

## JOIN THE MOVEMENT!

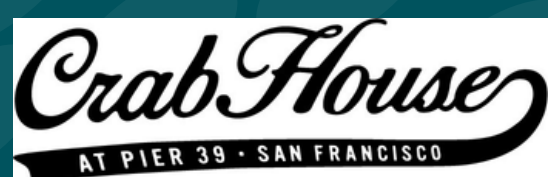
AS LEADERS IN MARINE CONSERVATION AND CLIMATE CHANGE  
ADVOCACY, AQUARIUM OF THE BAY IS RECRUITING RESTAURANTS  
TO JOIN THE SUSTAINABLE SEAFOOD ALLIANCE AND COMMIT TO  
SOURCING AND SERVING SUSTAINABLE SEAFOOD.

A MORE SUSTAINABLE FUTURE AWAITS WITH AQUARIUM OF THE BAY!

EMAIL [PAUL@BAY.ORG](mailto:PAUL@BAY.ORG)



WATERFRONT HOSPITALITY  BY THE SIMMONS FAMILY



# GUIDELINES & OBJECTIVES

1. Commitment to sustainably sourcing seafood and vetting producers with mission alignment.
2. Selling and sourcing eco-friendly and socially conscious seafood products that address local, regional, and global sustainability concerns.
3. Provide the finest quality fish on the market.
4. Utilize purchasing influence to encourage an increase in sustainable fisheries; prioritize fisheries actively pursuing improvement.
5. Educate consumers, restaurant guests, and employees on the environmental and health benefits of sustainable seafood.
6. Support your local economy by prioritizing sustainable farms and fisheries in your community.
7. Acknowledge and address supply chain issues that directly contribute to seafood fraud and unreliable sourcing.
8. Avoid sourcing from suppliers with IUCN red list species.

# CERTIFICATION LEVELS



Platinum members of the Sustainable Seafood Alliance source 100% sustainable seafood and receive:

- Aquarium of the Bay's seafood recommendations
- Free branded assets for restaurant guests
- Social media and website advertising
- Unique opportunities for promotion during the Aquarium's private events
- Certification of sustainability with level: Platinum

# CERTIFICATION LEVELS



Gold members of the Sustainable Seafood Alliance source 75% or more sustainable seafood and receive:

- Information on the 3 pillars of sustainable seafood: ethical harvesting, effective management, and environmental conservation
- Comprehensive educational guide to sourcing sustainable seafood, the benefits of eating more sustainably, best practices, and more
- Includes all the benefits of Platinum level
- Certification of sustainability with level: Gold

# CERTIFICATION LEVELS



Silver members of the Sustainable Seafood Alliance source between 50-75% sustainable seafood and receive:

- Benefits of Platinum, Gold level
- Certification of sustainability with level: Silver

# CERTIFICATION LEVELS



Bronze members of the Sustainable Seafood Alliance source 25-30% sustainable seafood with goals to become silver or higher in the next year. They will receive:

- Benefits of Platinum, Gold, Silver levels
- Certification of sustainability with level: Bronze

## AQUARIUM OF THE BAY ASKS FOR:

- A list of your current seafood items sold; must include species name, whether they are fished or farmed, and supplier name (we will return this list to you with rankings of current items sold, and solutions to IUCN red list species)
- Aquarium of the Bay accreditation logo displayed on menu
- Aquarium assets displayed for restaurant guests

## TO EARN YOUR CERTIFICATION

To earn your certification or access more resources please fill out the survey linked below. Then sign and send back BOTH the commitment & agreement forms

<https://forms.office.com/r/p8ZA7Bipmt>



If approved, we will send a congratulatory letter, certificate of sustainability, and level earned as well as your certified sustainable logo.



# PLEDGE FORM

To join the Aquarium of the Bay Sustainable Seafood Alliance, please fill out the pledge form below:

Organization or restaurant: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title of contact person: \_\_\_\_\_

Phone number: \_\_\_\_\_

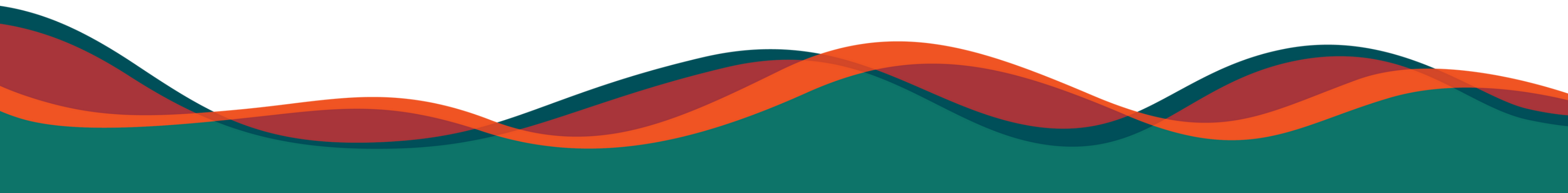
Email: \_\_\_\_\_

Organization address: \_\_\_\_\_

\_\_\_\_\_

**Commitment is valid for 12 months and will be reviewed for renewal by the Aquarium of the Bay and the restaurant upon year mark. If before the 12 month mark your restaurant feels as though its reached the next level, submit an inquiry to [paul@bay.org](mailto:paul@bay.org) for review.**

Please sign & send this form by scan via email to [paul@bay.org](mailto:paul@bay.org)



# PLEDGE FORM

By pledging committing to the Sustainable Seafood Alliance you are agreeing to follow the guidelines outlined in this pamphlet and uphold the standards set by Aquarium of the Bay. Failure to follow these guidelines will result in the loss of certification and membership in the Sustainable Seafood Alliance.

Organization or restaurant: \_\_\_\_\_

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Commitment is valid for 12 months and will be reviewed for renewal by the Aquarium of the Bay and the restaurant upon year mark. There is a 3 month grace period for restaurants who fail to meet the requirements with opportunity to extend depending on circumstance.**

Please sign & send this form by scan via email to [paul@bay.org](mailto:paul@bay.org)

