

FISHCHOICE.COM OVERVIEW

FishChoice.com connects buyers and sellers of sustainable seafood. FishChoice aggregates sustainability information on all the species that have been researched or certified by our partner organizations and lists corresponding sustainable products. The product information is formatted for commercial seafood buyers and includes:

- Scientific name
- Sustainability Rating(s) and/or Certifications
- Fishery or Farm Origin
- Fishing Method/Gear or Farm Type
- Product Description
- Fresh and Frozen Product Forms
- Fresh and Frozen Product Availability
- Minimum Order
- Delivery Information
- Additional Notes about the supplier

PARTNERING ORGANIZATIONS

FishChoice partners with the following organizations which each offer sustainable seafood solutions:

- Blue Ocean Institute
- FishWise
- Marine Stewardship Council
- Monterey Bay Aquarium's Seafood Watch Program
- New England Aquarium
- SeaChoice

FISHCHOICE.COM

WHO WE ARE

FishChoice is a nonprofit organization composed of seafood professionals and conservation experts. Our goal is to make sustainable seafood purchasing easier and more accessible and to reward sustainable fishing and aquaculture practices.

AFFILIATES

- Environmental Defense Fund
- Chef's Collaborative
- Shedd Aquarium
- Aquarium of the Pacific

NEWSLETTER

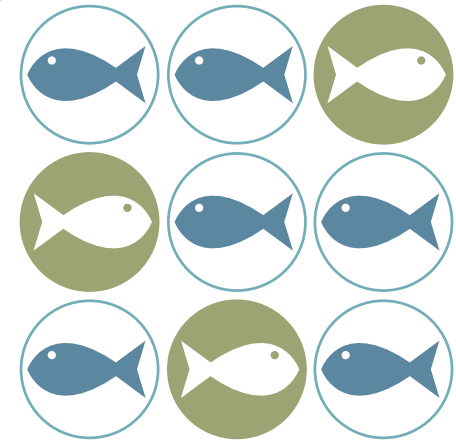
FishChoice sends a regular newsletter with updates on the website, the latest changes in sustainability ratings and certifications, stories on sustainable seafood and suppliers and more. Register today at FishChoice.com.



FISHCHOICE.COM

PO Box 531
Fort Collins, CO 80522
Tel: 877-642-0008
info@fishchoice.com
FishChoice.com

CONNECTING
BUYERS AND SELLERS
OF SUSTAINABLE SEAFOOD



FISHCHOICE.COM

FishChoice.com is the first ever business-to-business online sourcing tool that lists seafood products that meet the sustainability criteria and/or are certified as sustainable by globally respected environmental organizations.

FISHCHOICE.COM



HOW SUPPLIERS SUBMIT PRODUCTS

FishChoice.com lists fishers, aquaculture operators, primary processors, importers, and Marine Stewardship Council chain of custody certified distributors. Products are submitted to FishChoice either online, via email, or phone:

- FishChoice.com "Submit Seafood" link
- Email: info@fishchoice.com
- Toll Free: 877 642-0008

Products that meet the standards or certifications by our partner organizations are quickly added for free to FishChoice.com.



HOW BUYERS FIND PRODUCTS

Buyers register for free at FishChoice.com to gain immediate access to our list of sustainable seafood products. Buyers can browse products by category or region, and sort results according to sustainability ratings, supplier name, and more.

If you don't see the fish you need, fill out the "Product Search Request" form. We will identify sustainable or certified options and notify you with detailed supplier info.

HOW BUYERS & SUPPLIERS CONNECT

When buyers find products they can:

- Contact suppliers through FishChoice.com's easy online form
- Forward product information to their distributor or procurement team via the online form
- Use the information from FishChoice.com to contact suppliers directly



FISHCHOICE.COM



VALUE FOR SUPPLIERS

An increasing number of commercial seafood buyers need a simple way to find sustainable seafood products that meet their specifications.

FishChoice.com gives seafood buyers instant access to the information they need to procure sustainable seafood.

FishChoice.com is used by large and small buyers including distributors, retailers, restaurants, working chefs, and others looking to find sustainable seafood. As FishChoice.com grows, product choices will grow, attracting more buyers and rewarding sustainable producers with a steady stream of customers.

"We have seen an increase in inquiries from non-traditional markets and the exposure that we have received from FishChoice has had something to do with that."

– Patrick Riley,
Western Seafood

FISHCHOICE.COM



VALUE FOR BUYERS

FishChoice is dedicated to making sustainable seafood purchasing easier and more accessible to all types of commercial seafood buyers.

We work with seafood industry experts and environmental organizations to identify sustainable seafood supplies, making it easy to find products that will satisfy your customers now and in the future.

Sustainability information from the environmental community is integrated as soon as it becomes available ensuring our information is accurate, up-to-date, and based on the best available science. FishChoice.com is growing and our database is constantly being updated with new suppliers and products providing buyers with the most comprehensive source of sustainable seafood products available.

"I appreciate how easy the site makes it to find products that meet PCC's specific sustainability standards. FishChoice.com has helped me connect with seafood producers around the country and to understand the market availability of the seafood I'm looking for."

– Eli Penberthy,
PCC Natural Markets

FISHCHOICE.COM