

– JOIN THE – SUSTAINABLE SEAFOOD MOVEMENT



Seacore has been an Ocean Wise partner since 2010.



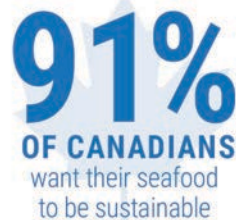
Ocean Wise seafood is a conservation program created to educate consumers and businesses about the issues facing the world's fisheries and aquaculture practices to empower them to make informed decisions about sustainable seafood.

We work directly with partners to ensure they have the most current scientific information regarding their seafood so they can make ocean-friendly buying decisions. The Ocean Wise symbol on menus or packaging enables consumers to easily choose products that ensure the health of our oceans for generations to come.

Reasons to Care



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



Why Join?

SUSTAINABILITY MADE SIMPLE

- Up-to-date seafood recommendations
- Seafood sourcing assistance
- Seafood fact sheets

VISIBILITY

- Website profile and feature in smartphone app
- Exposure to new audiences
- 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 events

EDUCATION AND TRAINING

- Online and in-person staff training
- Educational materials
- Access to network of like-minded partners

1,000+
SEAFOOD
RECOMMENDATIONS

700+
PARTNERS

200
SUPPLIER PARTNERS

2,000+
LOCATIONS

 **111 Million**
Media Impressions

 **6,500+**
Followers

 **21,000+**
Followers

 **7,000+**
Followers

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Hundreds of sustainable seafood options available at



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 at seafood@ocean.org to follow these six steps:



FAQS

Do we need to be 100% Ocean Wise in order to join?

You only need one sustainable seafood item to join. We can work closely with you to improve and source other sustainable options for your business.

Can farmed seafood be sustainable?

It depends on what species is being farmed and how it's farmed. In some cases, the farmed option is far better than the wild counterpart, such as mussels, clams, oysters and scallops.

Is sustainable seafood more expensive?

Not necessarily. You may already be using a sustainable seafood item without knowing it. There are also great under-utilized species that are relatively inexpensive, such as mussels, sardines and herring. Not to mention, responsible fishing and harvesting practices often equate to higher quality seafood.

\$300

Annual Fee

*Pay structure
varies for
additional
locations or size
of business.*


Contact Us

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 ocean.org/seafood
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