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Program promotes sustainable seafood
Air Date : 2005-02-28

A new program at the Vancouver Aquarium is helping B.C. restaurants make ethical and environmental decisions about what to serve their customers.

So far, only Vancouver's C Restaurant is part of the Ocean Wise initiative – a program to help restaurants serve up only sustainable species.

C's executive chef, Robert Clark, says this means knowing exactly how every item on his menu was caught or raised.

That includes knowing his scallop producer, the type of gear used to catch his wild Skeena salmon and the current state of Albacore tuna stocks.

Clark says it's all about sustainable quality, adding that's something his customers ask about.

UBC fisheries researcher Colette Wabnitz says customers are also starting to ask questions in fish shops – pointing to the growing popularity of websites that show consumers what to buy, and what to avoid.

Included in the red list are fish such as marlin and orange roughie – and shrimp, where for every kilo caught, there can be as much as 10 10 kilos of unwanted by-catch.

Wabnitz also points to Chilean sea bass, noting that half the world's harvest is caught illegally.

Choosy consumers in B.C. have already had an impact, with many shops and restaurants refusing to stock farmed salmon