

Introducing the New FishChoice.com

Creating solutions that accelerate sustainability in the global seafood industry



FishChoice.com is the only interactive platform that tailors the seafood sustainability information businesses need, and makes it accessible and actionable. Thousands of seafood businesses use FishChoice.com to track and manage the sustainability of the seafood they sell and to find new sources of sustainable products.

Finding the Resources You Need has Never Been Easier

FishChoice.com makes sustainability easier for your business, so you can show your customers that you're able to meet their needs around sustainable seafood.

Through FishChoice.com seafood businesses can:



Learn more about the sustainable seafood landscape



Commit to sustainable sourcing and make your commitment public



Source from FishChoice Partners to meet your customers' sustainability needs



Track the sustainability of the seafood you buy and sell and share that information

Our vision for a thriving and sustainable seafood industry starts with businesses like you. Create your free account on FishChoice.com to begin your sustainable seafood journey today!



The FishChoice Partner Program allows seafood businesses to showcase their company and the products they buy and sell to sustainability-minded customers. Through a public-facing Partner profile, businesses can share sustainability information for the seafood products they source and highlight their sustainability initiatives.

Now Available to More Business Types

Any type of business that buys or sells seafood can become a FishChoice Partner, including:

Distributors & Wholesalers
Aquaculture Operations
Processors
Retailers (Including Online)
Fishers

Universities & Academic Institutions
Hospitality & Catering Services
Bait & Feed Companies
Zoos & Aquariums
Restaurants



FishChoice Partners have full access to the information and customizable tools a business needs to source seafood sustainably, unlocking a number of different benefits:

Total control — Partners can now decide when and how to update company, or product information on FishChoice.com.

Choose your yardstick — Partners can now select a sustainability rating program for assessing their seafood and are also able to display any certified products and any fishery improvement projects (FIP) products on the site.

Connections — Partners get full access to a directory of more than 600 businesses offering more than 11,000 products.

Marketing opportunities — Partners have access to FishChoice Partner logos, and language that can be used to highlight their engagement with FishChoice sustainability efforts for use on company websites and in marketing materials.

Join the FishChoice Partner Program today by registering for a FishChoice.com account today!