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## OCEAN WISE® SEAFOOD PROGRAM EXPANDS REACH IN WESTERN CANADA WITH NEW PARTNERS SOBEYS AND SAFEWAY

**Vancouver, B.C.** – One of Canada’s largest grocers, Sobeys Inc., has joined the Ocean Wise Seafood program as a new partner, adding more than 250 partner locations in Western Canada as the sustainable seafood movement continues to gain momentum. Customers at all Sobeys and Safeway stores in Manitoba, Saskatchewan, Alberta, and British Columbia can now look for the Ocean Wise symbol for assurance they’re buying ocean-friendly seafood.

“From day one of working together, Sobeys has demonstrated incredible commitment to the program, ensuring that their customers have a wide range of sustainable choices when shopping for seafood in their stores. We’re proud to call this storied Canadian company a partner, and continue to grow the Ocean Wise Seafood program into new communities from British Columbia to Manitoba,” said Ann-Marie Copping, Ocean Wise Seafood program manager. “Choosing sustainable seafood is vital to preserving healthy oceans, rivers, and lakes, whether you live on the coast or in a landlocked city. Ocean Wise and its valuable partners continue to make it easy for seafood lovers everywhere to make that choice.”

Ocean Wise recommended seafood is now available at the fresh counter and in the frozen section at both retailers, and includes a wide range of ocean-friendly items; Alaskan Pollock, pole-caught Ahi tuna, farmed shellfish as well as B.C. lingcod and sockeye salmon are among the sustainable choices that shoppers can find in store. In total, there are nearly 700 Ocean Wise items, varying across locations.

“Seafood is an important component in our offering and we’re committed to responsible sourcing practices to ensure sustainable seafood options are always available for our customers so they can *Eat Better, Feel Better and Do Better*,” said Jason Bater, Director of Category Management, Seafood of Sobeys Inc. “When our customers see the Ocean Wise Seafood symbol in our stores in Western Canada, they can feel confident they’re making an ocean-friendly seafood choice.”

Sobeys and Safeway, which includes 185 [Safeway](#) locations and 85 [Sobeys](#) locations in its Western Canada region, have been proud sustainability advocates for years. Whether it’s lessening electric consumption or diverting waste from landfills, their efforts are rooted in ensuring the health of our planet and oceans for generations to come.

The Ocean Wise seafood program continues to partner with like-minded restaurants, retailers and suppliers from coast to coast to coast. With this recent partnership, the Ocean Wise seafood program

now has 279 retail partner locations in addition to 873 restaurant locations in Manitoba, Saskatchewan, British Columbia, and Alberta.

### **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](http://www.ocean.org/seafood)

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**Social media:**

@oceanwiselife | #OceanWiseSeafood | @Sobeys | @SafewayCanada