

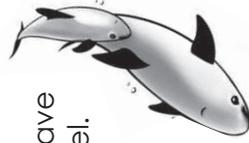


What is Sustainable Seafood?

Eating sustainable seafood is one very important way you can protect the ocean. What is sustainable seafood?

Sustainable seafood is any kind of *seafood caught in ways that protect the population, other animals, and their habitat. If seafood is sustainably caught, it means:

1. Some animals are left undisturbed so they can have young and keep the population at a healthy level.
2. Animals are caught in a way that doesn't destroy the habitat, so the animals left behind can find food, shelter, and places to raise their young.
3. Harvesting methods used do the least amount of harm to non-targeted animals, so those populations also remain healthy.



Why is this important? The ocean is the food bank for people throughout the world. We need to be sure there will always be food available for people and the animals.

We cannot keep our ocean healthy if we remove all the fish, shrimp or other seafood, if people take most or all one kind of fish, for example, there will not be enough left to reproduce, keep the populations healthy and strong, or enough food for other animals.

Plus, sharks, dolphins, sea turtles, penguins, seabirds, fish,



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*Seafood includes fish, shrimp, crabs, lobster, squid, octopus, sharks, rays, abalone, or any other kind of ocean animal people eat.

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What is Sustainable Seafood? pg.2

squid, and many other ocean animals are accidentally caught in nets set for seafood.

How can you help? **Choose to only eat sustainable seafood.** But how do you know if the plump, pink shrimp at the seafood counter or the fish on the menu are sustainably caught? It's simple.



Ask, "Is your seafood sustainably caught?"

- If the answer is yes, then enjoy!
- If not, or if the staff doesn't know, order something else.

By supporting sustainable seafood efforts with your money, you encourage markets, restaurants, and chefs to demand it from suppliers and fishers. That encourages everyone to choose and support good fishing practices and to protect the ocean.

Our choices make a difference — help save ocean animals.
Demand sustainable seafood.



Are you doing everything you can to help the ocean? Take our **30 Days to a Sustainable You** challenge and find out.



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