CASE STUDY
TARONGA ZOO
2009-2019
TARONGA ZOO’S TWICE-DAILY SEAL SHOW HAS BEEN SHOWCASING THE MSC LABEL AS THE BEST CHOICE IN SUSTAINABLE SEAFOOD FOR TEN YEARS.

The show
Each show lasts for 15 minutes, during which sea lions & fur seals display natural behaviours for a crowd of up to 3,000 visitors.

The music
Using emotive music and theatre, the audience is taken on a journey of why it is important to choose sustainable seafood.

The call to action
Visitors are left with a strong call to action to choose MSC.
**Catering**
MSC certified fish is sold in two of Taronga Zoo’s catering outlets.

**Education**
A school education programme in 2013 combined online tutorials & a magnetic fishing game at the zoo.

**Signage**
The blue MSC label features on signage around the zoo, which receives over 1.5 million visitors per year.

**Events**
It supports the annual Sustainable Seafood Week each March and regularly hosts events, cookoffs & photoshoots.

**Campaigns**
A campaign around sustainable prawns in 2017/18 saw visitors given recipe cards and featured MSC ambassadors.
“By working with the MSC and using the opportunities at Taronga’s seal presentation, we reach thousands of guests with simple ways they can help make sure that Nala and other remarkable marine creatures have enough to eat, while ensuring seafood is also available to us humans to enjoy.”

CEO and Director, Cameron Kerr