

Media Backgrounder

What is Ocean Wise ?

- Ocean Wise is a Vancouver Aquarium conservation program dedicated to raising the awareness of sustainable seafood options for consumers.
- The program works with local chefs and restaurant owners to reduce the number of non-sustainable seafood items on their menus.
- Vancouver Aquarium works with each restaurant to identify sustainable seafood options on their menu.
- Sustainable seafood can be defined as a species that is abundant and resilient to fishing pressures; well managed with a comprehensive management plan; harvested in a method that ensures limited bycatch; and harvested in a way that limits habitat destruction.
- Restaurants become Ocean Wise participating restaurants by completing an initial menu assessment, removing one unsustainable item from their menu and promoting at least one sustainable menu item with the Ocean Wise logo.
- Restaurants commit to remove at least one additional unsustainable seafood choice from their menu every six months until none of the listed species are offered.
- Sustainable seafood menu choices are identified with the Ocean Wise logo.

Program history

- The Vancouver Aquarium and Ocean Wise founding restaurant partner, C Restaurant launched the program in January 2005.
- The Ocean Wise program released its first Dining Guide, listing 16 restaurants, on April 22nd 2005, Earth Day.
- Ocean Wise is made possible by the David & Lucille Packard Foundation, is one of many conservation programs created by the Vancouver Aquarium to protect the environment.

For more information contact call 604-659-3596