



Collaborator Benefits and Requirements

Shedd Aquarium believes that choosing sustainable seafood is the most direct action people can take in their daily lives to protect the health of our waters worldwide. Shedd's Sustainable Seafood Program collaborates with Chicago-area restaurants, retailers, distributors and culinary schools to educate current and future food service professionals on critical seafood issues, as well as increase the availability of sustainable seafood in Chicago's vibrant marketplace.

Sustainable Seafood Collaborator

Requirements

- Make a time-bound commitment to sell 100% sustainable seafood according to Shedd Aquarium's sustainability standards (see next page). Work with Shedd's seafood team to establish a plan to meet this commitment.
- Must have at least two seafood items that meet Shedd's sustainability standards on the menu at all times.
- Track and record all seafood offerings and share with Shedd via the My FishChoice platform assessment tool. Must be updated quarterly. Shedd's Sustainable Seafood Coordinator will assist in setting this up and can provide support with sourcing and assessments.
- Commit to at least one staff training a year provided by Shedd's seafood team.
- Any mention of Shedd Aquarium on web content or printed materials must be approved by Shedd.

Benefits

- Access to educational resources, tools, promotional materials and staff trainings.
- Recognition and a link to your restaurant on Shedd's website, celebration and promotion of partnership via social media and through external media outlets where appropriate. Approved usage of Shedd Aquarium name and logo on your website or menu.
- Support from Shedd's seafood team in reviewing menu and finding sustainable seafood options and alternatives.
- Opportunities to participate in or host collaborative events, dinners and promotions with Shedd.
- Preferred partner status for any new initiatives, including promotional and media opportunities that may arise.

For more information please contact:
seafood@sheddaquarium.org or **312-692-2728**

Shedd Aquarium Sustainable Seafood Recommendations

Shedd recommends sourcing seafood that has earned the following sustainability ratings and recommendations. These ratings and certifications are based on scientific and/or social assessments of individual fisheries or farms. All of the following ratings or certifications are granted by reputable seafood organizations.

Recommendation	Logo
<p>Monterey Bay Aquarium Seafood Watch “Best Choice” and “Good Alternative” ratings</p>	
<p>Marine Stewardship Council-certified</p>	
<p>Aquaculture Stewardship Council-certified</p>	
<p>Global Aquaculture Alliance Best Aquaculture Practices 2-Star and above</p>	
<p>Fair Trade-certified</p>	
<p>Fishery Improvement Project (FIP) and Aquaculture Improvement Project (AIP)</p>	<p>Reference the Sustainable Fisheries Partnership website or World Wildlife Fund website for approved FIPS/AIPs.</p> <p>Fishery and Aquaculture Improvement Projects target individual fisheries or farms that do not yet meet the above recommendations but are working with an environmental NGO to make improvements in order to meet the criteria for a specific sustainability certification.</p>