

# Ocean Wise

Sustainable seafood program

# Our Mission



Why is the Vancouver Aquarium concerned about seafood?

**The Vancouver Aquarium's mission** is to achieve conservation of the aquatic world through research, education, interpretation, display and direct action.

# Ocean Wise

*seafood tonight?*



**Ocean Wise**

A Vancouver Aquarium Conservation Program

Ocean Wise is a Vancouver Aquarium conservation program, created to help restaurants and their customers make environmentally friendly seafood choices. The **Ocean Wise label** on a menu item assures you that item is a good choice for our oceans.

The Ocean Wise program began 5 years ago. Over that time over 220 participating businesses have committed to the idea of sustainable seafood – that's a total of over 2,500 locations across Canada, from restaurants to University Campuses.



# Ocean Wise Participants

## **Restaurants *Ontario***

Amuse Bouche, Toronto  
Borealis Bar and Grill, Guelph  
C5 Restaurant, Toronto  
Cedar Grove Lodge, Huntsville  
Cowbell, Toronto  
E18gteen, Ottawa  
Epic (Fairmont Royal York)  
The Harbord Room, Toronto  
Local, Toronto  
Le Papillon On Front, Toronto  
Pangaea, Toronto  
Scaramouche, Toronto  
Scarboro Golf & Country Club  
Simple Fish & Chips, Guelph  
Tiara Restaurant & Bacchus Lounge, Niagara  
Trios Bistro (Marriott Downtown)  
Wilfrid's Restaurant (Fairmont Laurier)  
The Whalesbone Oyster House, Ottawa  
Woolwich Arms, Guelph

## **Restaurants *Manitoba***

Dandelion Eatery, Winnipeg  
Oui Bistro, Winnipeg

## **Restaurants *New Brunswick***

The Blue Door, Fredericton

## **Restaurants *Nova Scotia***

Ryan Duffy's, Halifax

## **Restaurants *Alberta***

Barclay's Upscale Casual (Sheraton)  
Catch Dining Room  
Catch Oyster Bar  
Cactus Club Café  
Crazyweed Kitchen  
The Rimrock (Fairmont Palliser)  
River Café

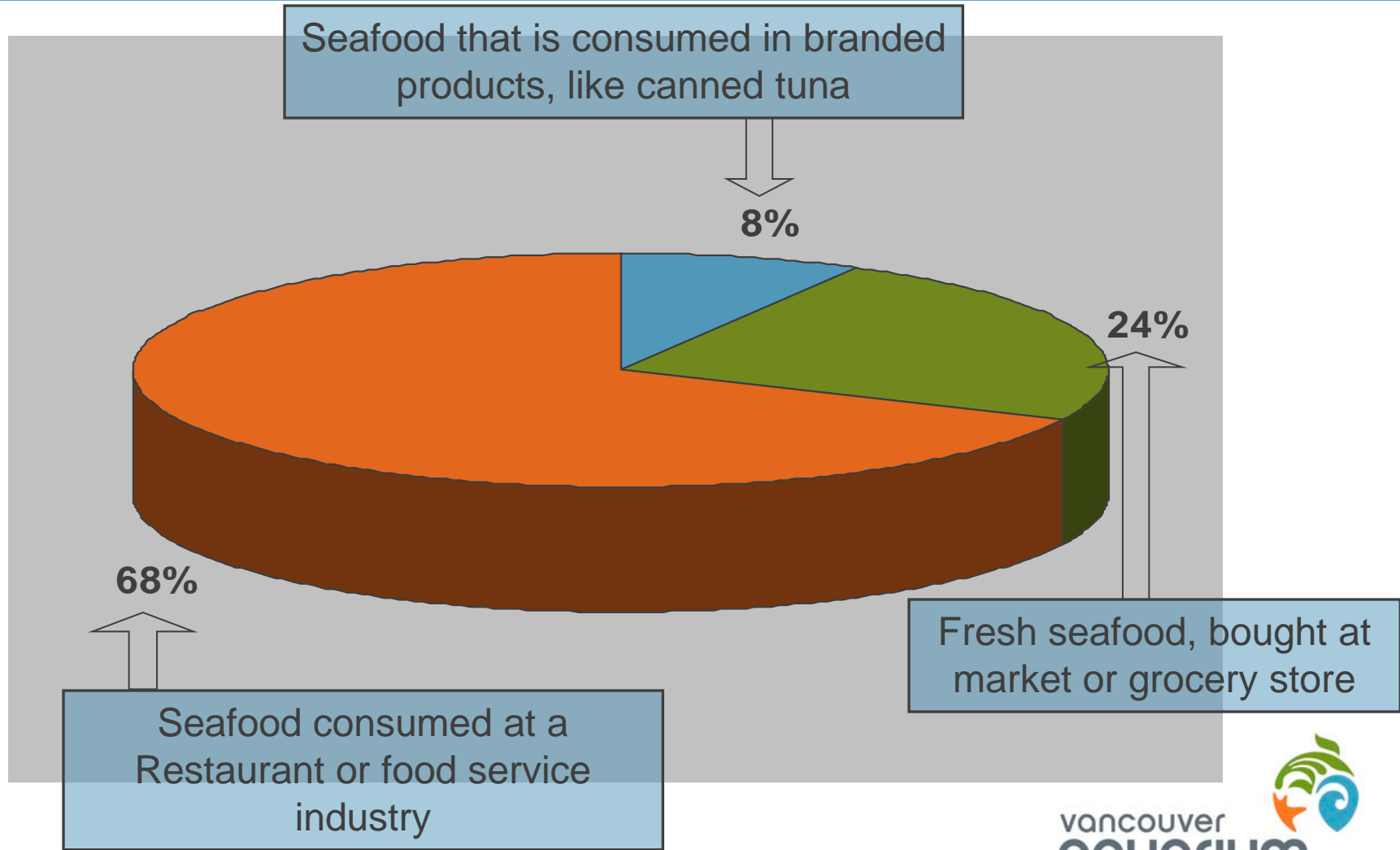
## **National Partners**

Aramark (BC only at present)  
Compass Group Canada  
Sodexo (Western Canada)  
Panago Pizza

## **Other Partners**

Art Institute of Vancouver  
Capers Community Markets  
CodFathers  
Culinary Capers  
Edible Planet  
Epicurious  
Fresh Off the Boat  
Indispensable  
Jericho Tennis Club  
The Lazy Gourmet  
Mori Mori Japanese Grocery  
Pacific Institute of Culinary Arts  
The Ruddy Potato  
Savoury Chef  
Sechelt Fish Market  
Sliced Tomatoes

# Seafood Consumption



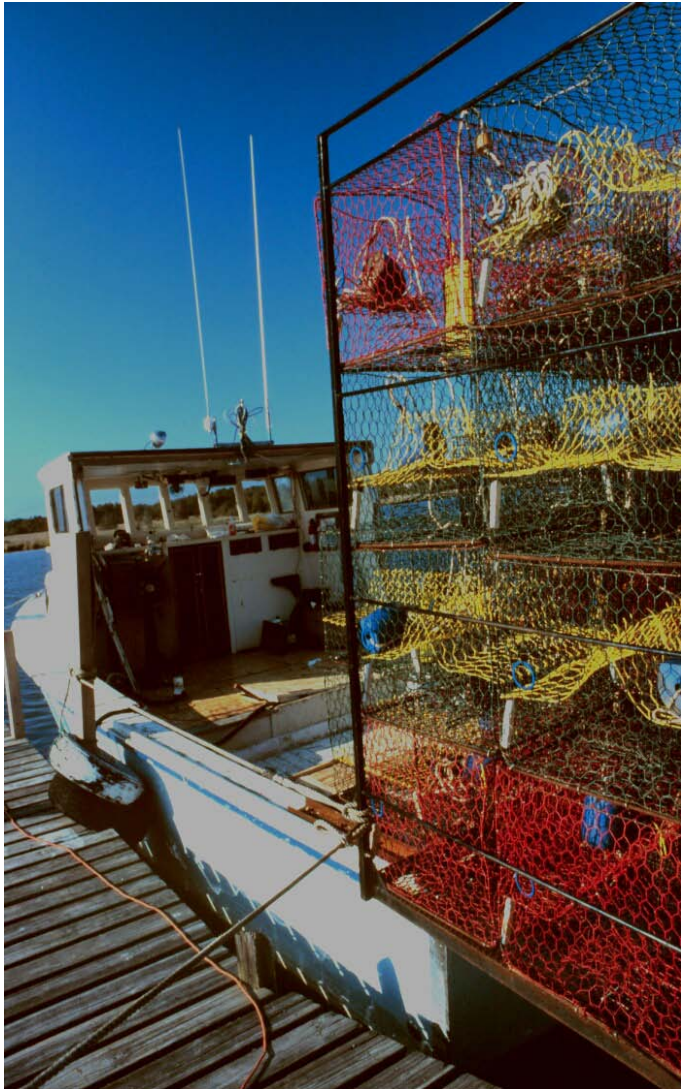
# Retailers, Suppliers & Producers



Ocean Wise is working with all levels of the supply chain from restaurants to retailers, suppliers and producers.



# What is sustainable seafood?



Abundant and Resilient

Well Managed

Minimal By catch

Minimal Effect on Habitat  
and Animal Interactions

# Habitat Damage and Alteration



At its height before it collapsed, the Atlantic cod fishery used trawls nets with openings the width of a football field.

Trawling involves dragging nets over the seabed, so anything that gets in the way, such as seagrasses, sponges or corals, must either bend or break.

# Bycatch



25% of the annual worldwide seafood harvest is by catch

On average, for every ONE pound of shrimp, EIGHT pounds of by catch is caught as well

# Overfishing



70% of all marine fish studied are fully exploited, overfished, or in urgent need of management.

Current research has shown that populations of all large fish have been reduced by 90% since industrialized fishing began.

# How does a logo make a difference

Many environmental issues can be overwhelming. However, the health of the oceans is one issue people can affect every time they buy seafood.

How does Ocean Wise help?

- It makes it simple to understand
- It makes it easy to make the right choice
- It gives the consumer confidence in their choice

