

## Welcome to FishChoice.com



As a FishChoice Supplier Member, your company will be part of a seafood community of thousands of seafood professionals.

By including your company on FishChoice.com, you are demonstrating that you value the importance of environmentally responsible seafood production. This value will be communicated to your current clients and potential customers alongside hundreds of other like-minded businesses.

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**FishChoice.com is the most in-depth website for seafood supply chain businesses and sustainable seafood information.**

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FishChoice.com is designed to help you communicate seafood sustainability to your customers. There are several options available for you to increase the impact FishChoice can make for your company (see Page 3) and we will be periodically sending you information on future developments, so stay tuned.

### Your FishChoice Supplier Membership Account

As a Supplier Member, you have an account on FishChoice.com based on the email address you provided us. Your username and password are below. If at any time you can't log in, you can use your email or username to reset your password.

**EMAIL\*:**

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**USERNAME:**

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**PASSWORD:**

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Upon logging in to FishChoice.com, please take the following steps:

1. **Reset your password** using your username or email address.
2. Check your profile for accuracy. If any changes to contact, company or product information are needed, they can be made by contacting FishChoice.com directly.
3. Please add the domain "@fishchoice.com" to your email program's safe sender list to ensure you are receiving email communications from both FishChoice.com as well as potential customers.

\* Please note, your email is not available to anyone who uses the FishChoice.com website and we will not provide it to anyone without your permission.



**FishChoice, Inc.**  
**p:** 877.642.0008  
**e:** info@fishchoice.com



# FishChoice Supplier Member Profile & Product Checklist

Think of FishChoice.com like a dating website – the better your profile, the more likely you will get asked out.

Now that you are a member, please make sure your company description and product listings are as informative as possible because it will increase the likelihood of new buyers contacting you. FishChoice is also designed to help you with customer retention and likewise, your company information and product details can reinforce those relationships you have built with your existing customers.

Please review the following checklist to ensure your FishChoice.com supplier membership is both accurate and compelling – and remember, if you need any assistance, we are here to help.

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## ❑ **Company Description**

Imagine this as the story of your company. Ideally, your description will include your company history, sustainability commitments, awards, brands, NGO partnerships, philanthropy, etc. These descriptions should also only reference products and their sources that are included on your list of products.

## ❑ **Contact Info**

Do we have your exact business name, correct address and phone number? Is the product size, availability and form information accurate?

## ❑ **Logo**

Do we have the right logo? How does it look? FishChoice can make changes to the image and your profile to make your supplier profile look sharp.

## ❑ **Supply Chain Network**

Are there any other companies on FishChoice that you buy from or sell to that you would like to connect through your profile?

## ❑ **Logistics**

Is your distribution information accurate? Does the information answer a buyer's question of, "can this supplier get their product to my location?" It should clearly state the geographic distribution and methods of delivery.

## ❑ **Product Description**

Each product has a standard description, which is the species, fishing/farming method, and origin. Is there more information about some or all of your products that will stand out? This may include brand names, special processing, private label options, etc.

## ❑ **Semi-Annual Review**

We strongly recommend you review this information at least twice a year to make sure your company description includes any updates, and to check if there are any products that should be added or removed.



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# Get the Most from Your Membership

## Website, Email & Social Media

- Add FishChoice to the sustainability section of your website or create a sustainability section about your participation on FishChoice.
- Include links to your supplier profile and/or product pages in places such as emails to your customers, internal communications to staff, and new leads.
- Connect with FishChoice.com on Facebook, Twitter, LinkedIn, and Pinterest and then post your FishChoice supplier on Facebook and send tweets of your FishChoice product listings highlighting current availability.

## Communications

- Use FishChoice resources such as our buying guides and industry resources as talking points when communicating with internal and external audiences.
- Send out a press release on your supplier membership. We will be happy to provide a quote, co-author the release and help with distribution.
- Provide a testimonial to FishChoice that we can use in our own messaging. We use these on our website, printed materials, and our own press materials.

## Events

- Co-market with FishChoice.com at mutually attended events such as seafood trade shows, industry conferences, etc.
- Provide FishChoice co-branded marketing materials to your customers. Please inquire for more information.
- Invite FishChoice to your events or meetings to help answer questions about sustainable seafood.

## Product Listings Maintenance

- As seafood ratings and assessments change, we add products accordingly. Please look for our newsletter, website, and other communications highlighting these changes for opportunities to add new products.
- When sustainable seafood ratings are changed or updated for products you have listed, we will send you an email notification. Depending on the nature of these changes, we may need to modify your product listings.
- If you have a certification, contact us when new items are added to your certificate so we can add them to your profile. Conversely, if items become removed from your certificate please let us know so we can either remove the certification or the product entirely.
- If you change sources of seafood or stop sourcing a product entirely, please contact us immediately so we can remove the item.



Sample Supplier Member graphics for use on your website



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## ABOUT FISHCHOICE, INC.

FishChoice, Inc. (FCI) is a 501(c)(3) nonprofit that is funded by private foundations and donors. FishChoice works directly with the Seafood Watch Program at Monterey Bay Aquarium, Ocean Wise, NOAA Fisheries, the Marine Stewardship Council, Best Aquaculture Practices, Fair Trade, Food Alliance, and Aquaculture Stewardship Council in providing science-based, up-to-date sustainable seafood products, suppliers of those products, and relevant supporting information.

# Membership Agreement

- Supplier Membership on FishChoice.com (having a profile, a list of seafood products, etc...) is voluntary and at any time a supplier or FishChoice can cancel this participation. FishChoice asks Supplier Members to provide us with 30-day written notice to be removed from FishChoice.com.
- Supplier Members are responsible for all information on their company and products. It is the supplier's responsibility to verify all content is current and accurate. In the case of any misinformation, suppliers agree to hold FishChoice, Inc. harmless of any liability from inaccurate information.
- Supplier Members understand that FishChoice is not: an ecolabel or seafood certification, an evaluation of seafood production or seafood rating, or an example of traceability, and must not use the FishChoice name or images to imply one or more of these scenarios. Further, Suppliers may not refer to FishChoice as a "partner" but rather use the term "member" or "membership."
- Supplier Members may use the FishChoice Supplier Member graphics for their website and other digital communications in the context of the company itself. FishChoice Supplier Member graphics may not be used in the context of specific seafood products. For any questions regarding uses of FishChoice Supplier Member graphics, please contact FishChoice at least two weeks in advance of intended use.
- Supplier Members are not allowed to use the name or images of any of FishChoice's Sustainable Seafood Partners or Affiliates. Any use of these names or images requires that a company contact those organizations separately.
- Supplier Members consent to FishChoice's use of their name and logo in promoting our sustainable seafood platform and membership program.



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