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.

CHANGEITUP

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.

CONNECTTHE DOTS

Learn how our choices on land affect marine health.





