

Retailer	Rating (max 10)*	Seafood Sourcing Policy (max 100)	Support for Initiatives (max 100)	Labeling & Trans- parency (max 100)	Number of Red List Species on Sale (max 22)	Seafood Sustain- ability Score (max 100)
My Organic Market	8	100	55	85	1	84



RATING KEY: ■ Good ■ Pass ■ Fail

My Organic Market

Score: 84%

My Organic Market (MOMs) is a five store independent retailer operating in the greater Washington, D.C. area. MOMs has demonstrated an exceptionally strong commitment to environmental stewardship through their unwavering dedication to organic and sustainable products. MOMs is the only seafood retailer in the United States that sells only FishWise Green ranked products.

Store Locations: Frederick, MD; Columbia East, MD; College Park, MD; Alexandria, VA; Rockville, MD

Sustainable Seafood Policy: MOMs sustainable seafood policy is based on a program offered by FishWise+, a nonprofit sustainable seafood consultancy. The policy covers both wild-caught and farmed seafoods. For wild-caught fisheries, protocols address the health of the fishery and its ability to replenish itself, ecosystem and habitat impacts, bycatch, and overall efficacy of the fishery management. For farmed seafoods, protocols address pollution, escapement, parasite and disease management approaches, use of marine resources and impacts to the marine environment. MOMs preferentially promotes and sells only best choice items and has been extremely committed to independently researching and seeking out sustainable seafood products from new sources.

Seafood Sustainability Initiatives: MOMs supports sustainability initiatives primarily through its partnership with FishWise. MOMs was one of the first companies to support the “Common Vision for Environmentally Sustainable Seafood,” an initiative of the Conservation Alliance for Seafood Solutions which aims to build an active partnership between conservation organizations and seafood retailers in support of achieving sustainable fisheries.** MOMs staff are trained to engage interested customers

about more sustainable seafoods. In this way, customers often shift their preferences away from red list seafoods over time.

Labeling & Transparency: MOMs labels all fresh seafood according to their sustainability status. In addition, all fresh seafood is labeled with the method of catch or aquaculture production. MOMs provides information to its customers via in store labeling, pamphlets, informational cards, and other educational materials. Seafood items in the grocery and frozen departments were not similarly labeled at the time of this report.

MOMs preferentially promotes sustainable seafood products and provides its customers a list of seafood products that are considered both more sustainable and low in mercury and PCBs. Seafood counter staff are trained by FishWise on sustainability issues, how to label items appropriately and to provide customers with the information they need to understand the program and make informed purchases.

Red List Seafood Sales: MOMs sells: Alaskan pollock.

+ FishWise is a nonprofit sustainable seafood consultancy that assists companies seeking to improve their seafood sustainability. FishWise works with scientists, non-governmental organizations, and seafood companies throughout the supply chain. FishWise provides assistance in identifying sustainable sources of seafood, staff training, consumer education, and a variety of other services to seafood retailers.

**The Conservation Alliance for Seafood Solutions seeks to help companies develop sustainable seafood policies and practices by providing tools, approaches and conservation expertise. The Conservation Alliance for Seafood Solutions also supports consumer education and active business engagement in fisheries policy and management reform.