



604.659.3752 | publicrelations@ocean.org | ocean.org/seafood | [@oceanwiselife](https://twitter.com/oceanwiselife)

FOR IMMEDIATE RELEASE: AUGUST 21, 2017

OCEAN WISE SEAFOOD PROGRAM WELCOMES NEW PARTNER BUY-LOW FOODS

Vancouver, B.C. – The Ocean Wise seafood program continues to expand across Western Canada, and this week welcomed Vancouver-based retailer Buy-Low Foods as its newest partner. The Buy-Low Foods family also includes Nesters Market and Meinhardt Fine Foods, totalling 33 locations across B.C. and Alberta, all of which have joined the program.

Shoppers at these three stores can now look for the Ocean Wise seafood symbol on a wide range of fresh and frozen seafood, including Pacific wild salmon, pole-caught ahi tuna, closed containment-raised Arctic char, and Dungeness crab. Across the retailers there are now thousands of Ocean Wise recommended seafood items, varying across locations, which seafood lovers can enjoy.

“As the Ocean Wise seafood symbol becomes increasingly synonymous with making an-ocean friendly choice, the Buy-Low group of retail stores are a welcome addition to our national sustainable seafood program,” said Ann-Marie Copping, Ocean Wise seafood program manager. “Their dozens of locations reach a variety of customers, and will undoubtedly help move the needle and generate more awareness about the issue of overfishing and what consumers can do to make a difference. We’re thrilled to have them on board.”

Buy-Low Foods has been committed to sustainability for years. Previously they were partnered with Sea Choice, and had been the first retailer in North America to meet their commitments with the program. They have taken a holistic approach to being a sustainable organization, optimizing their stores for environmental friendliness and diverting organic waste as well as byproducts such as cardboard and paper. Partnering with Ocean Wise was a natural fit for the green-minded company.

“We are very excited to be partnering with Ocean Wise as we continue to broaden our market-leading commitment to sustainable seafood practices in our Nesters Market, Buy-Low Foods and Meinhardt Fine Foods locations,” said Glen Genereux, Meat and Seafood Merchandising Manager.

The Ocean Wise seafood program now has 280 retail partner locations in B.C. and Alberta.

Social media:

[@oceanwiselife](https://twitter.com/oceanwiselife) | [#OceanWiseSeafood](https://twitter.com/OceanWiseSeafood) | [@buylowfoods](https://twitter.com/buylowfoods)



604.659.3752 | publicrelations@ocean.org | ocean.org/seafood | [@oceanwiselife](https://twitter.com/oceanwiselife)

Ocean Wise® Seafood Program

Overfishing is a major threat to our oceans. With thousands of Ocean Wise seafood partner locations across Canada, Ocean Wise makes it easy for consumers to choose sustainable seafood for the long-term health of our oceans. The Ocean Wise symbol next to a seafood item is our assurance of an ocean-friendly seafood choice. www.ocean.org/seafood

-30-

Media Contact

Alexis Brown | Ocean Wise | alexis.brown@ocean.org | 604 659 3777