

EAT IN STYLE



≈ KNOW THE ORIGIN ≈



What is sustainable seafood?



A trend is taking over the world: People are discovering and switching to sustainable seafood because it's healthier, both for the consumer and for the environment. But, what is sustainable seafood?

Sustainable seafood is either wild-caught or farmed using environmentally friendly practices. Wild-caught fishing ensures long term health of the species' natural population and their ecosystem, whereas farmed fishing methods follow strictly regulated water usage and processes, feeding methods, waste-reprocesses and chemical usage, resulting in safe and clean products with minimized environmental impacts.



Risks



from unsustainable seafood

Wild fisheries are reaching the natural resource's limit with 86% of marine fish stocks being over-exploited*. While aquaculture can help meet the global demand and reduce the pressure off natural resources if it uses unsustainable methods, there will however be harmful consequences for the environment and the community.



Unsustainable fishing alters the eco-system and damages the environment, causing a steep decrease or even extinction of species. Water pollution, contamination, diseases and inefficient feeding in aquaculture only add to the diminishing quality and productivity of seafood products as well as being potentially unsafe for consumers.



(*) Economic Analysis of Supply and Demand for Food up to 2030 - Special Focus on Fish and Fishery products, 2014, FAO

Benefits

of sustainable seafood



By applying a regulated process on farming and fishing practices, sustainable seafood offers several benefits by closely managing acceptable species and fishing tools in wild-caught fisheries, choosing sustainable feeding methods, and reprocessing water and waste in aquaculture.

- Keeps water sources clean, thus decreasing negative impacts on the environment.
- Maintains ecosystem balance, guaranteeing sustainable growth of aquatic species.
- Ensures aquaculture feed comes from safe, sustainable sources, and are not wasted.
- Increases productivity of seafood by minimizing mortality rates.
- Improves working conditions of farmers and workers in the industry.
- Final products are safe and clean for consumption.

How to pick the right seafood



Eco-labels, such as those from ASC (Aquaculture Stewardship Council) and MSC (Marine Stewardship Council) confirm that the seafood is responsibly farmed or sustainably caught, which meet strict standards, benefiting the environment, community and society.

ASC is an independent non-profit organization, which sets standards for responsible aquaculture. To meet ASC's standards and achieve ASC certification, farms have to reduce damaging environmental impacts, protect the surrounding area and wildlife, protect workers' rights and support the interests of their local community.



MSC is an independent non-profit organization that observes, evaluates and encourages environment-friendly wild-caught fisheries. MSC certification assures responsible harvesting, which minimizes impacts on the environment, protects healthy growth of marine life and helps preserve the ecosystem.





Sustainable Seafood WEEK

For the first time ever, WWF (World Wide Fund for Nature) is organizing Sustainable Seafood Week in Vietnam to introduce the world's newest trend of dining in style with sustainable seafood.

From 14th to 24th of August 2015, you can participate in the week-long affair through several entertaining activities: visit the theme-based exhibition and join in exciting activities at Crescent Mall, District 7, HCMC; Enjoy responsibly produced seafood at selected eateries that will be serving dishes using ASC certified products (list on Page 6); Learn and support the switch to sustainable seafood at www.cabenvung.vn

Your pledge of support will be a powerful companion in WWF's mission to support producers and retailers to expand Vietnam's market for sustainable seafood now and in the future.



Find sustainable seafood



From 14th to 24th of August 2015, ASC certified seafood produced in Vietnam will be served officially at many eateries for the domestic market. Join the “Eat in style - Know the origin” trend and enjoy certified seafood at:

DISTRICT 1

Chilli Thái

38 Mac Thi Buoi, District 1
Tel: 08 3823 7727

Chomp Chomp

6A Thai Van Lung, District 1
Tel: 08 3521 8368

Cơm tấm Mộc

85 Ly Tu Trong, District 1
Tel: 08 3824 8561

InterContinental

Asiana Saigon Hotel

Restaurants: Market 39 and Yu Chu
Corner of Hai Ba Trung
& Le Duan, District 1
Tel: 08 3520 9999

NOIR. Dining in the Dark

178/180D Hai Ba Trung, District 1
Tel: 08 6263 2525

Rơm BBQ

2-4-6 Luu Van Lang, District 1
Tel: 08 3822 0060

Tuấn & Tú

112 Pasteur, District 1
Tel: 08 3824 7424

DISTRICT 7

Cơm tấm Mộc

SB8-1, My Khanh 2, Phu My
Hung, District 7
Tel: 08 5412 3617

Koh Thai Bistro

5th floor, SC Vivo city, 1058
Nguyen Van Linh, District 7
Tel: 08 3775 4486

Thì Là Quán

SD13-1 Canh Vien 1, Tieu Nam,
Phu My Hung, District 7
Tel: 08 5417 0784

BINH THANH DISTRICT

Papaya Chì Nghĩa

68 Phạm Việt Chanh,
Binh Thanh District
Tel: 08 6258 1508

HANOI

BOO Café

308 Ba Trieu,
Hai Ba Trung District
Tel: 04 3978 4629

Seafood

“avoid”

list



You can change your eating habits and switch to sustainable seafood by avoiding the following seafood items:

1. Sharks (especially shark fins)
2. Sea turtles (eggs, meat and craft products)
3. Dugong (*Dugong dugon*)
4. Blue swimming crab (*Portunis pealgicus*) <10cm or carrying eggs, from Kien Giang
5. Common seahorse (*Hippocampus kuda*) exploited from nature
6. Three-spot seahorse (*Hippocampus trimaculatus*) exploited from nature
7. John Dory (*Zeus faber*) exploited from nature
8. Sea cucumber (*Microthele nobilis*)
9. Semilabeo (*Semilabeo obscurus*)
10. Giant catfish (*Pagasianodon gigas*) exploited from nature
11. Giant barb (or giant carp) (*Catlocarpio siamensis*) exploited from nature
12. Greasy grouper (*Epinephelus tauvina*) exploited from nature

Join the trend



Countries where WWF actively promotes sustainable seafood

The world is switching to sustainable seafood, and the list of participants is getting longer. Have you made the much-needed change yet?

1. Austria
2. Belgium
3. China
4. Denmark
5. Finland
6. Germany
7. Hong Kong
8. Indonesia
9. Italy
10. Japan

11. Malaysia
12. Netherlands
13. Norway
14. Poland
15. Russia
16. Singapore
17. Spain
18. South Africa
19. Sweden
20. Switzerland
21. Thailand

How Vietnam's seafood industry is shifting

towards sustainability



In addition to ASC and MSC certification, sustainable seafood development projects in Vietnam are constantly evolving and expanding, which help achieve the following results:

AIP (Aquaculture Improvement Project): helps fish farms to meet the required standards and eligibility to apply for ASC certification.

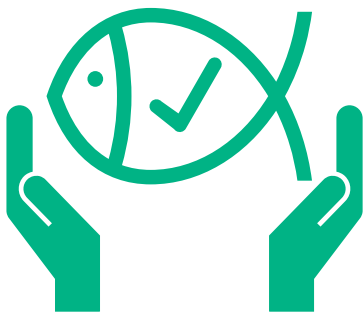
BMP (Better Management Practices): helps to adopt the most suitable practices for farms that benefit both, them and the environment. It assists in completing one crop cycle at least and increases their eligibility to apply for ASC certification.

FIP (Fishery Improvement Project): supports fisheries to meet required standards and become eligible for MSC certification.

WWF plays an important role in developing and supporting these projects in Viet Nam. You can find more information at vietnam.panda.org

Support

sustainable seafood in Vietnam



You can help sustainable seafood develop in Vietnam by:

- Enjoying sustainable seafood at eateries mentioned on page 6.
- Changing your eating habits and saying no to the seafood species mentioned on page 7.
- Visit www.cabenvung.vn and pledge "I support Sustainable Seafood in Viet Nam" to speak up and encourage the community of farmers and aquaculture organizations, which will help them to continue striving and developing sustainable seafood for you.



Campaign's Corporate Partners:



TBWA

Panasonic