



CONSCIOUS SEAFOOD CONSUMER DINER CARD



DEAR CHEF / RESTAURANT OWNER

AS A CONSCIOUS SEAFOOD CONSUMER, I want to support responsible seafood businesses, who seek to buy and sell sustainably caught and farmed seafood to ensure that there is seafood not only for me today, but for future generations. It is therefore important to me that you sell seafood that, according to SASSI, is from healthy populations and is not caught or farmed in ways that damage the environment.

- I noticed that some of the seafood you serve is caught or farmed in ways that is likely to harm the environment.
- I noticed that you do not provide me with any information about my seafood choices (e.g. where and how it is caught), which makes it difficult for me to make sustainable seafood choices.
- Thank you for offering sustainable seafood. I will be sure to recommend your business to my family and friends.

Visit www.wwf.org.za/sassi for more details.

COMMENTS
