



# Inspiring Ocean Conservation



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**Monterey Bay Aquarium®**

**Margaret Spring  
July 20, 2015**





Del Monte  
FOOD PRODUCTS

PLANT 101 CALIFORNIA PACKING CORPORATION PLANT 101

Del Monte  
FOOD PRODUCTS

CARMEL CANNING CO.

CLIFTON HOUSE PACKING CORPORATION

MONTEREY CANNING CO.







Photo by Ralph Buchsbaum, July 1936

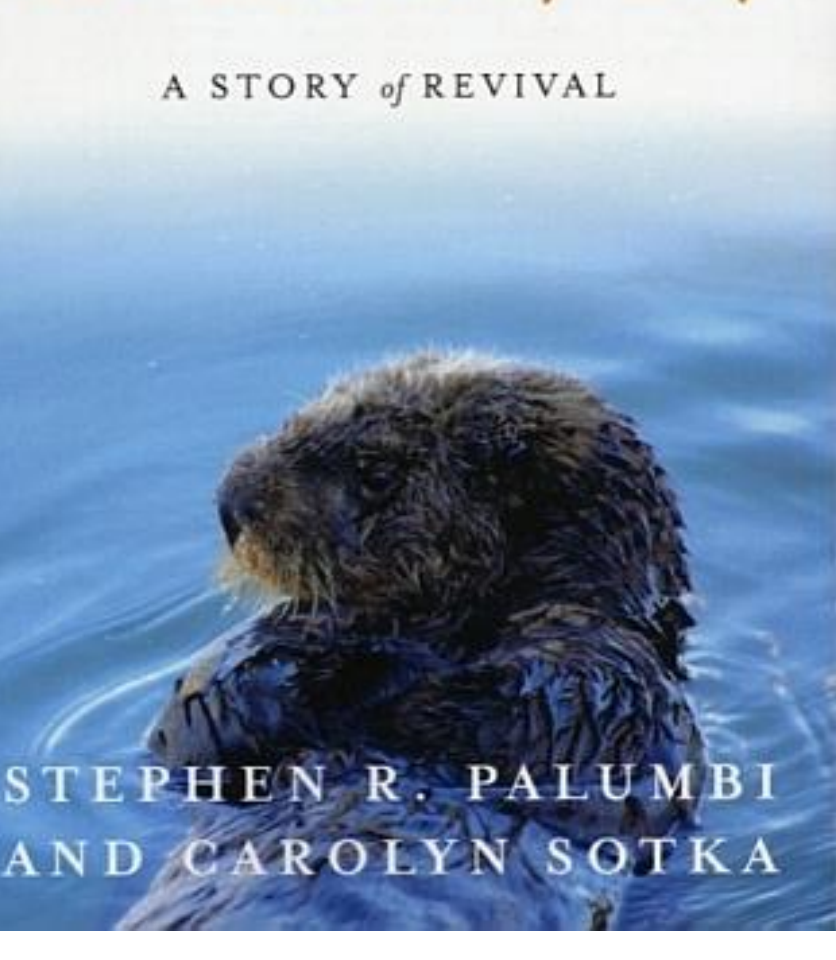
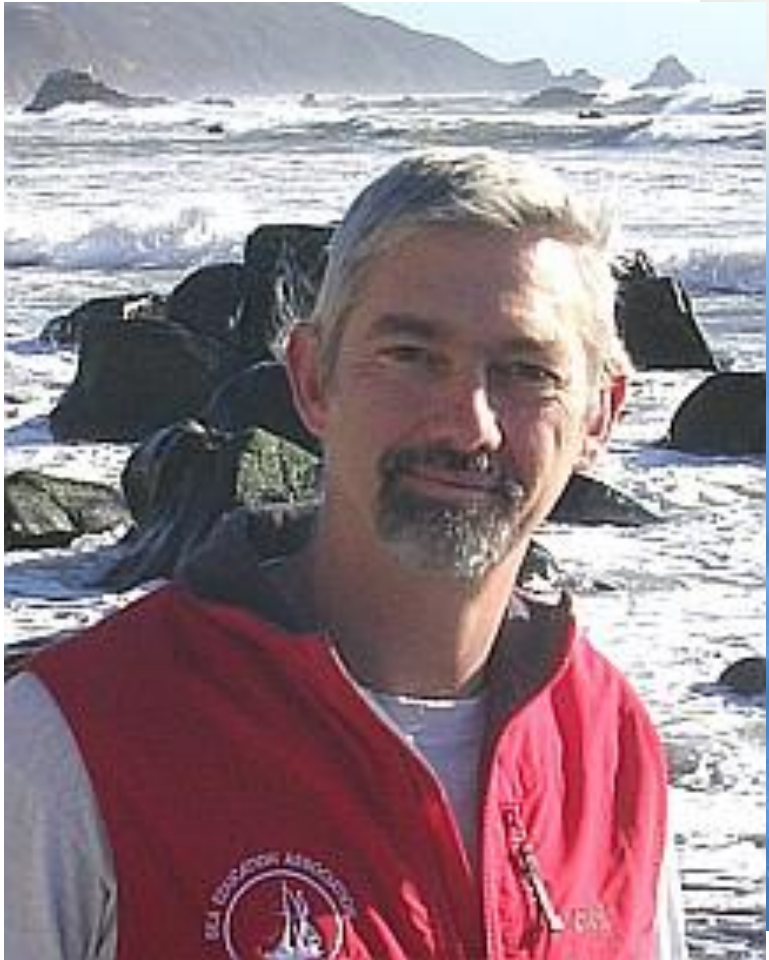


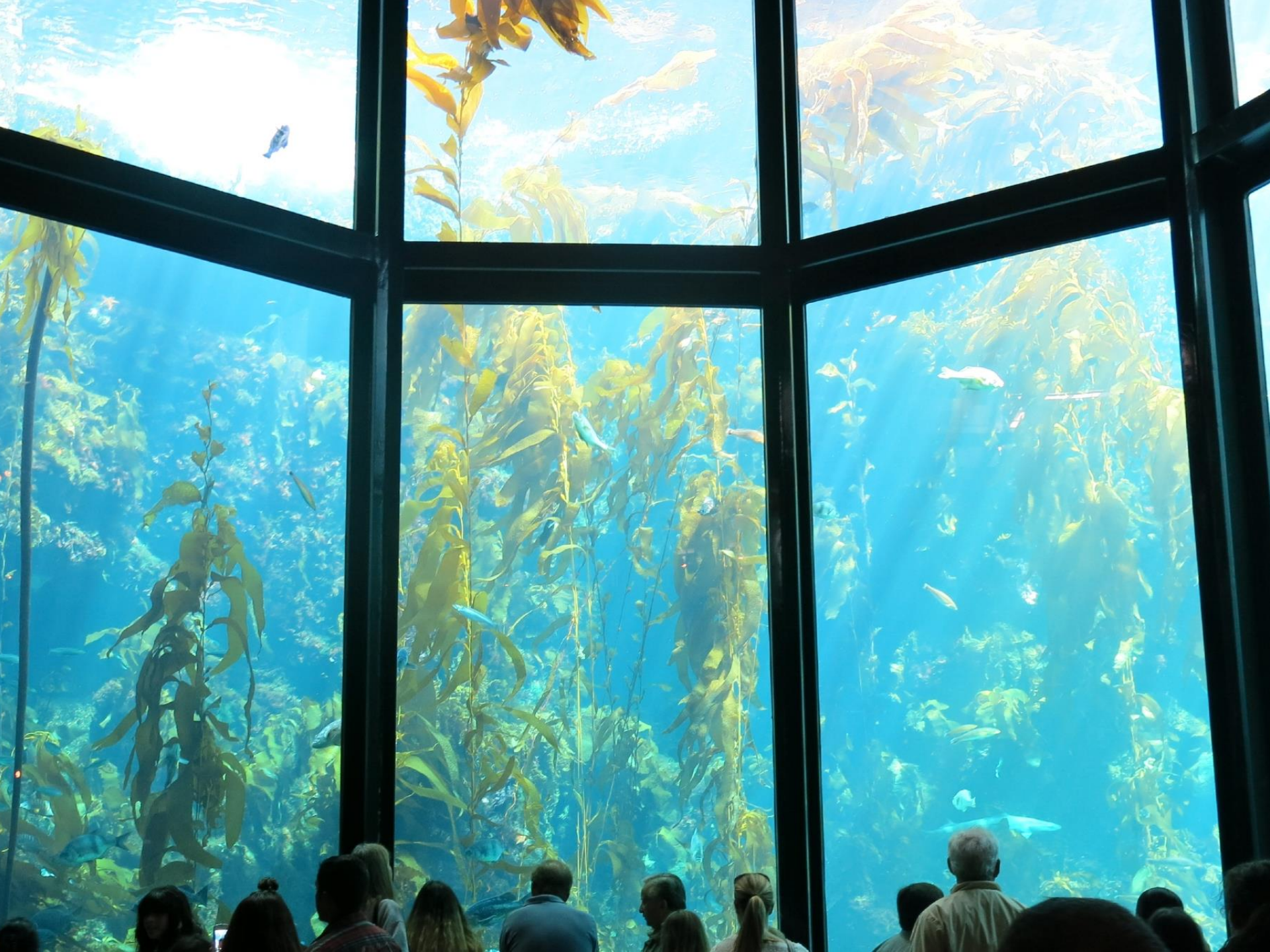


# The Death & Life of Monterey Bay

A STORY *of* REVIVAL

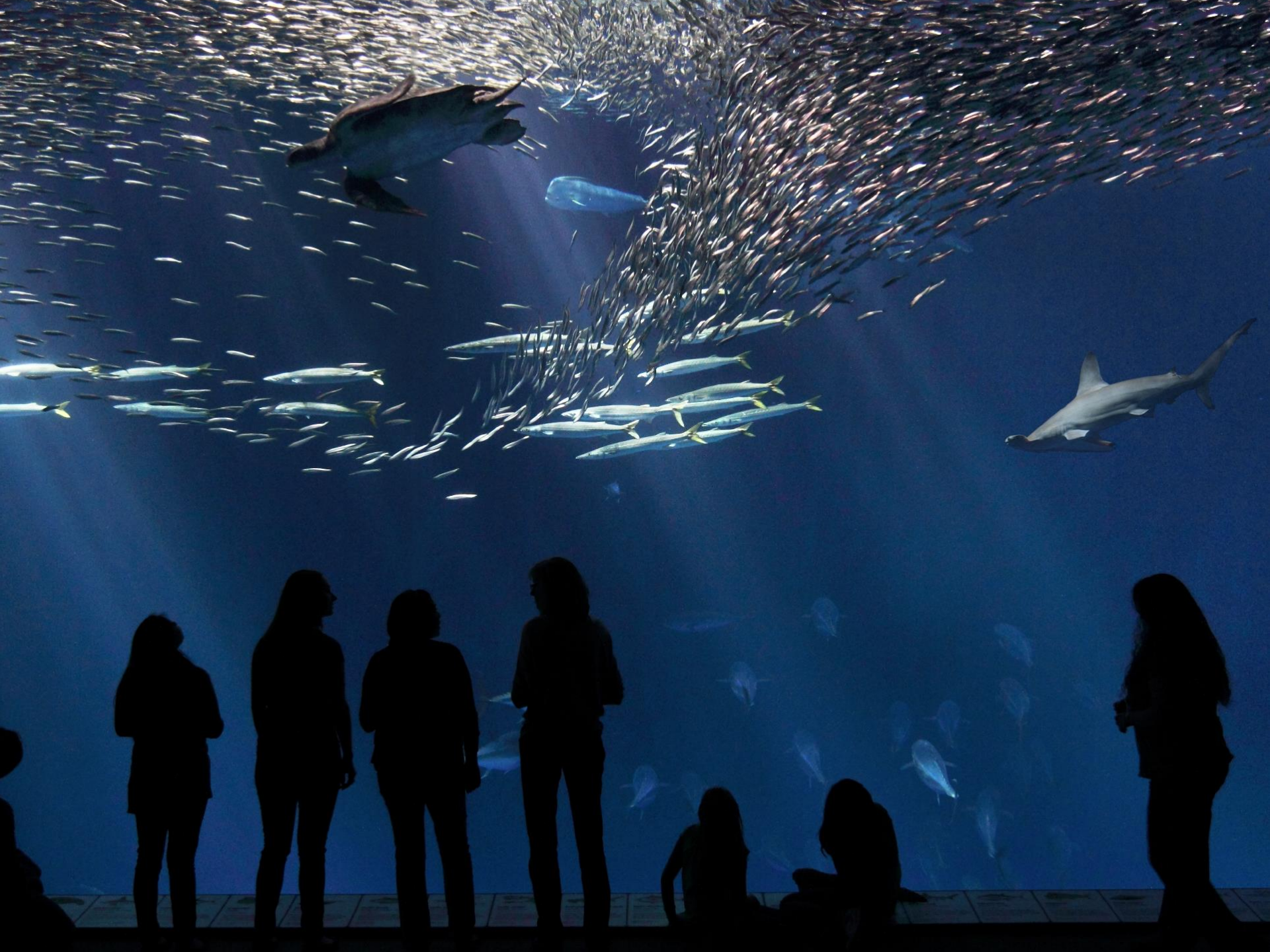
STEPHEN R. PALUMBI  
AND CAROLYN SOTKA













INFORMATION

INFORMATION

Special Exhibitions

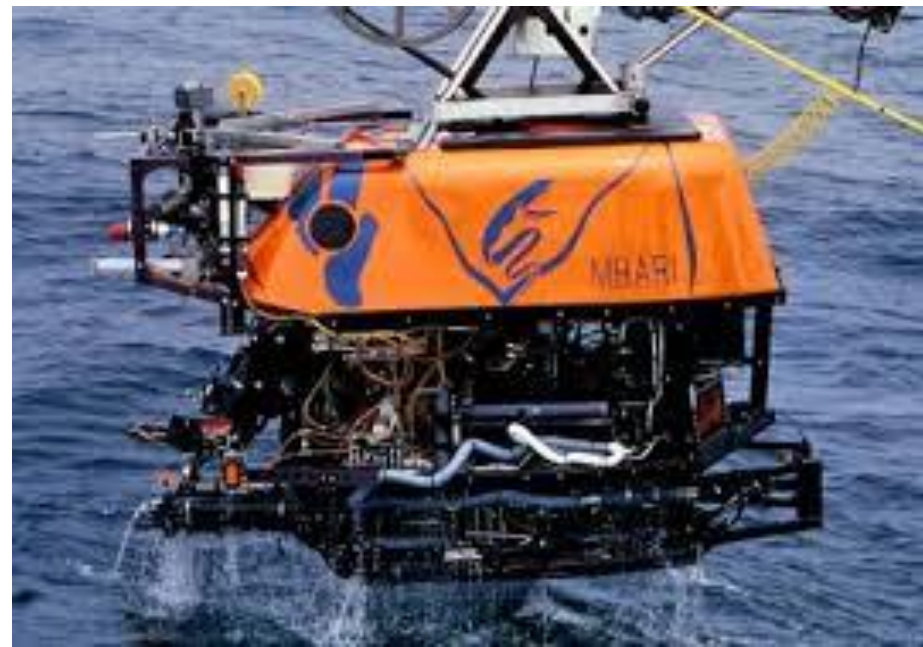
Today at the Aquarium

Special Exhibitions	10:00 - 10:30
Today at the Aquarium	10:30 - 11:00
Special Exhibitions	11:00 - 11:30
Today at the Aquarium	11:30 - 12:00
Special Exhibitions	12:00 - 12:30
Today at the Aquarium	12:30 - 13:00

Gift Shop



M B A R I







Feeding schedule  
11:30 am  
1:00 pm



MONTEREY BAY  
AQUARIUM

Informational text and images at the bottom of the aquarium tank, including a small fish illustration and a red fish illustration.



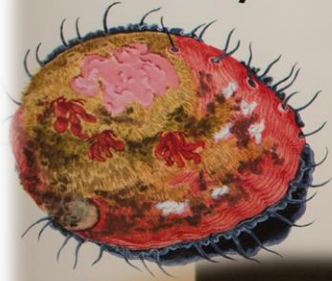




MONTEREY BAY  
AQUARIUM



# Red Abalone (Farmed)



ick Farm



# Monterey Bay Aquarium **Seafood Watch**<sup>®</sup>

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## What Can I Buy?

### Best Choice

- Seafood in this category is abundant, well-managed and caught or farmed in environmentally friendly ways.

### Good Alternative

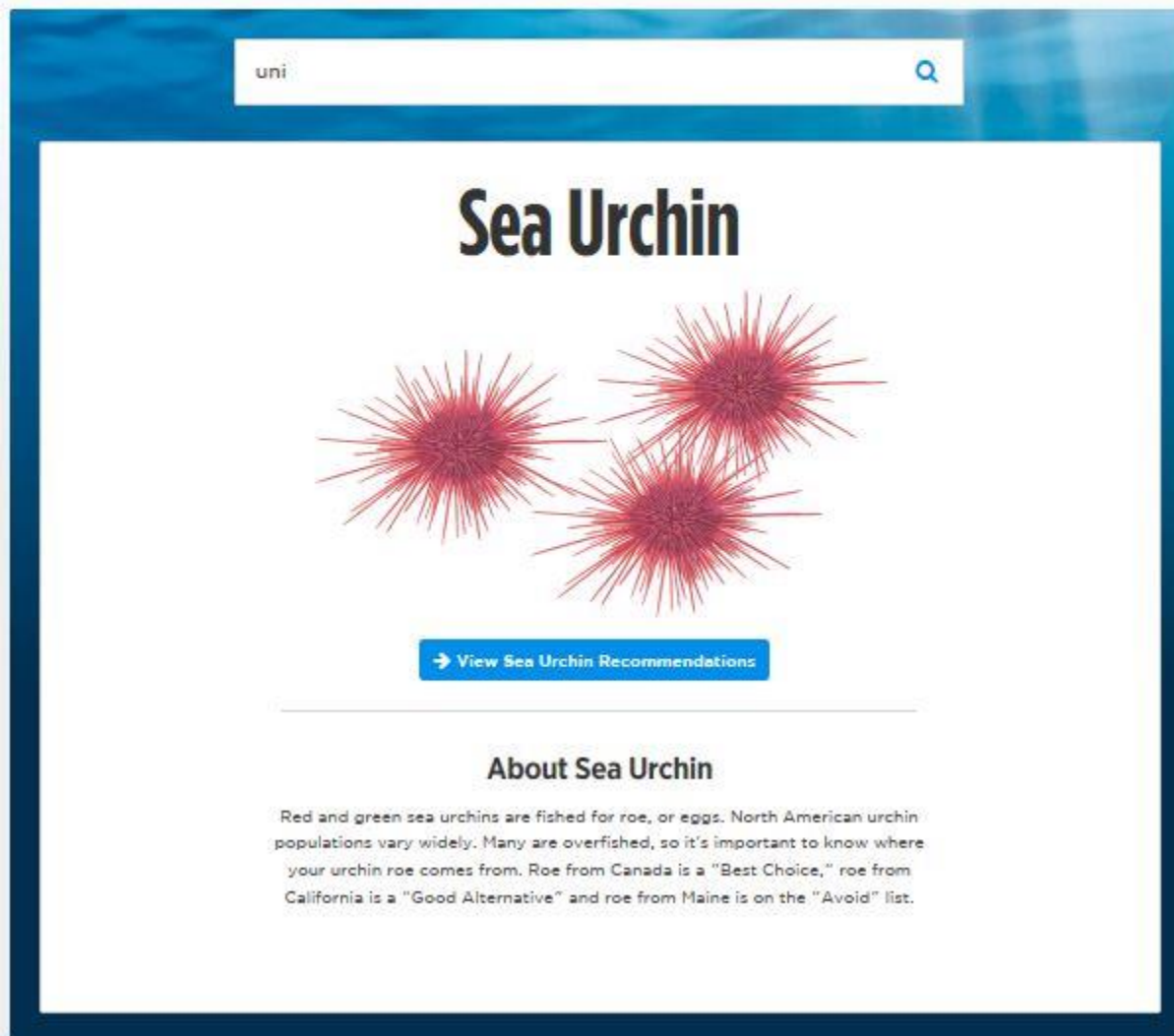
- These items are an option, but there are concerns with how they're caught or farmed-or with the health of their habitat due to other human impacts.

### Avoid

- Take a pass on these items for now. They are caught or farmed in ways that harm other marine life or the environment.

# Sea Urchin Overview

Our recommendations help you choose seafood that's fished or farmed in ways that have less impact on the environment.



The screenshot shows a search interface with a search bar containing the text "uni" and a magnifying glass icon. Below the search bar, the title "Sea Urchin" is displayed in a large, bold font. Underneath the title is an illustration of three red sea urchins. A blue button with a right-pointing arrow and the text "View Sea Urchin Recommendations" is positioned below the illustration. At the bottom of the screenshot, the section "About Sea Urchin" is visible, with a paragraph of text explaining that red and green sea urchins are fished for roe, or eggs, and that North American urchin populations vary widely, with some being overfished. It also provides specific recommendations for roe from Canada, California, and Maine.

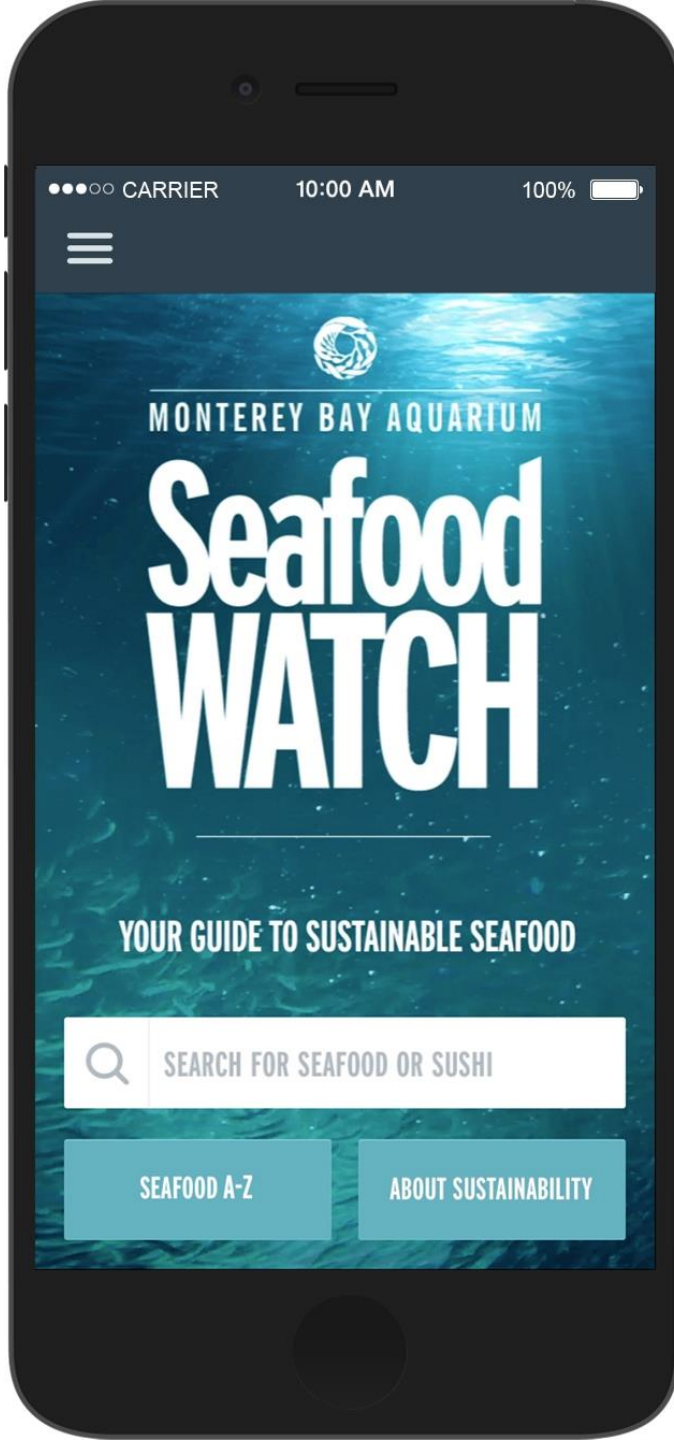
uni

## Sea Urchin

→ View Sea Urchin Recommendations

### About Sea Urchin

Red and green sea urchins are fished for roe, or eggs. North American urchin populations vary widely. Many are overfished, so it's important to know where your urchin roe comes from. Roe from Canada is a "Best Choice," roe from California is a "Good Alternative" and roe from Maine is on the "Avoid" list.





KIDS ZONE

SAVE THE BEES



# Ocean education through a wide array of partners:

## Corporate Partners



## Celebrity Chefs



# Ocean education through a wide array of partners:

## Conservation & Research Organizations



## Government



## Conservation Outreach Partner Network



## Other Aquariums









Thank you.