

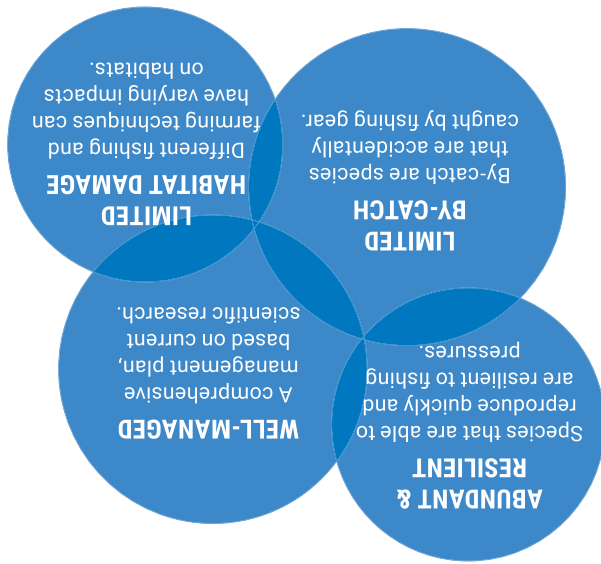
91% of Canadians want their seafood to be sustainable. **BUT ONLY 11%** buy sustainable seafood every time they shop.

Seafood is the primary source of protein for OVER ONE BILLION PEOPLE



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:

AQUACULTURE now accounts for over half of the seafood we consume globally

Overfishing is the greatest threat our oceans face today

4 OF EVERY 10 FISH caught are bycatch

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

of the major fish stocks in Canadian waters are considered 'healthy'

49%

of the world's fish stocks are **OVERFISHED**

1/3

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.org/seafood

[f](#) [t](#) [i](#) [oceanwiselife](#)

Ocean friendly seafood on the go.

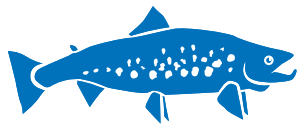
Download the Ocean Wise seafood app to find participating restaurants and retailers to make smart choices for our oceans.

A Guide to Sustainable Seafood.



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

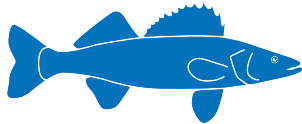
Nunavut: Bottom gillnet or weir

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, 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.



PACIFIC HALIBUT

B.C. 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

Northwest 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

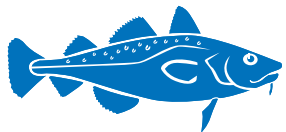
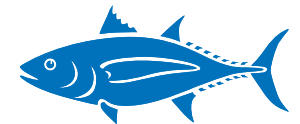
B.C. Trap caught

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. & NORTH ATLANTIC

Pole or troll caught

Known for its rich flavour, due to the high fat content. 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.



PACIFIC COD PACIFIC

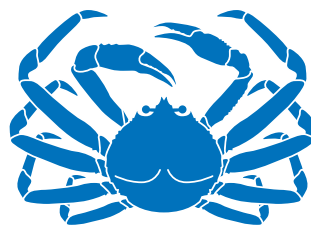
Bottom longline, bottom trawl, jig or trap caught

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. Pacific 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 EASTERN NOVA SCOTIA, SCOTIAN SHELF, NEWFOUNDLAND AND LABRADOR

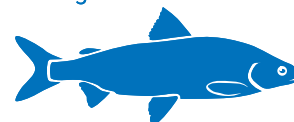
Trap

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 STEELHEAD

Closed-system farmed

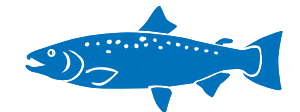
This freshwater trout is known for its mild flavour and tender, light pink flesh. Lemon juice, fresh herbs, butter, and almonds are popular flavour pairings for this fish. Rainbow trout that are farmed using closed 'raceways' reduces many of the risks associated with conventional open-net lake-pen farming.

SALMON: CHUM, PINK, SOCKEYE B.C. & ALASKA

EXCLUDING SOUTHEAST ALASKA & YAKUTAT

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-net pen-farmed salmon.



Look for this symbol wherever you choose to enjoy seafood.

