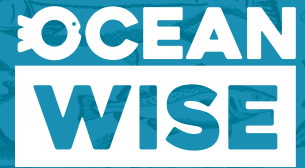


# — JOIN THE — SUSTAINABLE SEAFOOD MOVEMENT

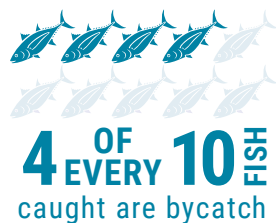
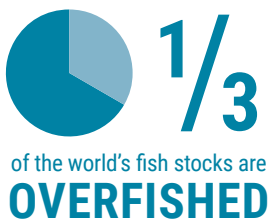


**Ocean Wise Seafood program is a conservation program created to educate consumers and businesses about the issues within the world's fisheries and aquaculture operations and empower them to make informed decisions when purchasing seafood.**

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**



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

**Overfishing**  
is the greatest threat  
facing our oceans



## 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

**1,300+**  
SEAFOOD  
RECOMMENDATIONS

**780+**  
PARTNERS

**200+**  
SUPPLIER PARTNERS

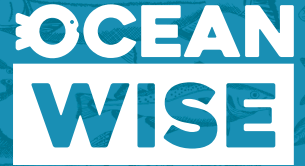
**3,100+**  
LOCATIONS

**f 8,500+**  
Followers

**🐦 21,500+**  
Followers

**📷 12,300+**  
Followers

# — JOIN THE — SUSTAINABLE SEAFOOD MOVEMENT



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](mailto:seafood@ocean.org) to follow these six steps:

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

## 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.*

## Restaurant Fee Structure\*

Number of Locations	Annual Fees
First Location	\$300
Additional Locations	\$80/Each
Food Truck	\$60

\*Plus Applicable Taxes

## Contact Us

**WESTERN OFFICE**  
604.659.3596

**EASTERN OFFICE**  
647.775.8162

**QUÉBEC OFFICE**  
418-659-5266 x 3829

[ocean.org/seafood](https://ocean.org/seafood)  
 [OceanWiseSeafood](https://www.facebook.com/OceanWiseSeafood)  
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 [OceanWiseSeafood](https://www.instagram.com/OceanWiseSeafood)