



MBA Seafood Watch



Funding: Funding for the MBA's Seafood Watch comes from the Monterey Bay Aquarium Foundation's trust. Donors include the Packard Foundation who gave \$25 million to the Monterey Bay Aquarium Research Institute. Other donors include the aquariums membership as well as universities and conservation groups.

Fisherman: The aquarium and its Seafood watch program seem to exist as a recreational and educational tool for the public. Although the organization does recommend fish alternatives they do suggest that people avoid some species depending on region and fishing method. They do not certify fisheries, wholesalers or distributors.

Mission: This Organization's mission is to educate the public on issues related to sustainability. Their hope is to promote the most responsible possible seafood choices by the average grocery store and restaurant customer. They have created the most popular sustainability pocket guide to date and their rating system of best/good/avoid for fish species is quickly becoming a national standard.

History: The aquarium itself opened in 1984 as a gift to the community by David Packard who spent \$55 million to open the doors. In 1987 the Monterey Bay Aquarium Research Institute was started and by 1996 the aquarium expanded to almost double its original size.

Transparency: Throughout the Monterey Bay website you can find information on their positions, efforts and funding.

Locally: The aquarium is located in California but the organization can have a local impact. Many restaurateurs and customers refer to the MBA's Seafood Pocket Guide as the leading criteria for whether or not a fish can be considered sustainable.



Profish Limited
1900 Fenwick Street, NE, Washington, DC 20002 • (202) 529-3003 Fax (202) 832-3245
www.oceanpro.com