



# SEAFOOD

## A SUSTAINABLE SUPERFOOD

A guide to buying and cooking healthy, quality  
sustainable Canadian seafood



# SEAFOOD IS A SUPERFOOD!

When it comes to proteins, seafood is among the best. Whether you choose lobster, salmon, haddock, crab, shrimp or any of the dozens of other Canadian fish and seafood products available, you can't go wrong. Ocean-based proteins are among the most sustainable, lowest-carbon and healthy options available.

In fact, health authorities like Health Canada and the World Health Organization recommend eating seafood twice per week to maximize the heart, brain and body benefits from this nutrient-rich superfood.

Substituting seafood in place of other proteins like beef, pork or chicken is a great way to cut back on calories while reaping the benefits of heart-healthy fats, Omega 3s and essential nutrients. It can be as easy as swapping out your weekly beef tacos for fish tacos – you can even get frozen shrimp for a quick, easy and healthy option.

You really can't get a better bang for your buck. This guide will explain how to find sustainable and delicious Canadian seafood in at your local retailer or directly from the fish harvesters, as well as ideas on how to prepare it – so you can take full advantage of this superfood!



# SUSTAINABILITY AND FRESHNESS YOU CAN TRUST

In addition to being one of the healthiest protein options available, Canadian seafood is also one of the most sustainable. Canada's three oceans produce some of the most bountiful seafood harvests in the world and are well managed by science, governance and industry stewardship.

In fact, the Canadian seafood industry boasts rates of third-party sustainability certifications that are multiple times higher than the global average. Plus, Fisheries and Oceans Canada reports that 94% of Canadian fish stocks are harvested at sustainable levels.



94%

OF CANADIAN FISHERIES ARE  
HARVESTED AT SUSTAINABLE LEVELS

Effective fisheries management also improves fish stocks experiencing challenging ecosystem dynamics by implementing rebuilding measures.

Think of fishermen (and women!) as farmers, harvesting their product from the ocean. They're Canadians who have a vested interest in protecting the resource for generations to come.

Canadian seafood is regarded the world over as some of the best, freshest and most sustainable. Our fisheries operate under the highest-class safety and trust protocols, guaranteeing that you can feel good about choosing Canadian seafood at the store.

Fishermen are the  
stewards of the sea



# HOW AND WHERE TO BUY CANADIAN SEAFOOD

Seafood is one of the most diverse categories you can find in restaurants and retailers. With so many species, forms, products and labels, how do you know where to start. Luckily, it's easy to find safe, healthy and sustainable Canadian seafood in most regions of the world – you just have to know what to look for.

## SHOPPING FOR SUSTAINABILITY? SEAFOOD IS SAFE.

Canada has one of the best food safety and ethics systems in the world. The Canadian Food Inspection Agency (CFIA) has rigorous standards in place to make sure that all seafood sold in stores and restaurants is safe and healthy. And across the board, you can feel good about the sustainability of Canadian seafood. Fisheries and Oceans Canada, the government body that manages seafood sustainability, reports that 94% of fisheries in Canada are harvested at sustainable levels.

## SUSTAINABILITY CERTIFICATIONS

Sustainability certifications let consumers know that the product they are buying has been reviewed by a third-party organization against rigorous sustainability markers. In Canada, the majority of wild-capture seafood holds a sustainability certification from a third-party. Certification provides the highest level of assurance that a product is verified to be sustainable, responsible and harvested legally.

In Canada, you can look for the following labels:





## WILD VS FARMED

In Canada, both wild and farmed seafood are great options when it comes to freshness, quality and sustainability. Look for labels that specify whether the seafood was wild-caught or farmed on the product packaging for information on how and where the seafood was produced.

## WHAT IF I WANT TO SUPPORT CANADIAN SEAFOOD?

Great choice! Canadian seafood is harvested from some of the clearest, cleanest oceans and is done so with world-leading sustainability standards. In fact, our seafood is so superior that it is coveted the world over as some of the best sustainable seafood.

This means that the majority of Canadian seafood is exported to markets in the United States, China, Japan and the United Kingdom – to name a few, and 70% of the domestic market is served by imported products. This means it can be more difficult to find Canadian products in Canadian stores.

But it can be done. Canadian seafood is still sold in most seafood markets and restaurants. You just need to know what to look for.

## KNOW YOUR LABELS

Labelling requirements for seafood are different for different products, and a complex supply chain of harvesting, processing and packaging means we have different terms to mean different things.

**Country of Origin:** When noted on imported prepackaged fish, the country of origin is the country where the last substantial transformation occurred. This could mean processing (like breaking down a whole fish into fillets) or packaging occurred in a different country, but the product is still Canadian fish.

**Made in Canada:** Can be noted on a food product when the last substantial transformation, like processing (eg: breaking down a whole fish into fillets) or packaging, of the product occurred in Canada, even if some ingredients are from other countries.

**Product of Canada:** Noted when all or virtually all major ingredients, processing, and labour used to make the food product are Canadian. This means that all the significant ingredients in a food product are Canadian in origin and that non-Canadian material is negligible.

Labelling requirements are different for packaged products versus what you might find at a retailer or restaurant. Ask your retailer or restaurant what kind of fish they're serving and where it was harvested.

## FISH FRAUD

Sometimes, mistakes happen. Seafood is a complicated category of proteins, and sometimes fish can be mislabeled as the incorrect species or incorrect common name in markets or restaurants. But don't worry: a 2021 study by the Canadian Food Inspection Agency found that 92% of seafood sold in Canadian markets is labelled and marketed correctly!

When in doubt, shop local or look for the following common species that are harvested from Canadian waters.



## SPECIES AND COMMON NAMES

Canada's three oceans and plethora of lakes produce a wealth of seafood products that are exported to 130 countries around the world. If you're looking for Canadian seafood in Canada, keep your eye out for these most-common products:



**Lobster**



**Flounder**



**Shrimp/Prawns**



**Crabs**



**Sole**



**Salmon**



**Haddock**



**Albacore Tuna**



**Trout**



**Halibut**



**Scallops**



**Rockfish**

# QUALITY AND FRESHNESS

Knowing what to look for when buying seafood can guarantee you get the best product.



## LIVE

If you're looking to buy live product, like lobster or crabs, look for the following indicators of freshness:

- Shells should be clean and free of mud or debris
- The tank should be clean and clear
- The eyes should be bright and clear
- Keep refrigerated or on ice, use as soon as possible



## FRESH

- If possible, get cuts from a whole fish
- Whole fish and fillets should be displayed on ice
- Eyes should be bright and clear
- Fillets should be moist and lie flat with no curling or dried edges
- Flesh should not have dark spots or gaping
- Smell should be fresh and like the ocean, not fishy



## FROZEN

Frozen seafood is usually flash-frozen, sometimes right on the boat! This seals in freshness and nutrients, making it a great, convenient option. Keep frozen unless package specifies otherwise. Prepare according to package instructions.



## SHELF-STABLE

Shelf-stable seafood products, like canned salmon, tuna, sardines, or a variety of shellfish, are among the most affordable ways to get quality protein. Look for Country of Origin and sustainability certification labels, and make sure none of the cans are dented or warped.





## GETTING YOUR MONEY'S WORTH

With so many seafood products available, in so many convenient formats, there is a seafood option for every budget. But, it can be hard to know how much seafood you need to buy, so what is a portion of seafood?



### FISH

3-6 ounces



### SCALLOPS

3-6 ounces



### LOBSTER/CRAB

3-6 ounces



### CANNED

½ cup



### SHRIMP

3-6 ounces



### SIZE OF YOUR PALM

# RECIPE IDEAS

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## SHRIMP TACOS:

- Cook **3-6 shrimp per taco** in a skillet over medium heat for 3-4 minutes, flipping once. Shrimp should be opaque when cooked.
- Pair with coleslaw, avocado and your other favourite toppings.
- Assemble in a flour tortilla.



## LOBSTER ROLLS:

- Lower live lobsters head-first into boiling, salted water. Boil for 10-20 minutes, depending on size.
- Break cooked lobsters down and chop the meat.
- Mix **3-6 ounces** of lobster per person with mayonnaise, seasonings and celery.
- Serve on toasted, New England style rolls.







Prepared by:



**Fisheries Council of Canada  
Conseil Canadien des Pêches**

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