

OCEAN WISE® SEAFOOD PROGRAM EXPANDS FOOTPRINT IN QUEBEC

Quebec City, QC – As Canadians across the nation increasingly care about the source of their seafood, the Ocean Wise Seafood program is expanding its footprint with a new office in Quebec. Since the program began in 2005, it has grown to include partners from Victoria, BC to St. John's, NL, with offices in Vancouver, Toronto, Halifax, and now one located at Aquarium du Québec in Quebec City.

“It has been seven years since the Ocean Wise Seafood program went national, and the most notable change has been the greater demand for sustainable seafood. Opening an office in Quebec City was a natural next step for the team as we continue to onboard new, innovative, and committed partners across all regions,” said Ann-Marie Copping, Ocean Wise Seafood program manager. “The Quebec market is an important one for us and will play a key role in building on the sustainable seafood movement in central Canada.”

Jade-Alexandra Trottier has joined the team as an Ocean Wise coordinator, based at Ocean Wise partner Aquarium du Québec. Trottier has her master's in Marine Environmental Management from York University, where her thesis was titled *Measuring Awareness and Attitudes Towards the Threat of Overfishing on our Oceans*.

In this new role, Trottier will continue to build the program's presence across Quebec. She will be actively seeking out and recruiting new partners, while strengthening existing relationships and growing the program's voice in Canada's second most populous province.

“Sustainability continues to weave itself into the fabric of Quebec's society, a movement that began years ago and has led to a growing demand from consumers to have choices that are environmentally friendly and that ensure our oceans and planet will be healthy for future generations,” said Trottier. “Quebecois are proud of their marine resources. They respect their waterways, but there is an opportunity here to generate more awareness about the threats of overfishing, and that will be my priority in the coming months.”

Trottier notes that the province is richly endowed with natural access to seafood. “The deep, cold waters are particularly high in plankton here, giving fish and shellfish from local waters an exceptional taste and quality. The furthest reaches of Quebec's waters are only 18 hours from shore which means there's an abundance of local and fresh seafood available year-round,” she said.

Aquarium du Québec, a longtime Ocean Wise Seafood program supporter, was a natural home for the program's newest office. “Educating the public about sustainable seafood choices has been an objective of the Aquarium du Québec since 2009 when we published our first french guide, Menu Blue Marin. Since that first guide, we have been working with Ocean Wise to find additional ways to make it easier for the public to make sustainable choices,” said Jill Marvin, Aquarium du Québec Director of Conservation and Animal Care / General Curator. “Hosting an Ocean Wise office at the Aquarium du Québec is an important step for our education objectives. We are pleased with the opportunity to increase the reach to restaurants and distributors and now throughout the entire province of Quebec by deepening our relationship with the Ocean Wise Seafood program.”

The Ocean Wise seafood program was established in 2005 and welcomed its first partner in Quebec in 2010; the program now has 730 retail, restaurant, and supplier partners across Canada.

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

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