

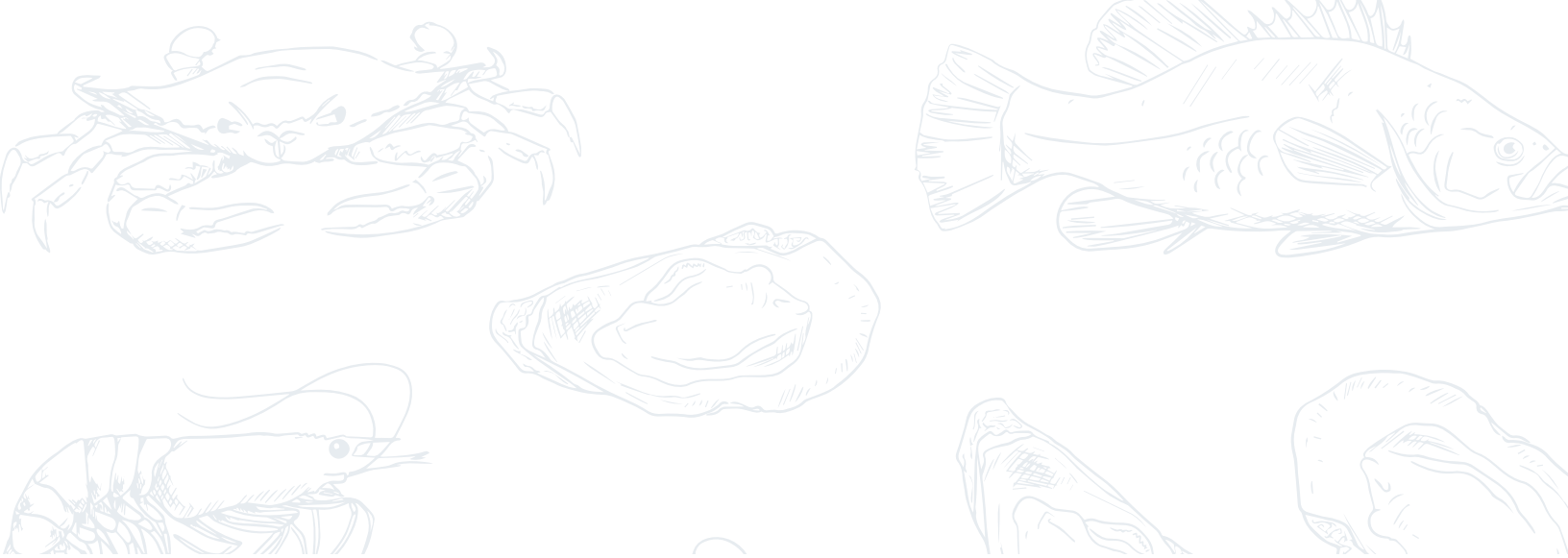


Good Catch

PARTNER OPPORTUNITIES



**South Carolina
Aquarium**



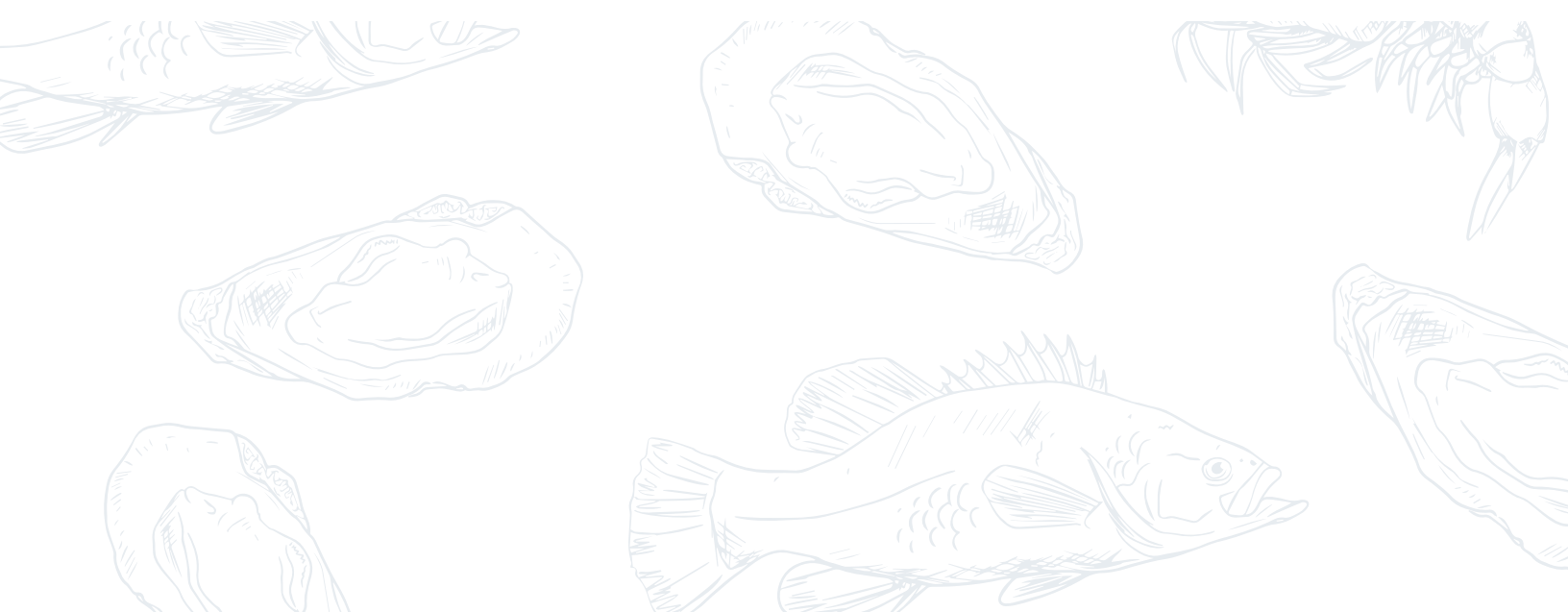
ABOUT SOUTH CAROLINA AQUARIUM GOOD CATCH

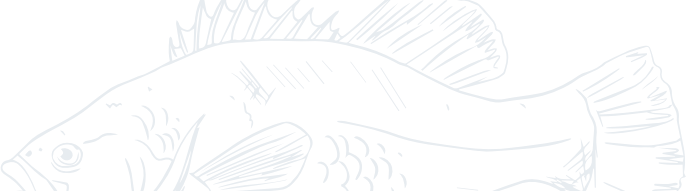
South Carolina Aquarium Good Catch leads and encourages communities in support of local, sustainable seafood practices and consumption of responsibly harvested seafood.

We define “local” as seafood harvested from North Carolina through the east coast of Florida. Seafood harvested along this coastline is managed by multiple state and federal agencies that are charged with creating and implementing some of the strongest seafood regulations in the world. These regulations aim to ensure that each species harvested and sold is within the appropriate age or size range, in the correct quantity and within the directed season.

By sticking to these stringent guidelines, fishermen and aquaculture farmers are not just collecting the ocean’s bounty for us to enjoy, but they’re ensuring they’re leaving behind a healthy, balanced ecosystem for future generations.

Good Catch educates consumers on how to interpret which seafood options are local and sustainable, increases demand and consumption of locally sourced seafood, supports and promotes businesses who commit to providing and identifying local seafood options and makes local seafood accessible to all community members.





GOOD CATCH PARTNER LEVELS AND REQUIREMENTS

As a Good Catch partner, you will join a community of conservation-focused businesses committed to sustainable seafood practices and enjoy an array of benefits to celebrate your leadership in this space.

A Good Catch partner is a restaurant, caterer, purveyor or retailer who sources at least one-third of their seafood inventory from the United States southeast region. Partner level is determined by how much seafood is sourced locally for their business.

To determine Good Catch partner level, the Aquarium will conduct annual audits of the partner's invoices across three seasons (spring, summer, fall) to calculate the percent of locally sourced seafood. Membership level will be adjusted based on the results of the annual audit. An annual payment of \$250 is required to enjoy the benefits of being a Good Catch partner.

Platinum Level

Source one-half of their seafood inventory locally and adhere to the South Carolina Aquarium plastic reduction guidelines

Gold Level

Source one-half of their seafood inventory locally

Silver Level

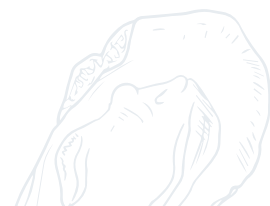
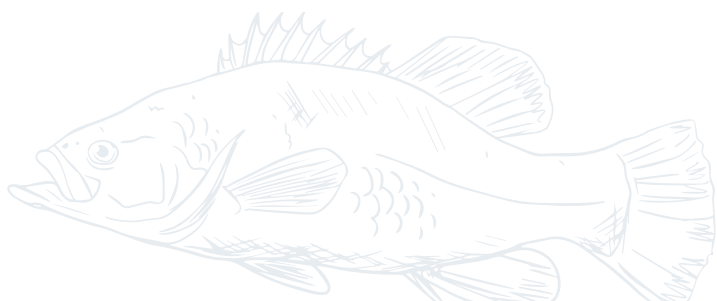
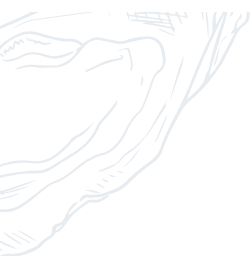
Source one-third of their seafood inventory locally

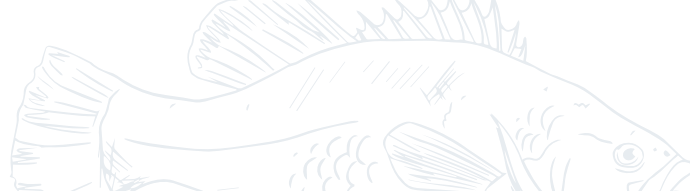
PLASTIC REDUCTION GUIDELINES

Plastic litters our environment, clogs our waterways and may be consumed by or cause injury to wildlife. Reducing single-use plastic in our homes and businesses significantly lowers its threat of entering our environment. Good Catch partners can reach Platinum status by adhering to the following plastic reduction guidelines:

- Eliminate or minimize* plastic bags as a carryout option
- Eliminate use of any Styrofoam (polystyrene) products
- Eliminate the use of plastic straws
- Provide reusable tableware for onsite dining and only provide disposable utensils for carryout upon request
- Follow local recycling regulations

**Purveyors and retailers should operate in accordance with local single-use plastic ordinances*





GOOD CATCH PARTNER BENEFITS

With your \$250 annual membership, Good Catch partners will receive the following benefits:

Visibility

- Partner name prominently displayed on the South Carolina Aquarium website
- Partner name prominently displayed in the Good Catch Seafood Survey, a project in the South Carolina Aquarium Citizen Science app
- Opportunity to be featured on Aquarium owned media channels, as applicable and subject to availability

Engagement*

- Opportunity to participate as a culinary partner in large-scale Aquarium-led special events
- Opportunity to host a Good Catch event, including dedicated marketing efforts and Aquarium staff presence

**Opportunities subject to availability*

Support

- Opportunity for exclusive staff training on Good Catch and sustainable seafood practices

Assets

- Toolkit and permission for public use of Aquarium-owned assets, such as: partner decals, photography, cobranded logo and lockup, digital collateral, etc.

BECOME A SOUTH CAROLINA AQUARIUM GOOD CATCH PARTNER

Thank you for your interest in becoming a Good Catch partner!

Learn more at scaquarium.org/goodcatch

For inquiries about Good Catch, please contact:

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