

As of January 19, 2011 OPC staff has received the following email from 2261 individuals from a Food and Water Watch online petition.

Dear members of the Ocean Protection Council,

Thank you for taking on the important task of developing an eco-label for sustainable seafood in California. I appreciate your efforts, but as a consumer I have several concerns with the draft protocol of the Sustainable Seafood Initiative.

California's seafood eco-label should be publicly developed, monitored and awarded by the state to increase transparency for consumers and to prevent California fisheries from being awarded an eco-label before it actually meets the standards for sustainability. This is an unnecessary risk taken with the current consideration of a private, outside labeling authority, whose criteria may allow fisheries with below-average scores to be certified.

I also urge the OPC to consider the issue of contamination in seafood. Fish that is high in mercury or PCBs – and potentially harmful to human health – should not be certified “sustainable” in California's program.

Finally, California sustainable seafood labeling information must be conveyed publicly in stores and on shelves – not just online and for smart-phone users, as currently proposed. All California residents deserve to benefit from this information – not just those who can afford to access the internet.

Producing a label that is clear and effectively communicates sustainability and safety is important to me and California's consumers. Thank you for considering these comments.

For more information:

http://action.foodandwaterwatch.org/p/salsa/web/common/public/content?content_item_KEY=8330