

# HOW'S YOUR SEAFOOD?

**Dear** \_\_\_\_\_ (enter name of company)

**Date:** \_\_\_\_\_

As a seafood lover that cares about the oceans I decided to find out what kind of seafood you are selling and check out how I think you are doing at keeping our oceans healthy.

I've made a visit to your store and you can see my personal impressions in the scorecard below. I'll be reporting these back to WWF, the global conservation organization, and I would also welcome a response from you. You can contact me on the e-mail below.

Company (the name of the company being scored): \_\_\_\_\_

Town (the name of the town where the company is): \_\_\_\_\_

Country (the name of the country where you are): \_\_\_\_\_

## Seafood Scorecard

1. Does the company stock and/or sell MSC certified seafood [MSC logo]? yes / no  
['yes' scores 5 points, 'no' scores 0 points]
2. How easy was it to find MSC-labelled seafood? very easy / easy / ok / hard / very hard / impossible  
['very easy' scores 5, 'easy' scores 3, etc., 'impossible' scores 0]
3. Does the fish seller or nearest staff member know how (e.g., longline, trawling) and where their fish was caught and what the implications are? yes / no idea ['yes' scores 5, 'no idea' scores 0]
4. Is there a statement about seafood 'sustainability' in-store? displayed / available on request / none available? ['on display' scores 5, 'on request' scores 3, 'none available' scores 0]

**Total Score** \_\_\_\_\_  
(maximum 20 points)

## Any other comments or messages for the company?

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## Message from WWF

WWF is campaigning globally for sustainable fisheries. As a company that buys and sells seafood, you have a critical role to play in ensuring that our oceans have a healthy future. The easiest way to do this is by sourcing your products from MSC certified fisheries. But there is a lot more that you can do. If you'd like to find out what, visit [www.panda.org/marine](http://www.panda.org/marine), or contact your nearest WWF office.

**Signed - Name:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_



## Scorecard Reminder Slip

Dear Friend,  
Thanks for completing the Scorecard. Please make a note of the company name and location, the date, and your scores on this reminder slip so that you can tear it off and then e-mail the results back to WWF at [can we insert a generic email address?] when you get home.  
Thanks again!

**WWF**

Company: \_\_\_\_\_ Town: \_\_\_\_\_ Country: \_\_\_\_\_ Date: \_\_\_\_\_

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ Total: \_\_\_\_\_