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FCC Launches New Consumer Guide to Demystify the Process of Buying and Cooking Sustainable Canadian Seafood

OTTAWA, ON: The Fisheries Council of Canada believes seafood is the next big superfood, which is why we're launching our new [Seafood, A Sustainable Superfood](#) guide to buying and cooking healthy, quality and sustainable Canadian seafood today on World Water Day. The guide is a complete one-stop shop to demystify the process of buying and cooking sustainable Canadian seafood.

"Part of building public trust in the Canadian seafood industry comes from arming consumers with the knowledge they need to source it, buy it and cook it at home," said Paul Lansbergen, President, FCC. "By increasing consumer confidence in purchasing sustainable seafood, we can open the door for a surge of realization about how easy, delicious and nutritious it can be."

Regardless of how familiar consumers are with seafood, FCC's new consumer guide answers all of the questions someone might have about shopping for sustainable seafood, including sections on:

- Sustainability in Canadian seafood
- Sustainability certifications and labels to look for
- Wild vs farmed seafood
- The domestic market for Canadian seafood
- The difference between product origin labels
- Fish fraud in Canadian retail locations
- Species and common names of Canadian seafood
- Indicators of quality and freshness in live, fresh, frozen and shelf-stable products
- Portion sizes and cost per serving
- Recipe ideas

Consumers can [visit the Fisheries Council of Canada website](#) to view this information online or to download the guide for free. FCC is launching the guide on World Water Day and will be promoting it with a "Supporting Sustainable Seafood: Where Do I Start?" digital marketing campaign on social media at @FisheriesCA, and through partnerships with seafood scientist Emily De Sousa and seafood chef Charlotte Langley.

The [guide and marketing materials are available for free](#) on the Fisheries Council of Canada website and can be used to help promote the purchase of sustainable Canadian seafood in any market. Please feel free to share the guide with your audiences.

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The Fisheries Council of Canada (FCC) is the voice of Canada's wild capture fish and seafood industry, promoting a healthy resource and prosperous industry playing a vital role in the Canadian economy. Our members include small, medium and larger-sized companies along with Indigenous enterprises that harvest and process fish from Canada's three oceans.

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