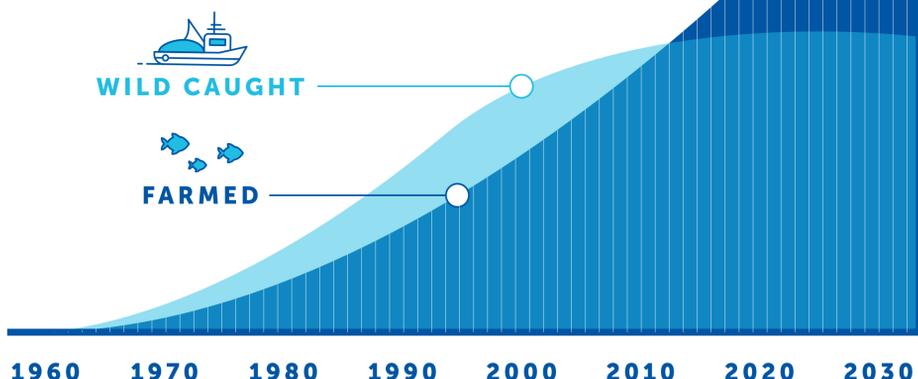




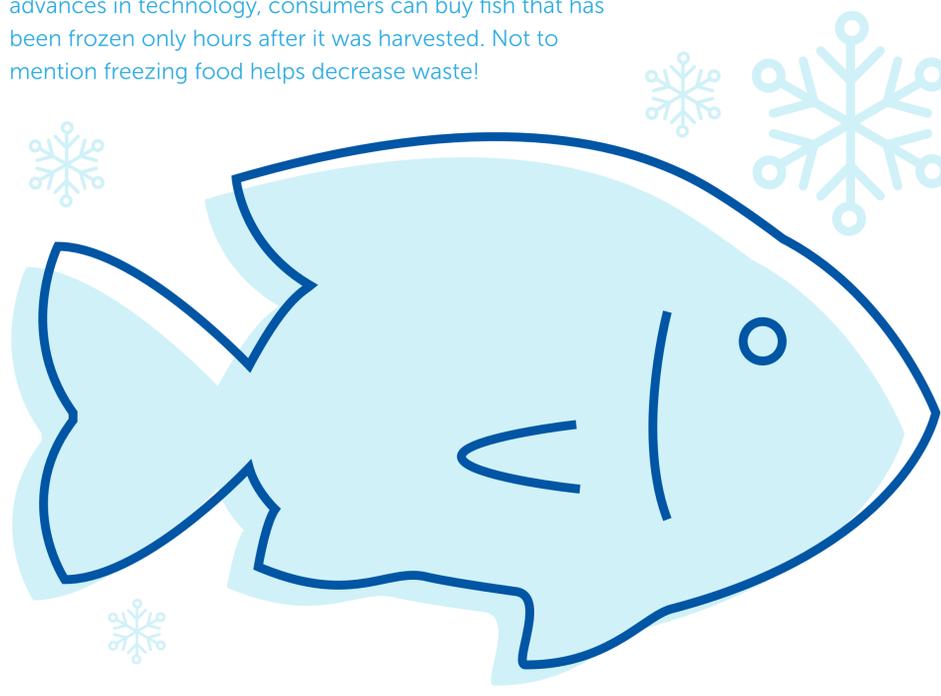
1. DON'T THINK WILD VS. FARMED

Fish farming is the only way to increase the amount of seafood we produce, as wild fisheries have reached their harvest capacity. In fact, by 2030, two-thirds of all of the seafood we eat will come from aquaculture! So, if you only look to buy wild seafood, you may want to reconsider. There are healthy and sustainable options available for both wild and farmed seafood.



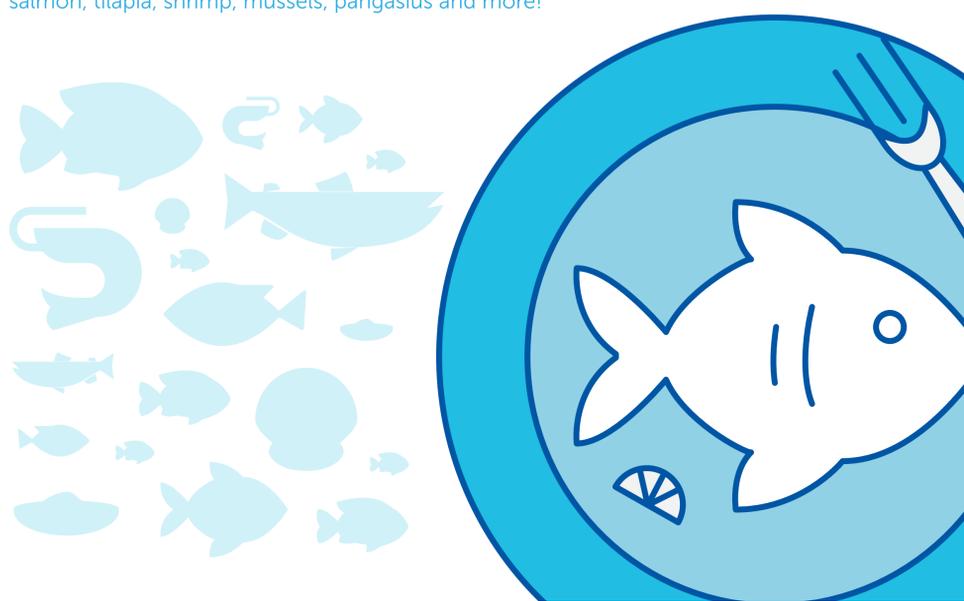
2. DON'T BE AFRAID TO GO FROZEN

In many cases, frozen seafood is less expensive, and with advances in technology, consumers can buy fish that has been frozen only hours after it was harvested. Not to mention freezing food helps decrease waste!



3. EAT A VARIETY OF SPECIES

One of the wonderful things about seafood is that there are so many varieties. Don't be afraid to ask your restaurant server or seafood counter personnel about sustainable options. BAP has about 30 species represented in its certification program, including salmon, tilapia, shrimp, mussels, pangasius and more!



4. FOCUS LESS ON COUNTRY OF ORIGIN

There's a lot of misinformation out there about seafood and country of origin and recommendations being made to avoid eating seafood produced in certain countries. In reality, these broad generalizations often don't take seafood certification programs into consideration. Programs like BAP ensure best practices are being used, no matter what country the seafood is being produced in!



5. LOOK FOR THE BAP LABEL

One of the easiest ways to find safe sustainable farm-raised seafood is to look for the BAP label. BAP is the only aquaculture certification program that covers the entire production chain!

Cooking up some BAP seafood?

Tag us on social media and use the hashtag #BAPcertified to be featured!

