

FORTUNE FISH COMPANY

BAP = BEST AQUACULTURE PRACTICES
 BOI = BLUE OCEAN INSTITUTE
 MBA = MONTEREY BAY AQUARIUM
 MSC = MARINE STEWARDSHIP COUNCIL
 NEA = NEW ENGLAND AQUARIUM

THE GREEN SHEET

PRODUCTS	CERTIFIED		RATED			LOCATION CATCH METHOD BRAND
	BAP	MSC	BOI	NEA	MBA	
Abalone				√	√	U.S. -Farmed
Amberjack			√			All regions -All fishing methods
Arctic Char					√	U.S., Iceland, Norway, and Canada -Farmed, Closed System
Arctic Char				√		Iceland, and Canada -Farmed, Closed System
Barramundi			√	√	√	U.S. -Farmed, Closed System
Bluefish				√		U.S. -Hook and Line, Gill Net, Pound Net
Catfish				√	√	U.S. -Farmed, Closed Ponds
Catfish	√					South Fresh Aquaculture
Clams: Pasta Neck			√	√	√	Farmed
Clams: Littleneck			√	√	√	Farmed
Clams: Countneck			√	√	√	Farmed
Clams: Topneck			√	√	√	Farmed
Clams: Manila			√	√	√	Farmed
Clams: Cockle			√	√	√	Farmed
Clams: Cockle, Burry Inlet		√	√			Burry Inlet, New Zealand
Clams: Razor					√	Farmed
Clams: Softshell/Steamers				√	√	U.S. Atlantic
Clams: Geoduck			√		√	U.S. and British Columbia
Chilean Sea Bass		√				South Georgia, Roth Sea -Longline
Cobia				√	√	U.S. -Farmed, Closed System
Cod: Atlantic					√	Northeast Arctic, Icelandic, East Baltic -Hook and Line
Cod: Pacific				√	√	U.S. -Bottom Longline, Jig/Pot, Trap
Cod: Pacific		√				Bering Sea, Aleutian Islands, and Gulf of Alaska
Crab: Dungeness			√	√	√	U.S. and Canada -Pot/Trap
Crab: Dungeness		√		√		Oregon
Crab: King (Blue, Golden, Red)			√			U.S.
Crab: Kona					√	Australia -Net Rings, Traps
Crab: Stone					√	U.S. Atlantic and U.S. Gulf of Mexico -Trap/Pot
Crayfish/Crawfish			√	√	√	U.S. Farmed
Croaker/ Atlantic Corvina					√	Northeast U.S. - Seines, Gillnet, Pound Net
Flounder: Summer or Fluke		√				Gulf of Alaska, Bering Sea and Aleutian Islands
Haddock				√	√	U.S. Atlantic -Handline
Haddock		√				Canada, Norway, Barents Sea, Iceland, North Sea
Hake		√				South Africa and U.S. and B.C. Pacific -Trawl
Halibut: Pacific				√	√	U.S. Pacific, Longline
Halibut: Pacific		√		√		British Columbia, U.S. North Pacific
Herring			√		√	U.S. Northeast Atlantic, North Sea
Hoki			√			New Zealand

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Lobster: American		√				Eastern Canada (LFA 41)
Lobster: Caribbean Spiny					√	U.S. (Florida)
Lobster: California Spiny			√		√	U.S. (California) -Trap
Lobster: Rock		√				Tristan da Cunha Islands
Lobster: Rock			√			Western Australia
Mackerel: King, Spanish			√		√	U.S. Atlantic and Gulf of Mexico -Hook and Line, Gillnet
Mackerel: Atlantic			√	√		U.S.
Mackerel: Atlantic		√				Northeastern Atlantic
Mackerel: Chub, King			√			All fishing regions
Mahi Mahi			√	√	√	U.S. Atlantic - Handline, Troll, Pole and Line
Marlin: Blue			√			Hawaii
Mullet: Striped					√	U.S. Atlantic and Gulf of Mexico -Cast Net, Haul Seine
Mussels				√	√	Farmed
Mussels: New Zealand Greenlip			√	√	√	Farmed
Mussels: Mediterranean			√	√	√	Farmed
Mussels: Blue			√	√	√	Farmed
Oysters: East Coast			√	√	√	Farmed
Oysters: West Coast			√		√	Farmed
Perch: Yellow					√	Lake Erie -Gillnet, Trap Net
Pollock		√	√	√		Gulf of Alaska, Bering Sea, and Aleutian Islands
Pollock: Atlantic			√		√	Norway
Pompano			√			Hook and line
Prawn: Northern		√				Canada
Prawn: Freshwater					√	Farmed, Pond
Prawn: Spot					√	British Columbia
Rockfish: Black					√	U.S. -Hook and Line, Midwater Trawl
Rockfish: Brown, China, Copper					√	Alaska -Hook and Line, Jig
Rockfish: Puget Sound					√	Alaska -Hook and Line, Jig
Sablefish/Black Cod		√	√	√	√	Alaska and British Columbia -Longline, Pot
Salmon: King, Sockeye, Coho, Chum, Pink		√	√	√	√	Alaska -Gillnet, Purse Seine, Troll
Salmon: Pink, Sockeye		√				British Columbia
Salmon: Coho					√	U.S. -Farmed in Tank System
Salmon Roe			√	√	√	Pacific, Alaska
Salmon: Skuna Bay	√					British Columbia -Farmed
Sardine			√	√	√	U.S. Pacific and British Columbia
Scad					√	Hawaii- Gillnets, Surround Nets
Scallops: Bay			√			Farmed
Scallops: Peruvian Bay			√			Diver Caught

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PRODUCTS	CERTIFIED		RATED			LOCATION CATCH METHOD BRAND
	BAP	MSC	BOI	NEA	MBA	
Scallops: Mexican Sea					√	Diver Caught
Scallops: Sea		√				Eastern Canada
Scallops: Sea					√	Farmed
Sea Urchin: Red, Green			√		√	British Columbia
Shrimp					√	Farmed -Inland Pond or Recirculating Tank
Shrimp	√					Contessa
Shrimp: Canada		√	√	√		Canada
Shrimp: Pink		√	√	√	√	Oregon
Shrimp: Northern Pink			√	√		Atlantic
Shrimp: Spot			√			Alaska
Snapper: Yellowtail, Vermillion			√			U.S.
Snapper: Lane			√			U.S. -Hook and Line
Sole		√				Gulf of Alaska, North Sea
Sole: Dover			√			Pacific Ocean
Sole: Rock		√	√			Alaska
Squid: Longfin					√	U.S. Atlantic -Otter Trawl
Squid: Market			√	√		U.S.
Striped Bass			√	√	√	U.S. Atlantic -Hook and Line, Gillnet, Haul Seine, Trawl
Striped Bass (Hybrid)				√	√	Farmed
Sturgeon				√		Farmed
Swordfish				√	√	U.S., Canada-Harpoon, Handline
Swordfish			√			Atlantic and Pacific Ocean
Swordfish		√				Canada -Harpoon
Tilapia				√	√	U.S. -Farmed, Closed System
Tilapia	√					Panapesca USA Company
Tilapia				√		U.S., South and Central America
Trout: Rainbow				√	√	U.S. -Farmed, Flow Through System
Trout: Seatrout					√	LA, FL - Hook and line, drift gillnet, seine net, cast net
Tuna: Albacore		√	√		√	U.S. and Canada Pacific -Troll, Pole
Tuna: Bigeye			√		√	Troll, Pole
Tuna: Skipjack			√		√	Atlantic, Pacific -Troll, Pole
Tuna: Skipjack		√		√		Western and Central Pacific Ocean- Pole
Tuna: Yellowfin			√		√	U.S. Atlantic and Pacific -Troll, Pole, Handline
Wahoo			√			U.S. Atlantic and Pacific
Walleye/Pike			√			Red Lakes
White Seabass					√	California -Hook and Line
Whitefish: Lake					√	Lake Superior, Huron, Michigan -Trap Net, Gill Net
Wreckfish					√	U.S. South Atlantic -Hydraulic Hook and Line

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SUSTAINABLE FISHERIES PARTNERSHIP



Sustainable Fisheries Partnership (SFP) is an independent non-profit organization with partnerships and projects worldwide. The SFP's mission is to "engage and catalyze global seafood supply chains in rebuilding depleted fish stocks and reducing the environmental impacts of fishing and fish farming." The Sustainability Fisheries Partnership improves access to information to guide responsible seafood sourcing, and enhances the ability of seafood companies and partners to improve fish farming and capture fisheries. Fortune Fish Company has partnered with the SFP to aid in improving the world's fisheries. www.sustainablefish.org

GLOBAL AQUACULTURE ALLIANCE (BAP)



The Global Aquaculture Alliance (GAA) is an international, non-profit trade association dedicated to advancing environmentally and socially responsible aquaculture. GAA recognizes aquaculture as a sustainable means of increasing seafood supply to meet the food needs of the world's growing populations. The Global Aquaculture Alliance Best Aquaculture Practices standards is a certification system that combines site inspections and effluent sampling with sanitary controls, therapeutic controls and traceability. www.gaalliance.org

BLUE OCEAN INSTITUTE (BOI)



Blue Ocean Institute is a non-profit conservation organization that uses science, art, and literature to inspire a closer bond with nature, especially the sea. Blue Ocean Institute's Guide to Ocean Friendly Seafood evaluates the species' life history, abundance in the wild, habitat concerns, and catch or farming method to keep consumers informed about their choices. In addition, they partner with Chefs Collaborative to provide a comprehensive, interactive online sustainable seafood training program and resource center called Green Chefs/Blue Ocean. www.oceanfriendlychefs.org www.blueocean.org
www.chefscollaborative.org

MARINE STEWARDSHIP COUNCIL (MSC)



The Marine Stewardship Council is an independent, global, non-profit organization working with fisheries, seafood companies, scientists, conservation groups, and the public to promote the best environmental choice in seafood. The MSC has developed an environmental standard for sustainable and well managed fisheries. The MSC's fishery certification program and seafood ecolabel recognize and reward sustainable fishing. All parties that handle MSC product along the chain must be MSC Chain of Custody Certified in order for the product to continue to be MSC certified. Fortune Fish Company is MSC chain of custody certified. www.msc.org

MONTEREY BAY AQUARIUM (MBA)



The Monterey Bay Aquarium, located in Monterey, CA has developed their nationally recognized Seafood Watch Program to help consumers and businesses make environmentally conscious seafood choices. Their recommendations indicate which seafood items are "Best Choices," "Good Alternatives," and which ones you should "Avoid." Seafood Watch recommendations are science-based, peer reviewed, and use ecosystem-based criteria. www.montereybayaquarium.org

NEW ENGLAND AQUARIUM (NEA)



The New England Aquarium, located in Boston, Massachusetts, is a global leader in ocean exploration and marine conservation. The Aquarium's Sustainable Seafood Programs aim to protect the world's ocean resources by raising public awareness and working with the seafood industry to advance sustainable practices in fisheries and aquaculture operations. The New England Aquarium has worked with major seafood buyers since 2000, advising them on how to develop policies and practices to ensure greater environmental accountability throughout their supply chains. www.neaq.org

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SUSTAINABILITY AT FORTUNE FISH COMPANY

At the Fortune Fish Company we find it our responsibility to provide, promote, and market environmentally friendly wild fisheries and aquaculture. We have expanded our Green Sheet into a booklet to raise awareness of the increasing number of sustainable products and to provide a tool for our customers when making purchasing decisions. Our list has been compiled using both certifying organizations and those that conduct assessments.

For the non governmental institutions that conduct their own assessments we have listed only their “Best Choices,” “Ocean Friendly Seafood Choices,” and “Green” items. The Green Sheet was developed with information provided by each organization, and is based on those items which have been assessed by the organization. A lack of a check mark may mean that the organization does not consider the item sustainable, or simply that it has not been assessed to date.

In 2007, Fortune Fish Company launched the Sustainability Initiative in partnership with the John G. Shedd Aquarium’s Right Bite sustainable seafood program. Through this initiative Fortune has donated to many organizations dedicated to the health and supply of our seafood resources. Recently, Fortune began a partnership with the international nonprofit organization Sustainable Fisheries Partnership (SFP) to develop a comprehensive sustainable seafood procurement strategy and aid in facilitating fisheries improvement projects. Fortune Fish Company will continue to highlight a seafood item every two months and will donate a portion of the profit to SFP for fisheries improvement projects. The goal of the initiative is to increase the knowledge and sales seafood products, while supporting individual fisheries that are working to improve harvesting policies and practices. The mission of the Sustainable Fisheries Partnership is to maintain healthy oceans and aquatic ecosystems, enhance fishing and fish-farming livelihoods, and secure food supplies. Please visit www.fortunefishco.net for the latest information on the Sustainability Initiative.

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