



Ocean Wise™

A Vancouver Aquarium Conservation Program

Canada's leading sustainable seafood program

Ocean Wise is a Vancouver Aquarium conservation program created to educate and empower consumers about the issues surrounding sustainable seafood. Ocean Wise works directly with industry partners—restaurants, food-services, retail outlets and suppliers—to ensure they have the most current, scientific information regarding seafood and to help them make ocean-friendly buying decisions.

Ocean Wise options are highlighted on partner menus, display cases and product sheets, making it easier for consumers to make environmentally-friendly seafood choices. The Ocean Wise logo is an assurance that the item is a good choice for keeping ocean life healthy and abundant for generations to come.

Did you know?..

- Ocean Wise works with over 350 partners across Canada at more than 2,800 locations
- Ocean Wise partners include restaurants, retailers, suppliers, culinary schools, universities and sports & entertainment centres.
- In 2009, Ocean Wise received the Pinnacle Award for Supplier of the Year
- Ocean Wise announced national status in April 2009 at a special event in Toronto.
- Ocean Wise program partners stretch across Canada from Victoria to Halifax.
- Ocean Wise is the winner of the 2009 Pinnacle Award for Supplier of the Year.

To learn more about Ocean Wise and our partners please visit oceanwise.ca and follow us on Twitter at twitter.com/ocean_wise

