed 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.

Who is SeaChoice

Five internationally respected Canadian conservation organizations—Canadian Parks and Wilderness Society, the David Suzuki Foundation, Ecology Action Centre, Living Oceans Society and Sierra Club British Columbia. SeaChoice works in collaboration with the Monterey Bay Aquarium's *Seafood Watch* program.

The State of Our Oceans

Our oceans are in trouble. One of the greatest threats to our oceans today is our fishing practices. Yet aquaculture can be as equally devastating on the environment. Overfishing, habitat damage, pollution, by-catch and mismanagement are just some of the concerns.

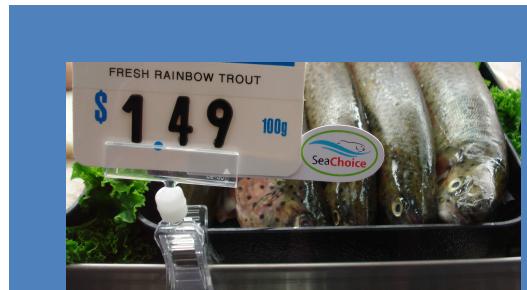
QUICK FACTS

- ❖ **75 % of the world's fisheries are either fully exploited, overexploited or have collapsed**
- ❖ **90 % of the large predatory fish (e.g. shark, tuna) are gone**
- ❖ **At least a quarter of the world's catch is illegal (approx 25 million tonnes/per year)**
- ❖ **Some fishing gear types such as bottom trawling can cause the equivalent of clear cutting a forest several times a year**
- ❖ **Around 25 % (approx 25 million tonnes/per year) of the global fishery catch is wasted as bycatch**

How SeaChoice Helps Canadians

Understanding the issues of seafood sustainability can be daunting. SeaChoice helps Canadian businesses and consumers move to sustainable choices and practices.

- Business partnerships, with retailers and suppliers
- Science-based assessments for Canadian seafood
- Consumer tools including seafood guides and iPhone app



SeaChoice - Program Facts and Achievements

Our Business Partners

Seachoice guides and supports our partners with implementing a Sustainable Seafood Policy.

There are over **2500** retail locations in Canada that are either working with SeaChoice or sourcing SeaChoice labelled sushi, including:

- SeaChoice retailer partnerships include Overwaitea Food Group, Federated Cooperatives Limited, Canada Safeway, Whole Foods Market (Canada) and Toronto's Big Carrot.
- SeaChoice sushi partner Bento Nouveau is the largest sushi company in Canada
- SeaChoice supplier partners include Albion Fisheries, 7Seas, Seacore Seafood, Mariner Neptune and Les Pêcheries Norref

Our Science-based Assessments

SeaChoice's comprehensive online Seafood Database includes over **500** assessments.

Our Consumer Tools

SeaChoice has distributed nearly **one million** seafood guides. We make shopping ocean-friendly easy with:

- Online sustainable seafood database
- Seafood shopping/dining guides: general and sushi
- SeaChoice iPhone app

What does a Sustainable Seafood Policy entail?

- ❖ Making a Sustainable Seafood Commitment
- ❖ Collecting Data on Seafood Products
- ❖ Buying Environmentally Responsible Seafood
- ❖ Providing Transparency to the Public
- ❖ Educating Customers, Employees and Stakeholders
- ❖ Supporting Policy and Management Reform

Contact SeaChoice

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