



## AQUARIUM OF THE BAY

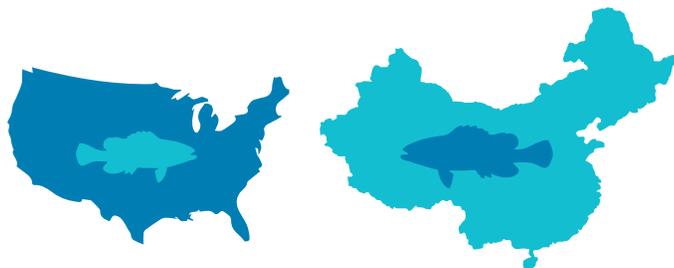
Conservation Critical Issue:

# SUSTAINABLE SEAFOOD

### WHY AND WHERE DOES IT MATTER?

Seafood is an important global commodity, and billions of people around the world rely on seafood as a primary source of protein. The U.S. is one of the largest global seafood consumers, along with China, Japan, and Europe. Our consumption decisions affect ecosystem health, and in turn the resources on which we depend.

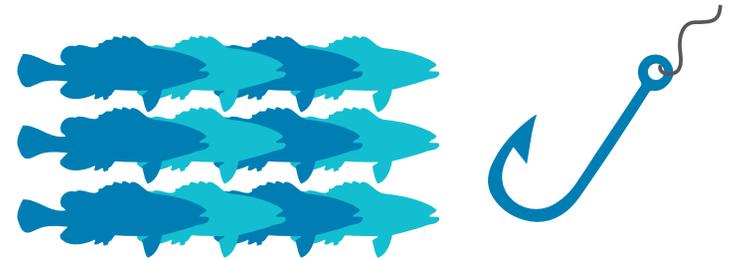
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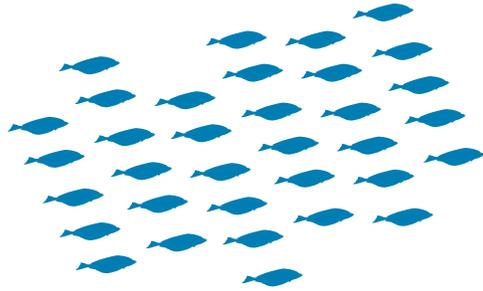
### WHAT IS SUSTAINABLE SEAFOOD?

Sustainable seafood comes from sources, whether fished or farmed, that can maintain or increase production without jeopardizing natural ecosystems. For wild-caught seafood to be sustainable, it should come from fisheries that are well-managed using current science, and caught using fishing gear which minimizes impacts on surrounding habitat and marine life. Sustainability in farmed seafood considers feed content, waste from the farm, chemical usage, and habitat impacts of the farm.



### WHY IS THIS ISSUE CRITICAL TO THE SAN FRANCISCO BAY WATERSHED?

Recreational and commercial fishing, aquaculture farms and businesses, and coastal tourism are all vital to the San Francisco Bay economy. Choosing sustainable seafood—particularly from local or U.S. West Coast fishing and seafood farming operations—helps support these industries. The coastal economy, healthy fisheries, and the ecological wealth of the San Francisco Bay watershed are the long-term beneficiaries of our sustainable choices.



## CHOOSE LOCAL, IN-SEASON SUSTAINABLE SEAFOOD

### TAKE ACTION: WHAT WE'RE DOING

There has been a great deal of work in the sustainable seafood movement to provide consistent, scientifically rigorous, and accurate information to consumers. Aquarium of the Bay is a longtime Conservation Outreach Partner of the Monterey Bay Aquarium Seafood Watch program, and leads the San Francisco Bay Area Sustainable Seafood Watch Alliance.

**Aquarium of the Bay works with more than 30 Bay Area restaurants to provide seafood sustainability information and training** and we help promote these restaurants as the best dining spots in the San Francisco Bay Area to find sustainable seafood.

Aquarium of the Bay also follows the Seafood Watch recommendations in sourcing the seafood we feed to the 20,000 animals at the Aquarium. Furthermore, we only serve sustainable seafood at our events, and have implemented sustainable catering guidelines for other groups who rent the Aquarium as a venue.

### TAKE ACTION: HOW YOU CAN HELP

By using your consumer power and voting with your dollars, you can influence fisheries and aquaculture toward sustainable options. Most major food service and retail chains have adopted some degree of sustainable seafood commitments, in large part as a response to consumer demand. Continued consumer demand for sustainable seafood is necessary to ensure companies act on or maintain their commitments.

There are many ways to be a “seafoodie” and support sustainable seafood. Here are a few we recommend:

- **Use your voice**– show your favorite restaurant, grocery store, or fishmonger that seafood sustainability is important to you by asking questions.
- **Download the Seafood Watch smartphone app**– (free on iPhone and Android) or carry a pocket guide with the Seafood Watch recommendations for your region.
- **Visit Seafood Watch restaurant partners**– Seafood Watch restaurant partners make an annual commitment to source seafood according to the Best Choice and Good Alternative Seafood Watch recommendations. These restaurants work with Seafood Watch and other third-party partners to ensure their menus consistently focus on sustainable seafood. Find a current listing at [www.aquariumofthebay.org/seafoodie](http://www.aquariumofthebay.org/seafoodie).
- **Choose local, in-season sustainable seafood whenever possible**– if local seafood is an impossibility, try for seafood caught or farmed in the U.S.



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