



CANADIAN SEAFOOD GOOD FOR YOU AND THE PLANET TOO

CERTIFIED SUSTAINABLE

The Marine Stewardship Council (MSC) program is a voluntary, third-party certification against a set of rigorous global sustainability standards. The MSC blue fish label makes it easy to identify seafood that has been harvested in a way that goes above and beyond to protect our oceans and marine ecosystems.



2ND IN THE WORLD

Canada's fisheries rank second in the world in rates of MSC certification, meaning they voluntarily meet and continuously adapt to maintain the program's world-leading standards. 61% of fish harvested in Canada holds an MSC certification - compared to 16% of total fish harvested globally. Canada really values sustainability!



FEEL GOOD SEAFOOD

You can feel good choosing Canadian seafood with an MSC blue fish label, knowing that you're getting a healthy protein source that came from a company that cares about the health of our oceans and planet. Find easy, tasty, quick and affordable meals using sustainable Canadian seafood options from Choose Canadian Seafood at chooseseafood.ca.

