SEVEN Cs OF SUSTAINABLE SEAFOOD

CURIOSITY
Ask where, when, how and by whom your fish was harvested.

COMMUNITY-BASED
Choose local seafood harvested by community-based fishers who care about the resource.

SUPPLY CHAIN
Patronize local seafood stores that ensure transparency back to the boat and pay fish harvesters a fair price.

CHANGE IT UP
Try underused species like mackerel, cusk, butterfish or sea urchins.

CYCLES
Eat with the ecosystem — choose seafood available during different seasons.

CULTIVATE
Understand sustainable aquaculture practices and avoid industrialized farmed seafood.

CONNECT THE DOTS
Learn how our choices on land affect marine health.

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