



Western Washington University
Western CEDAR

Salish Sea Ecosystem Conference

2022 Salish Sea Ecosystem Conference
(Online)

Apr 27th, 4:30 PM - 5:00 PM

Salish Sea Certified Program as a Way to Focus Consumer Energy on Protecting the Salish Sea

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SALISH CENTER
For Sustainable Fishing Methods

SALISH SEA CERTIFIED PROGRAM

A Medallion that Educates the Public About Our Local Seafood and Where it's From



The Salish Sea Certified Program allows consumers to recognize that their seafood comes from the Salish Sea, when buying it retail or in restaurants. They can then taste the difference and ask for it again.

With this knowledge consumers will understand that preserving the Salish Sea and its inhabitants will ensure that we will continue to enjoy its bounty.

This is a way to brand our seafood and build familiarity and pride for the seafood that comes from our waters. As things stand now, there is no way for consumers to know if the crab, halibut, prawns, or salmon they're eating has come from the Salish Sea, the Coast, or Alaska.

If the consumer knows that it's harvested here, they are more likely to work to protect the seafood's



habitat. It is basic marketing, but with a much larger goal: To save the fragile ecosystem of the Salish Sea, and with it the Southern Resident Orcas.

This recognizable medallion is offered to fishers, processors, and retailers. Using it shows that the seafood is:

1. Harvested within the geographic boundaries of the Salish Sea.
2. Harvested sustainably using approved methods:
 - a. Selective fishing, with limited bycatch mortality
 - b. From a fishery that can be shown to be well regulated and sustainable
 - c. From a fishery that uses best practices as laid out by Salish Sea Certified and attested to by individual fishers

Salish Center for Sustainable Fishing Methods will conduct annual audits of medallion recipients and make them available to the public.

For more information go to salishcenter.org.

