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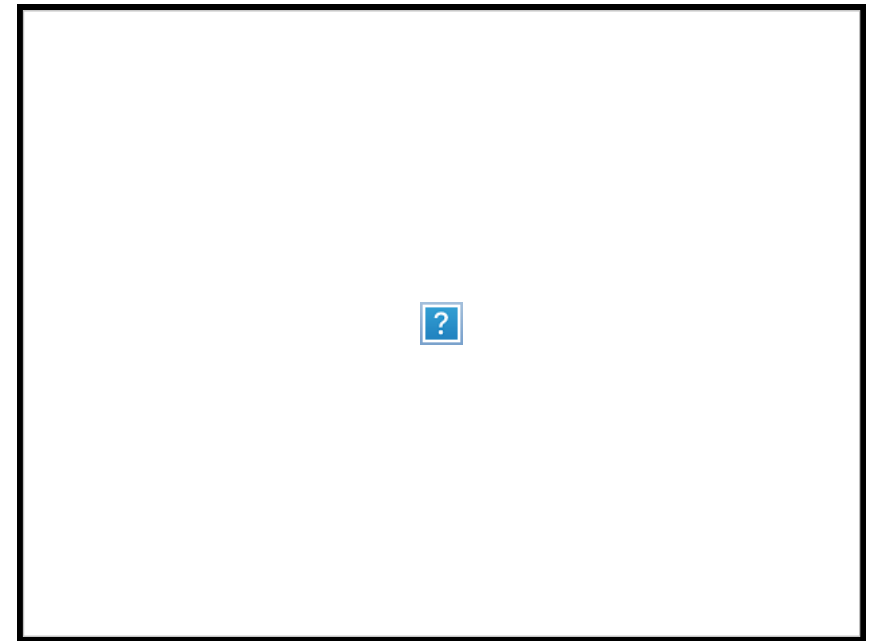
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Buy Line-Caught Seafood, Protect Endangered Fish

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Ask Jessica (our business development and operations guru) what she thinks about oceans, here's what she'll say: "The beauty of the ocean is probably one of my favorite aspects of nature. The sound of crashing waves, the depth of its mysteriousness, and the absolute endlessness it has. It can calm you with its movement and drift you into a dreamland if you close your eyes and feel its mist."

Many of us love the ocean for its power and beauty, but more than half the world's population depends on seafood as its main source of protein and for their livelihoods. Yet what if we could no longer count on the ocean's bounty and beauty? Today, ocean health and numerous fish stocks are at risk. This is a global issue, but local eco-friendly actions made by individuals like you can make a difference. Our guide to buying line-caught seafood is one way we're hoping to help protect endangered fish species around the world.



Quick Guide: Human Impact on Our Marine Food Chain

- **Fish populations 30% overexploited:** Almost 30% of global fish stocks are overexploited, requiring strict management plans if there is any chance of their full recovery.^[i]
- **90% tuna already gone, others fully exploited:** The large fish, like tuna and swordfish, are most at risk with 90% of them already gone.^[ii] The majority of the top 10 species stocks, which represent 30% of global capture fisheries production, are considered fully exploited with no potential for increases in production.^[iii]
- **Catches down by 50%:** Over 90 million tons of seafood is caught each year (over 100 species), yet despite the increase in power of fishers, they're only bringing in 50% of what they once did because of collapsing fish populations.^[iv] ^[v]
- **12% of the world's population employed in fisheries:** 54.8 million people worked directly in fisheries and aquaculture in 2010, plus those working in secondary roles such as processing, distribution, boat building, and research, for a total of around 10% to 12% of the population depending on the industry.^[vi] ^[vii] Some scientists are predicting a complete collapse of fisheries, which would have unimaginable consequences for these people.
- **80% of fishery threats come from land:** Overfishing is the biggest threat, followed by climate change, ocean acidification, spread of invasive species, habitat destruction and pollution.^[viii] ^[ix] More than 80% of human activity that impacts ocean health comes from on land.^[x]
- **US ranks 26 on Ocean Health Index:** And we earn an average score of 63 out of 100 points over ten goals in terms of the health of our surrounding oceans. ^[xi] Pollution, habitat destruction, bycatch, and genetic escapes are the key pressures impacting food production sustainability.^[xii]

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Take Action! Choose Sustainable Line-Caught Seafood to Protect Endangered Fish

1. **Choose line caught fish as a sustainable alternative:** Line-caught fish are caught one at a time very selectively by individual fisherpeople, making this a great way to support small-business fisheries. No nets or netting are used so they're bycatch-free and protect corals, turtles, and dolphins. Search the [FishChoice.com](#) database to find businesses that sell [sustainable seafood](#), including hook and line caught options. Or get the [MSC app](#) or [Seafood Watch app for android and iPhone](#) to use when you are on the go.
2. **When in doubt, choose wild:** Wonder which fish to eat for dinner? Choose wild. Here are three great choices that are both good for the ocean and good for your health: Wild Alaskan Salmon, troll- or pole-caught Albacore Tuna (from the US or BC), and Pacific Sardines. A great brand to try is [Blue Horizon Seafood](#), a [sustainable, wild-catch fishery](#) operating in the US. They adhere to both MSC and Monterey Bay Aquarium sustainability standards.
3. **Choose farmed when all else fails:** Despite the challenges with some methods of fish farming, farmed fish can be a good choice too if there are no hook and line options in your area. Try Tilapia, shellfish or Rainbow Trout for your next meal. Here the [FishChoice.com](#) database will also help.

4. **Take a stand in support of sustainable fishing practices:** Your individual choices make a difference, and so does your voice. If you want to urge politicians to support effective fishery management policies, [Environmental Defense Action Fund](#) and [Oceana](#) provide online message options to consider.

Dig Deeper: Be “Sustainable Seafood” Aware

- Explore the [Ocean Health Index](#) to learn even more about what’s threatening our oceans and how you can help. Be sure to explore their [It’s Our Ocean](#) interactive feature to see just how dependent we are on our oceans, then put yourself on the map with their [Connect 4 Conservation map](#) to see how much you depend on the ocean for your very life.
- Learn more about how to protect the environment: [Can the Oceans Keep Up with the Hunt?](#)
- Access a range of information and resources available at [Seafood Watch](#). Or check out the Canadian resource [Sea Choice](#).
- Test your knowledge of sustainable seafood – take the [National Geographic Seafood Quiz](#).
- For the teacher in you, here’s a [guide](#) to sustainable seafood for grades K-6.
- Learn about how our Pacific Northwest, one of the most productive fishing areas globally, is suffering in [The State of World Fisheries and Aquaculture](#).

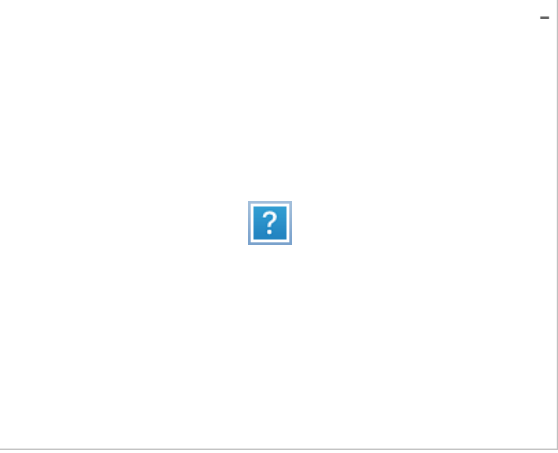
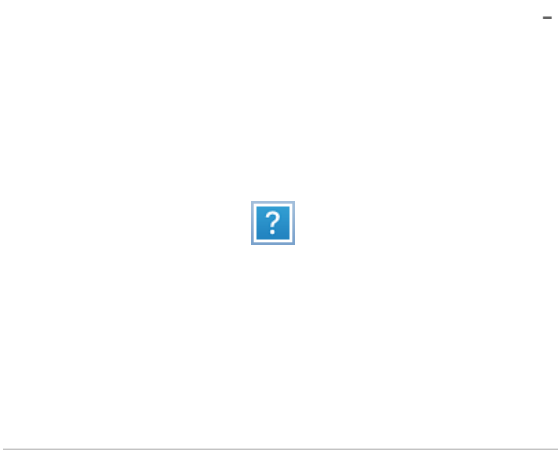
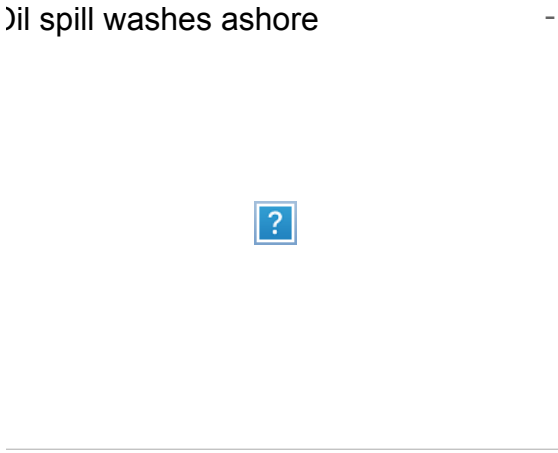
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