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championing  
a better world

## a fish story:

### WHY IS WEAVER STREET MARKET SELLING SUSTAINABLE SEAFOOD?



There was a time, not very long ago, when organic dairy products, antibiotic and hormone-free meats, and fair trade coffee were rare and expensive. What happened? The simple (and not incorrect) answer is that economics occur: increased demand creates incentives for more efficient, plentiful supplies. Voila, antibiotic and hormone-free steaks and organic RBGH-free yogurts are readily available and affordable at Weaver Street Market.

Another part of the answer is that years of work among dedicated scientists, educators, consumer advocates, journalists, and progressive grocers was required to bring about this change. The forces working to protect existing commerce are powerful indeed, and changes only really kick in once producers or suppliers see a market advantage (e.g. increased opportunity to make money) in doing things differently. Even Wal-Mart is adding organic produce...

The market for sustainable seafood is currently where antibiotic and hormone-free chicken, beef and pork were a decade ago. Weaver Street Market began selling only wild-caught salmon 4 years ago. We have continued to work, along with many other organizations and individuals (e.g. you), to shift the seafood industry toward a more "ecologically conscious" position—one that recognizes and adjusts for overfishing, outsized by-catch, or environmentally destructive aquaculture.

The effort is difficult because we are dealing with an international industry harvesting wild animals rather than U.S. (or even local farms) raising domesticated species. In many ways, the situation is analogous to global warming. A complex, largely self-regulating system has been altered by humans with changes that are slow and mostly imperceptible (during our lifetimes). Marine scientists have identified the risks; now it's time to take action.

### WHY IS WEAVER STREET MARKET'S SEAFOOD SPECIAL?

- WSM sells wild seafood that is not endangered or harvested using environmentally destructive methods.
- WSM sells farm-raised seafood that is produced using environmentally sound practices.
- WSM uses current information and rankings from nationally and internationally recognized organizations to make purchasing decisions (see list below).
- Whenever possible, WSM purchases seasonal catch from local and regional fisheries: North Carolina, East Coast, and Gulf Coast.
- WSM provides full information about the source and handling of all products.
- Together WSM and our customers can strengthen the incentives to develop a sustainable marine fishing and aquaculture industry.

#### WEBSITES FOR MORE INFORMATION:

MONTEREY BAY AQUARIUM [www.mbayaq.org](http://www.mbayaq.org)

THE BLUE OCEANS INSTITUTE [www.blueoceaninstitute.org](http://www.blueoceaninstitute.org)

SEAWEB [www.seafoodchoices.org](http://www.seafoodchoices.org)

THE MARINE STEWARDSHIP COUNCIL [www.msc.org](http://www.msc.org)

ENVIRONMENTAL DEFENSE FUND, OCEANS  
[www.oceansalive.org/home.cfm](http://www.oceansalive.org/home.cfm)

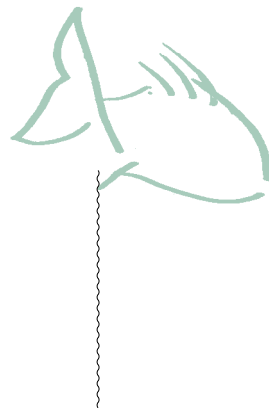
#### sustainable seafood BEST CHOICES

FARM-RAISED, CERTIFIED

**ORGANIC  
SHRIMP**

**\$5.99 LB.**

SAVE \$2.00 LB!



#### sustainable seafood BEST CHOICES

FARM-RAISED

**ARCTIC  
CHAR**

**\$9.99 LB.**

SAVE \$2.00 LB!

WSM SELLS FARM-RAISED SEAFOOD THAT IS PRODUCED USING ENVIRONMENTALLY SOUND PRACTICES