



and Pact for Sustainable Seafood

...the best food possible to our customers. We strive to offer practical solutions that can be implemented into our sourcing practices. We are passionate about serving the planet. We strive to offer practical solutions that can be implemented into our sourcing practices. We are passionate about serving the planet. We strive to offer practical solutions that can be implemented into our sourcing practices.

# TOOLKIT

## Talking Points: Customers & Media

Here are some talking points to help you explain the Portland Pact to your customers or use when talking to media.

- As a chef who serves seafood, my business relies on the long-term health of our fisheries, our fishing industry, and our oceans. I am responsible for developing and delivering menu items that taste great and meet customer demand, including finding ingredients that are produced without harming the planet.
- To deliver on this promise while serving up seafood dishes like (NAME OF RESTAURANT)'s famous (Name a seafood special), I need access to a steady supply of sustainable seafood. And to have sustainable seafood, we need science-based policies that make sure our fisheries are managed properly.
- Thanks to a law known as the **Magnuson-Stevens Act**, the U.S. has some of the best managed fisheries in the world. This law ensures I'll continue to have access to a steady supply of sustainably-caught domestic seafood.
  - The Magnuson-Stevens Act controls the amount of fish that we take from the ocean, so that we can all enjoy this resource now and in the future.
  - Since 2000, the Magnuson-Stevens Act has helped recover more than 40 fish species that had been depleted by overfishing. Today, overfishing is near historic lows.
  - The Magnuson-Stevens Act also protects the jobs of the fishermen we work with, who rely on healthy fisheries for their livelihoods.
- Unfortunately, some special interest groups and members of Congress are trying to weaken this law, which could spell trouble for chefs and seafood lovers alike.
- Chefs throughout the country are signing on to the Portland Pact for Sustainable Seafood as part of a nationwide movement to promote healthy fisheries and a strong seafood economy.