

# SeaChoice

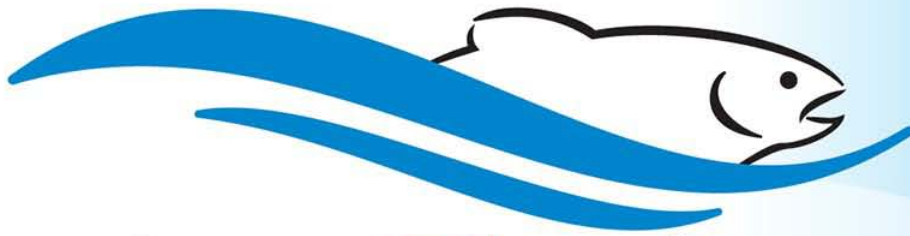
*healthy choices, healthy oceans*



**SeaChoice**

*healthy choices, healthy oceans*





[www.seachoice.org](http://www.seachoice.org)

# SeaChoice

*healthy choices, healthy oceans*



Ecology  
Action  
Centre



**CPAWS**  
CANADIAN PARKS AND WILDERNESS SOCIETY



 **Sierra**  
Club *of/du*  
Canada  
BC CHAPTER



David  
Suzuki  
Foundation

# Ecology Action Centre

- **EAC's Marine Issues Committee** - Works to ensure the conservation, protection and restoration of the marine ecosystem, as well as maintaining sustainable fisheries and vibrant coastal communities.
- **SeaChoice** - A comprehensive seafood markets program with the primary goal of realizing sustainable fisheries in Canada and abroad.

# What is sustainable seafood?

**Sustainable seafood is fish or shellfish caught or farmed in a manner that can be sustained over the long-term without compromising the health of marine ecosystems.**



# Key Questions to Ask:



1. What type of seafood is this?
2. Where was it fished or farmed?
3. How was it caught or farmed?

- Steamed under pressure.
- Uniquely sealed and pasteurized to retain its outstanding flavor and freshness.
- Unopened, this premium product will keep for 2-3 weeks at 33°F -36°F.
- Once opened, cover and return to refrigeration immediately and use within 1-2 days.

#### CRAB CAKES

##### MAKES 4 LARGE CAKES

1 egg, beaten  
2 1/2 tsp. mayonnaise  
1/4 tsp. Worcestershire sauce  
1/2 tsp. dry mustard  
1/8 cup onion, 1 tsp. Old Bay Seasoning

1/8 tsp. pepper  
1/8 tsp. salt  
1/2 cup bread crumbs  
8oz. crab meat  
margarine or butter

Blend together egg, mayonnaise and seasonings. Remove any bits of shell from crab meat. Add bread crumbs and crab meat and toss. Form mixture into cakes and seal in butter or margarine until lightly browned.

**EXAMINE AND REMOVE ANY SHELL BEFORE USING**

PRODUCT OF USA



NET WT. 8 OZS (227 g)

#### Nutrition Facts

Serv. Size 1/2 cup (125g)  
Servings 3  
Calories 101  
Fat Cal. 10

Amount/erving % DV*		Amount/erving % DV*	
Total Fat 1g	2%	Total Carb. 0g	0%
Sat. Fat 0g	0%	Fiber 0g	0%
Cholesterol 30mg	36%	Sugars 0g	
Sodium 300mg	62%	Protein 20g	

\*Percent Daily Values (DV) are based on a diet of 100% crab.

Vitamin A 0% • Vitamin C 0% • Calcium 8% • Iron 4%

100% Hand Picked • All Natural North American Blue Crab

Perishable • Keep Refrigerated

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FROM THE SEA, INC.  
Elizabeth City, NC 27909



# Fishing and aquaculture practices can have significant impacts on ocean health.



# What determines the sustainability assessments of *wild* seafood?

- Inherent vulnerability to fishing pressure
- Status of wild stocks
- Nature and extent of discarded bycatch
- Effect of fishing practices on habitats and ecosystems
- Effectiveness of the management regime

**Healthy Choices for Healthy Oceans**

Your consumer power can help the health of our oceans. Many Canadians are eating seafood for its health benefits. By buying green-listed seafood you are supporting sustainable fishing that can be maintained for years to come.

But don't stop here! Share your seafood smarts—download copies of Canada's Seafood Guide for your friends and get action updates at [www.seachoice.org](http://www.seachoice.org)

**How To Use This Card**

Keep this wallet card with you—it will help you make more sustainable seafood choices. Some seafoods are listed in more than one column: look for the bolded term that shows where it is from or how it was caught. When you shop and dine, always ask:

- What type of seafood is this?
- Where was it fished or farmed?
- How was it caught or farmed?

Then check the listings on the card and the explanation of our traffic-light colour codes. Seafood that could contain harmful levels of toxins is marked by the symbols: ◊=mercury, and ⊕=PCBs, dioxins and pesticides.

If the seafood doesn't appear here, look for it in our database at [www.seachoice.org](http://www.seachoice.org)

SeaChoice is an Initiative of Sustainable Seafood Canada:

- Ecology Action Centre
- LIVING OCEANS
- CPAWS (CANADIAN FAUNA AND WILDERNESS SOCIETY)
- Sierra Club (SIERRA CLUB CANADA)
- David Suzuki Foundation

SeaChoice  
healthy choices, healthy oceans

[www.seachoice.org](http://www.seachoice.org)

Printed on 100% PCW (post consumer waste) and FCF (processed chlorine free) paper

**Canada's Seafood Guide**

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# What determines the sustainability assessments of *farmed* seafood?

- Use of marine resources
- Risk of escapes to wild stocks
- Risk of disease and parasite transfer to wild stocks
- Risk of pollution and habitat effects
- Effectiveness of the management regime

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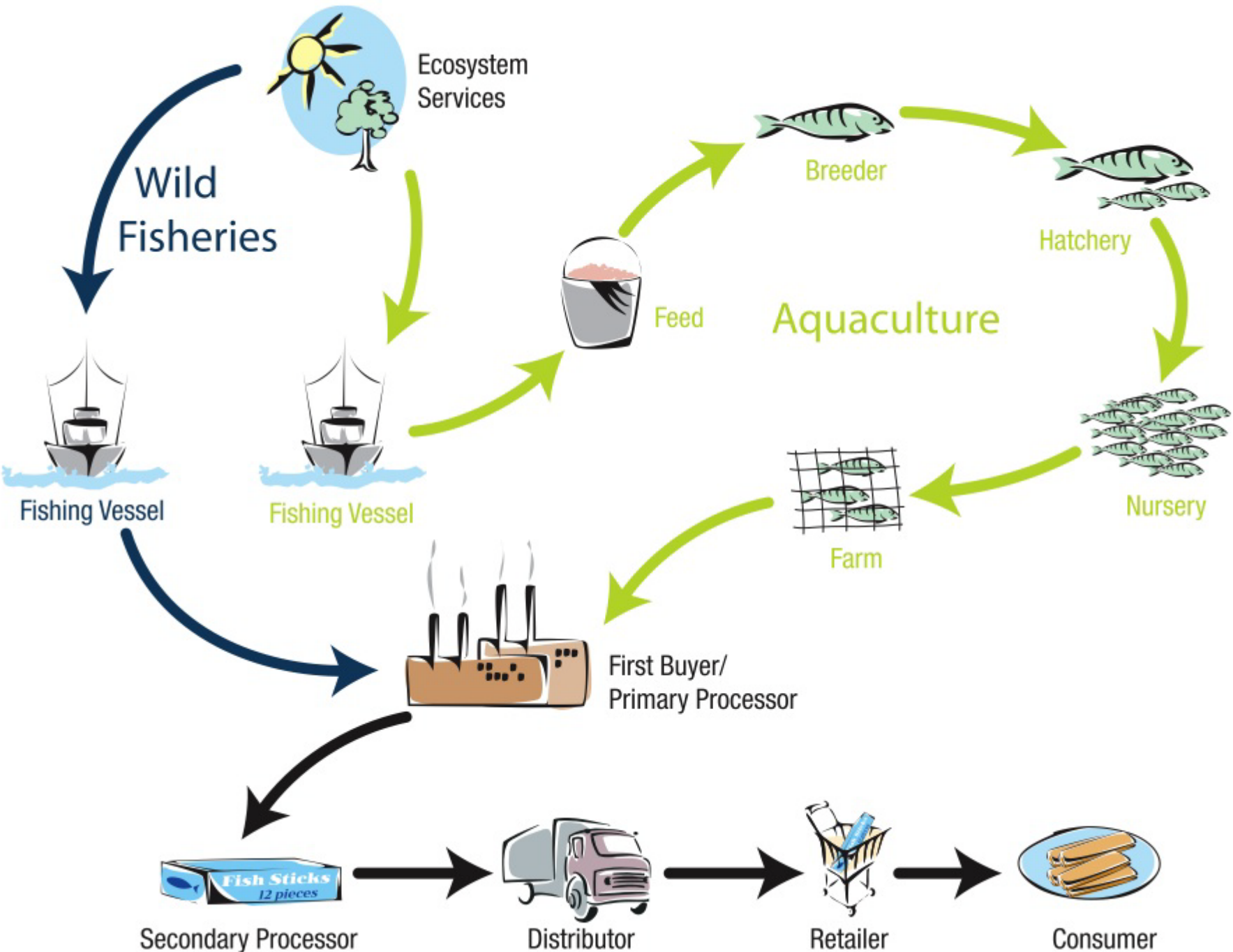
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# Eco-labeling

- “a seal or logo indicating that a product has met a set of environmental or social standards” (Consumer Reports, 2008).
- Powerful way to communicate your traceability efforts
- Organic seafood?
- Third party certification = higher credibility



# A Common Vision for Environmentally Sustainable Seafood



# The Problem

**Too much competing information about sustainable seafood.**

**Companies asking for consistent advice on how to move forward.**



# The Solution

**Fifteen conservation groups.**

**One Common Vision.**

**Six realistic steps that companies can take over time.**



# The Steps

- 1. Make a commitment to have a corporate sustainable seafood policy.**
- 2. Collect data on seafood products.**
- 3. Buy environmentally responsible seafood.**
- 4. Make product information publicly available.**
- 5. Educate customers, suppliers, employees.**
- 6. Support reform to improve fisheries and aquaculture management.**



# NGOs Involved



David  
Suzuki  
Foundation



Ecology  
Action  
Centre



New England  
Aquarium



SIERRA  
CLUB  
BC





# Retailer Support





# Get Involved

**Contact us to discuss options on how  
your company can move ahead on  
sustainable seafood.**

**[www.solutionsforseafood.org](http://www.solutionsforseafood.org)**

# SeaChoice can help you find solutions

## Best Choice

- Catfish (US) *farmed*
- Caviar/ Sturgeon *farmed*
- Clams *farmed*
- Cod: Pacific (US) *bottom longline, jig, pot*
- Crab: Dungeness ◊
- Fish sticks: Pollock (AK)
- Hake: Pacific (Canada)
- Herring: Atlantic (US), Pacific (Canada)
- Imitation crab: Pollock (AK)
- Lobster: Rock, Spiny (Aus., US, Western Baja)
- Mussels *farmed*
- Oysters *farmed* ⊖
- Pollock (AK)
- Sablefish (AK, BC)
- Sardine: Brisling, Sprats (US)
- Shrimp/ Prawn: Sidestripe, Spot (BC) *trap-caught*
- Swordfish (Atl. Canada) *harpoon* ◊
- Tilapia (US) *farmed*
- Trout: Rainbow *farmed*
- \*Tuna *trawl-caught* ◊

## Some Concerns

- Catfish/Tra/ Basa (Int'l) *farmed*
- Clams: Atlantic soft shell (Atl.), Geoduck (US Pac.) *wild*
- Cod: Pacific (Canada, US) *trawl*
- Crab: King, Snow (Canada, US)
- Haddock *bottom longline*
- Halibut: Atlantic, Pacific (Canada) *bottom longline* ◊
- Lingcod ◊
- Lobster: American (Atl.) ◊
- Mahi mahi/ Dolphinfish/ Dorado ◊
- Mussels *wild*
- Octopus (US)
- Oysters *wild* ⊖
- Sablefish (CA, OR, WA)
- \*\* Salmon: Pacific *wild*
- Scallops: Sea (NE Atl. US)
- Shark (US Pac.) ◊
- Shrimp (Atl., Gulf of Mexico) *trawled*
- Sole (Pac.) ⊖
- Squid: Jumbo, Humboldt, Shortfin, Summer (Int'l)
- Swordfish (US Atl.) *pelagic longline* ◊
- \*Tuna (US) *pelagic longline* ◊

## Avoid

- Caviar/ Sturgeon (Int'l) *wild* ⊖ ◊
- Chilean seabass/ Patagonian toothfish ◊
- Clams (Atl.) *dredged*
- Cod: Atlantic
- Crab: King (Russia)
- Flounder/ Sole: (US Atl.), Arrowtooth (Canada) ⊖
- Grenadier
- Haddock *trawl*
- Halibut: Atlantic (US) *trawl* ◊
- Lobster: Spiny (Int'l except Aus. + US)
- Monkfish ◊
- Orange roughy ◊
- Rockfish/ Snapper *trawl* ◊
- Salmon: Atlantic, Chinook *farmed* ⊖
- Scallops: Sea (Canada, Mid-Atl. US)
- Shark (Atl., Int'l) ◊
- Shrimp/ Prawn: Tiger, White (Int'l)
- Swordfish (Canada, Med., SE Atl.) *pelagic longline* ◊
- Tilapia (China, Taiwan) *farmed*
- \*Tuna (Pac. Int'l) *pelagic longline* ◊
- Tuna: Bluefin ◊

## Alert Codes

**Green = Best Choice.** This species is currently fished/ harvested sustainably and represents a best choice. Enjoy, while supporting responsible fishing and coastal livelihoods.

**Yellow = Some Concerns.** Seafood that should be consumed infrequently, or when a green choice is not available. There are conservation concerns with the current populations or practices in this fishery.

**Red = Avoid.** Do not purchase these fish for now. They come from sources that have a combination of problems—habitat damage, discard of unwanted species, poor management, low populations, can be easily harmed by fishing or may be listed by governments as Endangered.

**Health advisory.** Regular consumption of one or more species in this listing poses a health threat from ◊ mercury or from ⊖ PCB, dioxins or pesticides. For further information visit: [www.seachoice.org](http://www.seachoice.org)

\*The category "Tuna" includes Albacore, Bigeye, Skipjack and Yellowfin tunas, but not Bluefin. \*\* Check seasonal recommendations for salmon at [www.seachoice.org](http://www.seachoice.org) Vers 1.0: 09/2006  
 Abbreviations: AK=Alaska, Atl.=Atlantic, Aus.= Australia, BC=British Columbia, CA=California, Int'l=International, NE=Northeast, Med.=Mediterranean, OR=Oregon, Pac.=Pacific, SE=Southeast, US=United States, WA=Washington.

# Website and Searchable Database

www.seachoice.org

- About SeaChoice/Sustainable Seafood Canada
- About sustainable seafood
- Troubled oceans
- Solutions
- Resources
- News

- Search by name, rankings, gear, and location
- Links to full assessment reports
- Summaries of assessments

The screenshot shows the SeaChoice website in a Mozilla Firefox browser window. The address bar displays "http://www.seachoice.org/". The page has a blue header with the SeaChoice logo and the tagline "healthy choices, healthy oceans". Below the header, there are navigation links: "SEAFOOD SEARCH | CONTACT | FAQs | GLOSSARY | LINKS". The main content area is divided into three columns. The left column contains a navigation menu with links: "Home", "About Us", "News", "Troubled Oceans", "Solutions", "Resources", and "Download your own Canada's Seafood Guide!". The middle column is titled "Sea Choice" and "Choosing sustainable seafood", featuring a paragraph about sustainable seafood and a link to "Canada's Seafood Guide". The right column is titled "SeaChoice Database" and contains search options: "Search by Name", "Search by Ratings", "Search by Gear", and "Search by Location". At the bottom of the page, there are links for "Seafood Search | Contact | FAQs | Glossary | Links" and "Site designed by Brad Hornick".

# Thank You!



[www.ecologyaction.ca](http://www.ecologyaction.ca)



[www.seachoice.org](http://www.seachoice.org)



[www.cpaws.org](http://www.cpaws.org)



SOLUTIONS ARE IN OUR NATURE

[www.davidsuzuki.org](http://www.davidsuzuki.org)



Healthy Oceans. Healthy Communities.

[www.livingoceans.org](http://www.livingoceans.org)



[www.sierraclub.bc.ca](http://www.sierraclub.bc.ca)

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