



Seafood for the Future is a new sustainable seafood program designed to encourage Southern Californians to eat more of the right kinds of seafood. More than just an advisory program, SFF is a marketing and promotional program for restaurants and seafood suppliers that make responsible choices. Consumers are also rewarded, with free tickets to the Aquarium of the Pacific for choosing menu items that are marked with the SFF logo.



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Seafood for the Future (SFF) is a non-profit seafood promotion program that rewards consumers, restaurants, and seafood suppliers for making responsible seafood choices. Our goal is to enact real change in the seafood industry by providing incentives that will influence the supply of and demand for seafood in Southern California.

SFF is therefore much more than an seafood advisory program or information resource. We encourage people to eat more of the right kinds of seafood and promote the businesses that make these choices available.

As part of the incentive for consumers, free coupons to the Aquarium of the Pacific are distributed whenever any of the endorsed seafood items are purchased. The coupon is good for one free entry to the Aquarium as well as a discount for up to four companions.

Restaurants and markets that participate in the program are actively promoted using the extensive marketing resources of the Aquarium. On the program's website, for example, consumers will be able to browse culinary events and make reservations at partner restaurants. Partner restaurants benefit from more than just an affiliation with the Aquarium - they form a community that inspires an appreciation for great



seafood cuisine, environmental responsibility, and healthy living.

SFF benefits producers of seafood, whether they are farms or fisheries, through the promotion of their specific products. This is designed to help offset the costs of adopting sustainable practices. Many of our sources are small, artisanal producers that don't approach the impact of industrial scale producers. They are often regulated more strictly than their foreign counterparts, and their efforts to remain sustainable go far beyond what is legally

required.

Our outreach includes educational resource development, online social networking, university lecture circuits, and cooperative programs with the Aquarium's education and operations departments. Our audience includes 20,000 Aquarium of the Pacific Members, 1.5 M annual visitors, and a growing list of people who are culinary aficionados, environmentalists, and health advocates.



Seafood for the Future is a program of the Aquarium of the Pacific and is generously funded by the Pacific Life Foundation.

Seafood for the Future
320 Golden Shore Suite 100
Long Beach, CA 90802
www.seafoodforthefuture.org

Program Criteria

We define a sustainable system as one that satisfies current needs without compromising the needs of future generations. We recognize that all human activities have some impact on the environment, and that the traditional regulatory structure does not reward innovation or practices that reduce impact beyond a common standard. Seafood for the Future promotes seafood sources that are moving in the right direction. Each item that we endorse meets the following criteria:

Each item is a healthy and essential contribution to a wholesome diet, with omega-3 fatty acids and low levels of mercury.

Six of the top seven leading causes of death in the US are related to dietary deficiencies of omega-3 fatty acids. Seafood consumption is therefore not a matter to be taken lightly. Mercury, which is produced by burning coal, can accumulate in fish and affect women, children, and those who consume high amounts of certain species.

They are all harvested from well-managed or certified fisheries, or grown on farms using sustainable practices.

This means that capture fisheries are managed under a government-monitored plan, and take measures to reduce bycatch, carbon footprint, habitat damage, and interaction with birds and mammals. Finfish farms minimize, offset, or eliminate the effects of waste. See our website, www.seafoodforthefuture.org, for more details.

Each one supports human communities by preserving cultural values, safe working conditions, and strong communities.

Often, it is the small, artisanal producer that has the least impact on the environment and the most influence on local communities. Also, domestic sources of seafood are regulated by our government - if these sources disappear, only imported seafood will be available from countries that do not have adequate protection for consumers or the environment.

Our Partners and Recommendations

Be sure to visit our website, www.seafoodforthefuture.org, for the complete list of recommendations and affiliates.

- Wild Alaskan salmon
- Pacific sardines and anchovies
- Atlantic herring
- Dungeness crab
- California market squid
- Farmed trout, channel catfish, or tilapia
- Alaskan pollock
- Alaskan halibut
- Arctic char
- Farmed clams, scallops, and oysters
- Mackerel



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Partners

Our partners are primarily chefs, restaurants, seafood purveyors, and producers. However, our complete list of partners includes any group that is committed to healthy living, fantastic cuisine, ocean conservation, science, nutrition, sustainability, agriculture, education, and stewardship.

Therefore, we invite community groups of all sizes and interests to join us in our efforts to raise awareness and promote better food choices. Seafood for the Future (SFF) acts as a community hub, at the center of a network of partners. We can help your group or business benefit from the resources of this community.

Criteria and Responsibilities

Partnership arrangements exist solely for the mutual benefit of the two parties, as well as that of the community at large. Cross promotion between Seafood for the Future and its partners will be, wherever practical and possible, based on a reciprocal arrangement.

This includes website exposure, distribution of literature, and display of program or partner logos. Wherever the opportunity arises, e.g., in electronic and print media, partners will be promoted and will, in turn, promote SFF and the community. Recognizing that there will be differences in resources and needs among potential partners, SFF is committed to being flexible and creative in partnership arrangements.

Restaurants and seafood-related businesses must prominently display the SFF logo with descriptions of the program's mission, so that consumers will connect the receipt of the complimentary ticket with the efforts of Seafood for the Future, the Aquarium of the Pacific, the Pacific Life Foundation, and the community of partners.

- SAVOR... - Chef Michael Brennan
- Renaissance Long Beach - Chef Michael Poompan
- Nino's Restaurant - Carina Cristiano Leoni
- Parker's Lighthouse - Chef Jason Stein
- Gladstone's Long Beach - Chef Peter Lehmar
- McKenna's on the Bay - Chef Arthur Gonzalez
- Chelsea - on the Queen Mary
- Sir Winston's - on the Queen Mary
- The Factory - Chef Peter Dopulos
- Eco Caters - Chef Nicholas Brune
- Primal Alchemy - Chef Paul Buchanan
- Whole Foods
- Nook Bistro - Chef James Richardson
- Providence - Chef Michael Cimarusti
- Walt's Wharf - Chef Chris Krajacic
- Lucques - Matt Duggan
- Sea Rocket Bistro - Dennis Stein
- Ty Warner Sea Center, Santa Barbara
- Long Beach Seafood Company
- Cleanfish
- UC Irvine Real Food Challenge Club
- The SEA Lab, Redondo Beach
- The Gilly lab, Stanford University
- Office of Sustainable Fisheries, NMFS
- Green Dot Public Schools
- Beach Greens

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Partnership Agreement

- As a partner of Seafood for the Future, this establishment commits to taking the necessary steps to promote sustainable seafood.
- Unsustainable menu items will be removed gradually, and the menu will receive an assessment every 4 months. Restaurants must commit to developing a menu that is eventually 100% sustainable.
- The logo of Seafood of the Future will be prominently displayed in order to promote easy, sustainable seafood choices. Ideally, the logo will be displayed on the menu or at the table, as well as in the window or waiting area.
- There is no charge for participation.
- Full benefits of partnership will be transferred after initial staff training, in order to ensure that coupons are used withing program guidelines.
- This establishment will provide sales data, to be used confidentially by Seafood for the Future to track regional changes in seafood demand.

Congratulations!

Seafood for the Future looks forward to promoting your establishment to consumers and food lovers in Southern California. Review our benefits page (in this packet) to learn more about Seafood for the Future's efforts to reward responsible seafood choices.

Your comments, concerns, and feedback are always welcome. Contact us at our office or via our website:

www.seafoodforthefuture.org
562.951.5388

Sincerely,
Andrew and Dave

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Signature of Partner

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Printed name of Partner

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Company

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Address

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City

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State

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Zip