



**Ocean Wise**  
A Vancouver Aquarium Conservation Program

**For Immediate Release: April 26, 2012**

## **TORONTO'S TOP CHEFS RESHAPE CULINARY SCENE USING OCEAN WISE CHOICES**

**Toronto, ON** – Leading chefs in the Greater Toronto Area are reshaping the culinary scene. On April 26, local Ocean Wise chefs joined forces to celebrate a fresh new take on seafood, emphasizing the need to make ocean-friendly choices for the health of our oceans. By taking a bold stance to serve Ocean Wise seafood, Toronto's leading chefs are helping to ensure the long-term sustainability of our oceans for the future generations of chefs.

“Our city is not surrounded by great bodies of ocean water so we don't always have a direct connection to the vast blue planet,” said Jason Bangerter, executive chef at Luma. “As an Ocean Wise partner and ambassador, it's in our best interest to choose seafood that is harvested in a sustainable manner. In doing so, we help to ensure seafood stocks remain healthy and abundant.”

Local chefs welcomed new Ocean Wise partner Luma to the esteemed group of about 50 Ocean Wise partners in Toronto—a group comprising Toronto's distinguished chefs who are demonstrating that smart, sustainable seafood choices can be delicious too.

“Ocean Wise expanded to include Ontario in 2009 and I was enthusiastic about joining the program from the very beginning,” said Martin Kouprie, executive chef and co-owner of Pangaea. “With depleting seafood stocks, we're at a tipping point: we either work with fishermen and suppliers to choose ocean-friendly seafood products or we continue to see lesser quality seafood—including size, taste and texture—enter the marketplace. This impacts our desire to provide consumers with quality products we all strive to serve and could result in permanent changes to menus.”

One such seafood product that was harvested to near extinction is Chilean seabass. Once a top choice for chefs and consumers in Toronto restaurants, Chilean seabass is no longer a sustainable choice. “Chilean seabass was harvested to the point where fisherman were forced to sell smaller fish that no longer had the same great texture we were used to,” said Mike McDermid, Vancouver Aquarium Ocean Wise partner relations manager. “Chefs have moved away from Chilean seabass and are replacing it with more sustainable and, in my opinion, tastier choices such as Sablefish.”

In April, concerned industry representatives, including celebrated chefs Martin Kouprie, Dan Donovan, and Brad Long, writer and sommelier Jamie Drummond and sustainable food advocate Rebecca LeHeup, formed a new Ocean Wise Advisory Team in Toronto—a team charged with examining the local culinary marketplace and uncovering ways to further engage and educate consumers on the issues surrounding our oceans.

The Ocean Wise Advisory Team will be working closely with the Vancouver Aquarium's Ocean Wise program to help raise awareness and engage the food industry, from chefs to suppliers to fishermen, on the important changes needed within the seafood industry.



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The Ocean Wise symbol next to a seafood item is the Vancouver Aquarium's assurance of an ocean-friendly seafood choice. With over 3,100 Ocean Wise partner locations across Canada, Ocean Wise makes it easy for consumers to make sustainable seafood choices that ensure the health of our oceans for generations to come. Learn more at [www.oceanwise.ca](http://www.oceanwise.ca).

**Vancouver Aquarium**

The Vancouver Aquarium is a non-profit society dedicated to the conservation of aquatic life.  
[www.vanaqua.org](http://www.vanaqua.org).

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Editors: Images of Ocean Wise dishes prepared by Luma executive chef Jason Bangerter and photos of Ocean Wise Advisory Team Members in Toronto are available upon request.

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