

# GUIDE TO CHOOSING SUSTAINABLE SEAFOOD:

## Know Your Certifications and Ratings

Seafood certification and ratings programs are two reliable ways to trust that you're making an ocean-friendly choice when buying fish and other seafood products.

Both serve important roles in driving a more transparent seafood supply chain and encouraging companies to make continuous improvements toward sustainability.

They're independent from seafood brands, retailers or restaurants, but work with them to keep them accountable and responsible.

### CERTIFICATIONS



### RATINGS

Monterey Bay Aquarium  
Seafood Watch

Ensures that the product that you're buying comes from a healthy fish stock with proper management in place.



Provides information about a species or stock that is not certified on a global scale.



Can be traced back through supply chain, helping to combat mislabeling and seafood fraud.



Gives you "Best Choice", "Good Alternatives" and species to "Avoid".



Uses independent third-parties to validate a product's environmental sustainability.



Choosing sustainable seafood every time is good for you and the ocean too.



The Marine Stewardship Council (MSC) is a global, science-based nonprofit on a mission to end overfishing.

[msc.org/en-us](http://msc.org/en-us) | [@MSCbluefish](https://twitter.com/MSCbluefish)