

The New York Times

Traffic Signals on the Road to Protecting the Fish

Published: August 22, 2007, The New York Times

The Wild Edibles fish stores have taken a step for conservation: in cooperation with the Blue Ocean Institute, an environmental organization in East Norwich, N.Y., they are using signs and symbols to indicate the sustainability of their seafood.



A variety is coded green if the fish is abundant and sustainably harvested, yellow if there are some problems with the fishery, or red if catching it or farming it results in a severe environmental impact.

Steve Schafer, the director of retail operations, said he would continue to sell fish that is coded red, like wild red snapper and farmed Atlantic salmon, because he does not want to "dictate to the consumer." He is also distributing shopping guides from the Blue Ocean Institute, and said he hopes that all these steps will affect shoppers' choices.

Wild Edibles stores are in the Grand Central Market, at 535 Third Avenue (35th Street) and in Foragers Market in Dumbo, Brooklyn.

Other guidance is at kidsafeseafood.org, a site developed by SeaWeb, an environmental group, with nutritionists, pediatricians and chefs. For those concerned about the environment and mercury content, it recommends wild salmon, tilapia, wild shrimp from American waters and farmed mussels, scallops and crayfish. Fairly simple chefs' recipes are listed.