

Serving up sustainable seafood at Delta Hotels September 5, 2007

In an area well known for its bountiful and fresh seafood, Delta's hotels in British Columbia are pleased to announce their recent partnership with Ocean Wise, a Vancouver Aquarium conservation program that guides restaurants and their patrons in making environmentally friendly seafood choices.

"Today, consumers are more aware of the effects of their choices on the environment, and now, with the Ocean Wise logo on our menus, dining patrons will know that our culinary teams have sourced seafood products from well-managed and abundant sources," says Gordon Johnson, Delta's regional vice-president for British Columbia.

Wild sockeye salmon harvested along the Skeena River, Dungeness crab from the Queen Charlotte Islands and wild sablefish caught along the Pacific coastline are but a few of the sustainable seafood options now easily identified on hotel restaurant menus by the Ocean Wise symbol.

"People often feel overwhelmed about what they can do to help the environment, and Ocean Wise is a great way to empower consumers," says Eric Solomon, vice-president of education, conservation and research at Vancouver Aquarium. "Choosing sustainable seafood when you're at a restaurant or the market is a small, easy way to contribute to the health of the oceans."

In addition to indicating that the seafood comes from both abundant and well-managed sources, the logo also means that the harvest method limits both bycatch of other endangered species and any habitat loss.

Restaurants participating in the program include Manhattan Restaurant at Delta Vancouver Suites, LURE Seafood Restaurant and Bar at Delta Victoria Ocean Pointe and Spa, Mantles Restaurant at Delta Sun Peaks Resort in Sun Peaks and Elephant and Castle at Delta Vancouver Airport.

Originally launched in Vancouver in January 2005, the Vancouver Aquarium's Ocean Wise program helps participating restaurant and market partners make environmentally friendly seafood choices; those options are easily identified by the Ocean Wise logo. Over the past two years, the program has grown from a small, local initiative to become a leader locally, nationally and internationally in the burgeoning sustainable seafood movement. In 2007, Ocean Wise expanded to Vancouver Island and the Okanagan, and it now has 85 participants, including over 100 restaurant locations, four market locations, a culinary school, a home delivery service, a private club and a university campus.

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