

91% of Canadians want their seafood to be sustainable. **BUT ONLY 11%** buy sustainable seafood every time they shop.

Aquaculture now accounts for over half of the seafood we consume globally.



Ocean Wise has over **700** partners Canada-wide

Ocean Wise reviews the latest scientific information to recommend sustainable seafood choices to Ocean Wise partners.

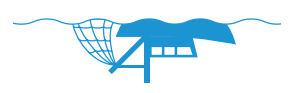


Ocean Wise recommended seafood has to meet these four criteria:



Seafood is the primary source of protein for our oceans face today

Overfishing is the greatest threat



4 OF 10 FISH caught are bycatch

Illegal, unreported & unregulated fishing remains a problem in many poorly managed fisheries

48% of the major fish stocks in Canadian waters are considered healthy

90% OF THE WORLD'S ASSESSED FISH STOCKS are currently over-exploited or at full capacity

But it's not too late.

If everyone changed their eating habits and chose Ocean Wise seafood, together we could make a big difference.



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

Ocean friendly seafood on the go.

Download the Ocean Wise seafood app to find participating restaurants and retailers to make smart choices for our oceans.

ocean.org/seafood oceanwiselife

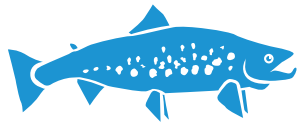
A Guide to Sustainable Seafood.

THE BIG CARROT
Searching for Nature's Finest



Ocean Wise® Recommended Sustainable Seafood

YOU CAN HELP by choosing seafood with an Ocean Wise symbol on menus or in markets. These recommendations are ocean-friendly choices. For a complete list of Ocean Wise seafood, visit ocean.org/seafood.



ARCTIC CHAR

Worldwide: Closed-system farmed

Nunavut: Bottom gillnet or weir

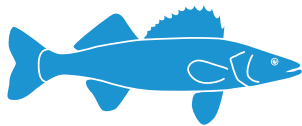
A popular choice for grilling, and a great substitute for trout or salmon, Arctic char is sustainably farmed with closed, land-based systems, reducing many of the risks of open-net-pen farming. Arctic char is also caught by bottom gillnet or weir in Cambridge Bay, Nunavut are a part of a sustainable small-scale fishery.

PICKEREL

**WALLEYE
LAKE ERIE, HURON
& ONTARIO**

Bottom gillnet or trap net

A delicate, mildly sweet-flavoured freshwater fish that is quite lean. Tastes very good poached or steamed with ginger and garlic, but heavy sauces are not recommended. Bottom gillnets and trap nets cause minimal damage to the surrounding environment.



HALIBUT PACIFIC

Bottom longline or handline caught

A lean, white-fleshed fish with a firm texture and distinctive flavour. Very versatile, halibut lends itself to many cooking techniques including frying, grilling, baking, and broiling. The Pacific halibut fishery is jointly regulated by Canada and the U.S. with annual catch limits.

SHELLFISH: CLAMS, MUSSELS, OYSTERS, SCALLOPS

*Beach or suspension farmed
Atlantic: Hand rake or tong*

From stews to à la carte delicacies, shellfish are an important part of Canadian cuisine, varying in taste from mild and delicate to rich and earthy. Shellfish are generally farmed off the bottom of the sea floor in either suspended bags or on ropes or trays with minimal impact on the surrounding environment.



SPOT PRAWNS

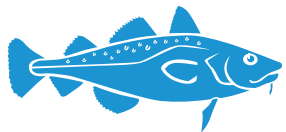
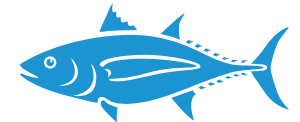
*B.C.
Trap caught*

Known globally for their sweet, delicate flavour and firm texture, B.C. spot prawns are a chef favourite. A well managed fishery, B.C. spot prawns are caught in traps resulting in low levels of by-catch or habitat damage.

ALBACORE TUNA

*B.C. & ATLANTIC
Pole or troll caught*

Known for its rich flavour, due to the high fat content of the flesh. Albacore tuna is fast growing and highly reproductive, making them inherently resilient to fishing pressure. Troll or pole fishing methods result in much lower incidents of by-catch than are typical with more common method of pelagic longline.



COD PACIFIC

Bottom longline, trap caught or bottom trawl

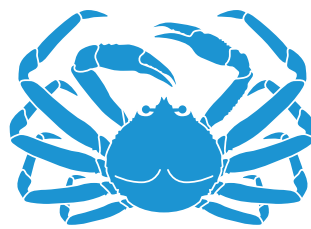
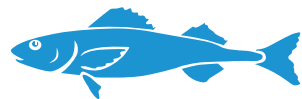
A lean, white-fleshed fish with mild flavour and a medium texture. Baked, battered, or pan-fried, it's a versatile fish with many different cooking options. Sustainable cod is well-managed as part of the groundfish fishery.

SABLEFISH

**BLACK COD
ALASKA & B.C.**

Bottom longline, trap caught or bottom trawl

A richly flavoured fish with a high fat content and a smooth, velvety texture. Similar to cod, sablefish is white fleshed with large, delicate flakes. B.C. and Alaskan sablefish fisheries are well-managed using bottom longlines, traps, and bottom trawls.



SNOW CRAB GULF OF ST. LAWRENCE & EASTERN NOVA SCOTIA

Trap

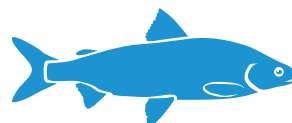
Snow crab meat has a sweet and delicate flavour. They are found in snowy ocean environments and prefer deep cold-water conditions. The use of traps is associated with low levels of by-catch or habitat damage.

LAKE WHITEFISH

**LAKES HURON, SUPERIOR,
ONTARIO & ERIE**

Bottom gill net or trap net caught

This white-fleshed, freshwater fish is extremely versatile and easy to cook. Its delicate taste and medium-to-firm texture is comparable to a salmon fillet. Lake whitefish populations have recovered from previous overfishing and are now considered healthy, abundant, and well-managed.



RAINBOW TROUT

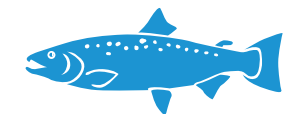
**(AKA STEELHEAD)
Closed-system farmed**

This freshwater trout is known for its mild flavour and tender, light pink flesh. Lemon juice, fresh herbs, butter, and almonds are popular flavour pairings for this fish. Rainbow trout that are farmed using closed 'raceways' reduces many of the risks associated with open-net lake-pen farming.

SALMON: CHUM, PINK, SOCKEYE

*B.C. & ALASKA
Seine net; gill or troll caught*

Salmon vary in taste from light and mild to rich and buttery. B.C. and Alaskan Wild Pacific salmon are an intensively managed species, a great alternative to open-



Look for this symbol wherever you choose to enjoy seafood.

