



NEWS RELEASE

iSavetheSeas

*SeaChoice launches seafood guide app for iPhone, iPod Touch, and iPad,
now with a sushi feature*

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VANCOUVER and HALIFAX – SeaChoice is bringing sustainable seafood advice to several new mobile platforms with the launch of its latest application for the i-family of devices,

Developed by SeaChoice – Canada’s leading national seafood sustainability program – version 2.0 of Canada’s Sustainable Seafood Guide application features sustainability information for seafood products commonly found in restaurants and stores across Canada. For the first time, even sushi lovers can use their iPhone, iPod Touch, or iPad to make sure that only sustainable choices land on their plates.

“We are seeing a growing demand for sustainable seafood that is accompanied by a renewed interest in knowing where our food comes from. SeaChoice is tapping into information technology to make sustainability as convenient and accessible as possible,” said Shauna MacKinnon, Markets Campaign Coordinator for the Living Oceans Society. “Bring the SeaChoice app to your next seafood dining experience and get to know more about our oceans and the seafood we love to eat.”

With the seafood guide in the palm of their hands at their local retailer or restaurant, customers can find out what seafood options are a more sustainable choice. The ‘Best Choice’ list features seafood that comes from well-managed fisheries or aquaculture operations that do not cause significant harm to ocean environments or other sea life. The list helps consumers identify what not to purchase, such as bluefin tuna and net pen farmed salmon, which are still available for purchase despite the fact that they are environmentally unsustainable.

“The 2.0 version allows Canadians to search seafood by common and sushi names. They can also filter the results by ‘Best Choice’,” said Vickram Jain of Collabra, the application’s developer. “The mobile app updates every 90 days, so consumers can be sure to have the most up-to-date information on sustainable seafood from SeaChoice – all for free.”



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The free app is available for download at the iTunes store. Printed versions of the seafood guide can be obtained at SeaChoice.org or info@seachoice.org.

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