



Ocean Wise

A Vancouver Aquarium Conservation Program

Ocean Wise Backgrounder

What is Ocean Wise™?

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.

What makes a seafood item Ocean Wise?

Sustainable seafood is, quite simply, seafood caught in a way that ensures the health of the oceans for generations to come.

Ocean Wise choices are species that are:

1. Abundant and resilient to fishing pressure
2. Managed as part of a comprehensive plan based on current research
3. Harvested in ways that limit by-catch of other, possibly, endangered species
4. Harvested in ways that limit damage to ocean habitats