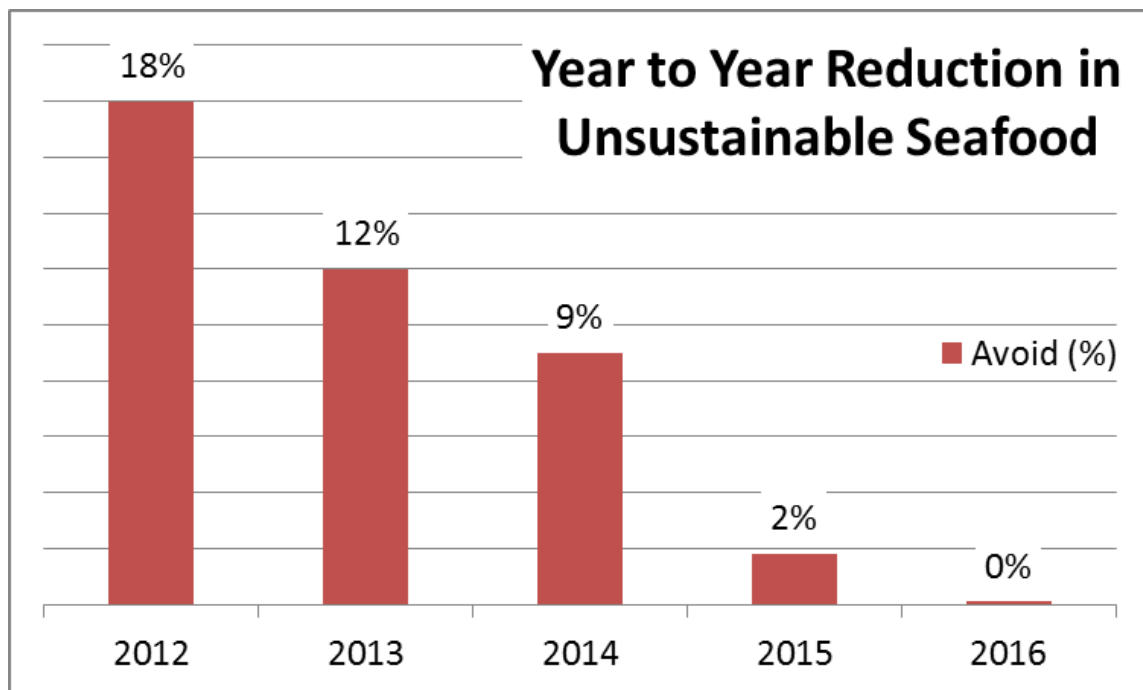


July 19, 2017.

SeaChoice Press Release

SeaChoice is proud to announce that after years of working with Buy-Low Foods they have achieved, and continue to achieve a level of sustainability not met by any other major retailer in Canada. In November of 2015 Buy-Low Foods (along with Nesters Markets) became the first to remove all seafood ranked as “Avoid” by Seafood Watch and has continued to uphold this unparalleled excellence in sustainable seafood since then.



SeaChoice worked closely with Buy-Low to reach this milestone, largely because it helps create positive change on the water both in Canada and abroad. SeaChoice continues to hold this as an ultimate goal and Buy-Low have not only supported this by purchasing only sustainable seafood but also through education of their customers about sustainable seafood, outreach to their seafood suppliers and adding their voice to fisheries reform initiatives when possible. SeaChoice values and congratulates Buy-Low Foods for its efforts and ongoing commitment to sustainable seafood procurement and consumer education.

Having achieved significant progress in the retail landscape, SeaChoice is in the process of pivoting into the next decade of work to improve the sustainability of seafood produced in, and imported into Canada. In order to ensure that sustainable seafood demand and supply continues to increase in Canada,

SeaChoice recognizes that it is necessary to increase pressure at different places along the seafood supply chain in order to further leverage change and continue momentum in sustainable seafood production. Moving forward, SeaChoice will be moving away from direct retailer partnerships and directing more resources into initiative such as:

- transparency and traceability
- more direct work to improve the remaining red-ranked fisheries in Canada
- consolidating market leverage to improve some of the least sustainable fisheries and aquaculture production, and;
- providing retailers the tools and incentive necessary to improve their sustainable seafood commitments and create their own policies in-house.

Over the coming months there may be some changes in store as SeaChoice moves on from direct work with Buy-Low Foods and shifts their focus to other areas of need in Canadian seafood sustainability. Be assured that this will not affect the underpinnings of Buy-Low Foods' sustainable seafood program. Buy-Low Foods commitment to sustainable seafood will remain as comprehensive as before and will continue to provide sustainable seafood, collect data, work with suppliers to ensure sustainability, educate consumers and, where possible, continue to create positive change on the water through policy outreach. When you shop at the Buy-Low you will continue to be provided with sustainable seafood options at great prices.

Bill Wareham
SeaChoice Representative from the David Suzuki Foundation