



PUTTING OUR MONEY WHERE OUR MOUTH IS: SFC'S COMMITMENT TO SUSTAINABILITY

AT SEATTLE FISH CO., the success of our business relies on a healthy environment. Our longstanding support of sustainable fishing principles encourages us to uphold our leadership role in sustainable business practices. Our partnerships with industry visionaries have resulted in smart shifts in the way we purchase our products, ensuring that we provide customers with more sustainable options.

THE INDUSTRY

- **Seafood Watch:** As Colorado's first seafood distributor with a "business collaborator" relationship with the Monterey Bay Aquarium's Seafood Watch program, we've identified, tracked and improved the sustainability of our products, engaged in educational outreach and provided accurate Seafood Watch information.
- **Sustainable Fisheries Partnership:** In 2014, Seattle Fish Co. joined forces with Sustainable Fisheries Partnership, a nonprofit with which we work to assess the sustainability of our products and advise on specific Fishery Improvement Projects.
- **FishChoice:** In partnership with FishChoice, we developed the Sustainable Seafood Calculator app, which allows businesses to monitor the sustainability of their seafood. Users can create lists of their seafood purchases through an online form and generate downloadable reports that include results and a chart displaying overall sustainability.
- **Sea Pact:** Seattle Fish Co. is a co-founder of Sea Pact, a first-of-its-kind environmental nonprofit comprising nine seafood distributors dedicated to preserving sustainable fishing and fish farming practices in North America and around the world.

MINDFUL OPERATIONS

- Seattle Fish Co. has made dramatic adjustments to corporate practices and policies, as well as energy-saving improvements to our facilities. Our results:
 - Reducing our annual carbon emissions by an estimated 285,000 pounds through our solar array
 - Light-energy consumption reduced by 75%
 - Water consumption cut by 38%
 - 100% post-consumer recycled paper used exclusively
- Listed as one of ColoradoBiz magazine's "50 Colorado Firms on a Greener Path."
- Recognized as a "certifiably green" Colorado business by the Denver Department of Environmental Health.
- 2014 Recipient of the Silver Partner award from Colorado's Environmental Leadership Program for our development of an Environmental Management System.

COMMUNITY TIES

- Lead sponsor of the 6th annual Chef's Collaborative Sustainable Food Summit (Boulder, CO), a renowned national thought forum that critically explores our broken food system and inspires chefs to carefully consider how they source, cook and serve food.
- The 4th annual Sustainability Conference, hosted by Seattle Fish Co., will focus on presentations from sustainability experts, the Sustainable Fisheries Partnership and Sea Pact, as well as offer an introduction to the new Sustainable Seafood Calculator.

*"We've made a conscious effort to practice sustainability,
and we're committed to improving the well-being of our industry."*

– James Iacino, president and CEO of Seattle Fish Co.

EST. 1918
SEATTLE FISH CO.
If it swims, we have it.

SeattleFish.com · 800-766-3787