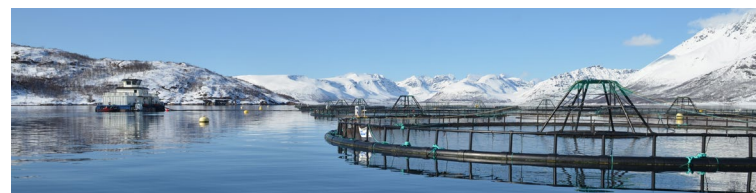


## HOW TO BUY SUSTAINABLE SEAFOOD AT THE SUPERMARKET



*Enjoy the seafood you love today, tomorrow and always!*

If the saying “You are what you eat” is true, then eating sustainable seafood means you care about your health, the health of the planet, and enjoying truly good food.

### 1 LOOK FOR CERTIFIED

There are several sustainable seafood certifications and oversight programs that work with fisheries, farms and companies to ensure a safe, healthy and accountable seafood supply. For logos on seafood products, look for Aquaculture Stewardship Council (ASC) and Best Aquaculture Practices (BAP) for farmed fish, Marine Stewardship Council (MSC) and Alaska Seafood for wild-caught fish, or Fair Trade USA.



### 2 ASK QUESTIONS

Asking questions about how your seafood was harvested and where it came from can help you determine if it's good for the planet. In the absence of a certification, you can use this information to reference digital guides like Seafood Watch or NOAA Fisheries' FishWatch for a listing of best choices.

Remember, it's not wild versus farmed, it's responsible versus not. Sustainable seafood means that wild caught seafood comes from a well-managed fishery and farmed seafood comes from a farm following responsible practices.

### WHAT TO ASK AT THE SEAFOOD COUNTER

- Where is the seafood from?
- Is there a 3rd-party certification?
- How long has it been on display? Or, when did you get this in?

### 3 FIND A REPUTABLE VENDOR

Making sustainable choices is easier than it has ever been. About 90% of U.S. retailers have seafood sustainability purchasing programs in place.

### 4 WHEN IN DOUBT, BUY U.S.

The United States is a global leader in responsibly managed fisheries and sustainable seafood.



For more information on seafood sustainability, please visit:

Alaska Seafood  
[alaskaseafood.org](http://alaskaseafood.org)

FishWise  
[fishwise.org](http://fishwise.org)

Aquaculture Stewardship Council  
[asc-aqua.org](http://asc-aqua.org)

Marine Stewardship Council  
[msc.org](http://msc.org)

Best Aquaculture Practices  
[bapcertification.org](http://bapcertification.org)

Monterey Bay Aquarium Seafood Watch  
[seafoodwatch.org](http://seafoodwatch.org)

Fair Trade USA  
[fairtradecertified.org](http://fairtradecertified.org)

NOAA Fisheries' FishWatch  
[fishwatch.gov](http://fishwatch.gov)

FishChoice  
[fishchoice.com](http://fishchoice.com)

Seafood Nutrition Partnership  
[seafoodnutrition.org](http://seafoodnutrition.org)

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