

**THE AUDUBON  
Seafood  
Wallet Card**



Consumer demand has driven some fish populations to their lowest levels ever. But you can be part of the solution. You can choose seafoods from healthy, thriving fisheries.

Which fish you buy at the market and off the menu will determine the future of our oceans. You have the power to protect our marine life.

*Carry this card in your wallet.  
Consult it when you go to restaurants or grocery stores with fish on your mind.*

**Your choices  
can help make  
our oceans  
healthy again**

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- Wild Alaska Salmon
- Dungeness Crab
- Mahimahi (Dolphinfish)
- Striped Bass
- Pacific Halibut
- Catfish

Fold along dotted line

- Tilapia (U.S. farmed)
- Tuna (troll- and poll-caught)
- Blue Crab
- Tuna, canned
- Farmed Scallops, Mussels, Clams\*



- Rainbow Trout
- Calamari (Squid)
- Lobster
- Yellowfin Tuna steak
- Soles
- Swordfish
- Monkfish

Fold along dotted line

- Atlantic Cod
- Farmed Salmon (incl. Atlantic)
- Groupers
- Shrimp (wild and farmed)
- Wild Scallops
- Flounders
- Sharks
- Snappers
- Orange Roughy
- Chilean Seabass (Patagonian Toothfish)
- Atlantic Halibut



\* not dredged

DETACH, FOLD, & CARRY IN YOUR WALLET



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**Audubon's Living Oceans**  
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The Audubon Fish Scale makes it easy for you to see at a glance how a particular seafood choice is doing. The color scheme reflects the state of the fish or shellfish, roughly in order from green (least problematic) to red (most problematic).



Abundant, relatively well-managed species rate the **green** category.



Significant concerns about a species' status, fishing methods, and/or management, puts it in the **yellow** category.



If a fish has a lot of problems – such as severe depletion, overfishing, or poor management – it's in the **red** category.

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Not all seafoods are equal: some carry less environmental impact than others because of differences in their abundance, how they're caught, and how well fishing is managed. The key is to know which species are in good shape and which are not. Our goal is to help you become more familiar with your seafood, so that you're better able to make selections from healthy, thriving sources.

The Fish Scale color bar reflects the state of the fish, roughly in order from green (least problematic) to red (most problematic). If a fish is in good shape—for example, it's abundant, relatively well-managed, or the fishing methods have little effect on habitat and catch few unintended creatures, it's ranked green. If there are some concerns about a species' status, fishing methods, or management, it ranks in the yellow. Species with significant problems receive a red designation on our Fish Scale.

**Enjoy, knowing your choices can help heal the seas.**

For more information:

A colorfully illustrated and informative guide to seafood, *Seafood Lover's Almanac* can help you become more familiar with the fish and shellfish you eat. It contains information on nutrition and health benefits of seafood, how specific seafoods are caught or farmed, alternative choices to species in trouble, and recipes. With the Fish Scale color bar featured on every profile, you can make informed, conservation-minded, conscientious choices.

**Seafood Lover's Almanac**

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**Living Oceans**, the marine program of the National Audubon Society, works to restore abundant marine wildlife in our oceans and along our coasts.



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