

THE AUDUBON

Seafood Wallet Card



Your choices can help make our oceans healthy again

Consumer demand has driven some fish populations to their lowest levels ever. But you can be part of the solution. You can choose seafoods from healthy, thriving fisheries.

Which fish you buy at the market and off the menu will determine the future of our oceans. You have the power to protect our marine life.



Carry this card in your wallet.

Consult it when you go to restaurants or grocery stores with fish on your mind.

DETACH, FOLD, & CARRY IN YOUR WALLET

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Farmed mussels and clams

Alaska salmon

Mahimahi, *troll caught*

Crawfish

Alaska halibut

Dungeness crab

Fold along dotted line

Tilapia, *U.S. farmed*

Yellowfin, bigeye, albacore tuna, *pole/troll caught*

Catfish

Striped bass

Mahimahi, *longline caught*

Pacific cod

Pacific flounders and soles

Rainbow trout



American (Maine*) lobster

Squid (calamari)

Ahi Tuna (yellowfin and bigeye tuna steak)

Canned tuna

Fold along dotted line

Swordfish

Atlantic cod

Groupers

Shrimp

Atlantic flounders and soles

Monkfish

Sharks

Farmed salmon (including Atlantic)

Orange roughy

Snappers






Chilean seabass (toothfish)

Atlantic halibut

* frequently called "Maine" lobster but not always from Maine

The Audubon Fish Scale makes it easy for you to see at a glance how a particular seafood choice is doing. The color scheme reflects the state of the fish or shellfish, roughly in order from green (least problematic) to red (most problematic).

-  Abundant, relatively well-managed species rate in the **green** category.
-  Some concerns about a species' status, fishing methods, and/or management, puts it in the **yellow** category.
-  If a fish has a lot of problems – such as severe depletion, overfishing, or poor management – it's in the **red** category.

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Not all seafoods are equal: some carry less environmental impact than others because of differences in their abundance, how they're caught, and how well fishing is managed. The key is to know which species are in good shape and which are not. Our goal is to help you become more familiar with your seafood, so that you're better able to make selections from healthy, thriving sources.

The Fish Scale color bar reflects the state of the fish, roughly in order from green (least problematic) to red (most problematic). If a fish is in good shape—for example, it's abundant, relatively well-managed, or the fishing methods have little effect on habitat and catch few unintended creatures—it's ranked green. If there are some concerns about a species' status, fishing methods, or management, it ranks in the yellow. Species with significant problems receive a red designation on our Fish Scale.

For details about each of the selections and rankings on our card, we have a National Seafood Card Backgrounder available via email, the web, and hardcopy.

Enjoy, knowing your choices can help heal the seas.

For more information about seafood and alternative choices: **Seafood Lover's Almanac**, edited by Mercédès Lee. \$19.95 suggested price. Available through bookstores and Amazon.com

Living Oceans is the marine program of the National Audubon Society. Our mission is to protect and restore the living communities and special places of the seas for seabirds, fish, and other marine life, and for the benefit of humanity.



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