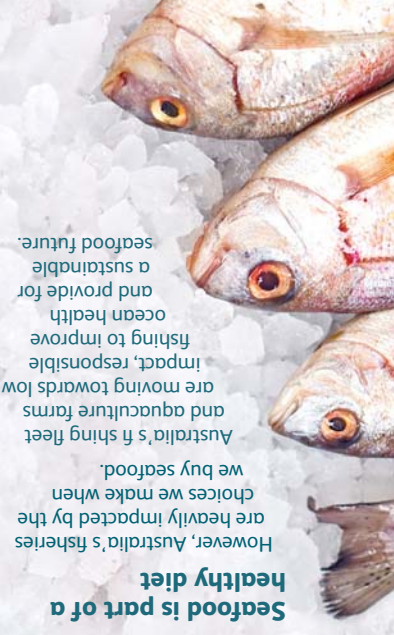




Help Taronga support healthy oceans for seals and all other ocean life
 Donate to the Taronga Foundation: tarongafoundation.org.au
 (All donations are 100% tax deductible)

- Be an aware consumer**
 Locally-caught fresh seafood is best.
- Ask before you buy –**  be an aware consumer
- Try something different:**
- ✓ Bream and Australian Herring
 - ✓ Flathead, Luderick
 - ✓ Bonito
 - ✓ Australian Salmon
 - ✓ Calamari, Spencer Gulf King Prawn
 - ✓ Eastern School Whiting
 - ✓ Leather Jacket
 - ✓ MSC certified Yellow-eyed Mullet

- Ask Questions**
- ✓ Is the fish caught locally?
 - ✓ Is it fresh and in-season?
 - ✗ Is it a deep-water species?
 - ✗ Is it a long-lived species?
- Avoid:**
- ✗ Orange Roughy
 - ✗ Shark, Skate and Ray
 - ✗ Southern Bluefin Tuna
 - ✗ Gemfish
 - ✗ Commercial Scallop
 - ✗ Redfish
 - ✗ Smooth Oreodory
 - ✗ Swordfish



Seafood is part of a healthy diet

However, Australia's fisheries are heavily impacted by the choices we make when we buy seafood. Australia's fishing fleet and aquaculture farms are moving towards low impact, responsible fishing to improve ocean health and provide a sustainable seafood future.

You have the power to create healthy oceans for seals and other ocean life

- Look for this icon on supermarket labels 
- Understand the issues so you can make choices for healthy oceans by buying responsible seafood
- Use phosphate-free laundry detergent and fertilisers 
- Protect our marine habitat and wildlife from litter and lost recreational fishing line and tackle



The sea surrounds us, defines us, inspires us, and connects us to the world

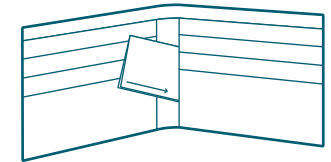
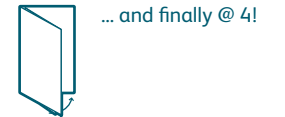
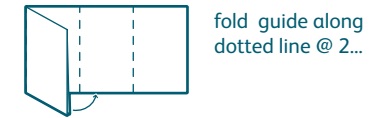
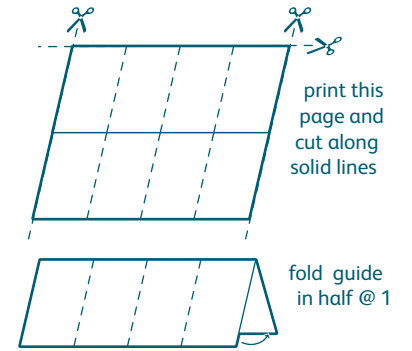
There are many groups in Australia working towards healthy oceans. Visit these websites to find out more:

- www.greenpeace.org.au
- www.oceanwatch.org.au
- www.acfonline.org.au/marine
- www.msc.org
- www.amcs.org.au
- www.afma.gov.au
- www.seafood.net.au
- www.marketpride.com.au

CHOOSE YOUR SEAFOOD WISELY FOR HEALTHY OCEANS

Australians love the sea ... we want it to be healthy and full of life.

Be an aware consumer



store it somewhere handy like your wallet/purse for quick reference later!