

Be smart about your seafood.



When you see this label, you know you're choosing seafood that has been raised or caught in ways that help keep ocean ecosystems thriving.

We are committed to providing high-quality, sustainable, and traceable seafood from environmentally and socially responsible sources.

To do this we established the following Responsible Seafood Policies:

FRESH & FROZEN SEAFOOD + SUSHI

We will endeavor to only source fresh and frozen seafood and sushi in our Prepared Foods Department that is:

- Green or Yellow rated by the Monterey Bay Aquarium's Seafood Watch program; and/or
- Certified to an equivalent environmental standard; and/or
- Sourced from fisheries or farms making measurable and time-bound improvements.*

SHELF-STABLE TUNA

We work to source shelf-stable tuna only from fisheries that are, in order of preference:

- Certified by the Marine Stewardship Council with a valid Chain of Custody; and/or
- Green or Yellow rated by the Monterey Bay Aquarium's Seafood Watch program; and/or
- Engaged in fishery improvement projects making measurable and time-bound progress towards greater sustainability.
- Have a public responsible sourcing policy and participate in initiatives which work to address environmental impact, social responsibility, and traceability; and/or

- Are members of the International Pole & Line Foundation; and/or
- Are International Seafood Sustainability Foundation participating companies.*

SEAFOOD TRACEABILITY

We recognize that traceability in seafood supply chains is essential to ensuring that our seafood is sourced from legal and verifiable sources. We are committed to implementing industry best practices in traceability and working with our seafood suppliers to adopt more robust traceability systems.

SOCIAL RESPONSIBILITY

We respect the fundamental human rights and dignity of individual workers, as stated in the International Bill of Human Rights. We expect our seafood suppliers to adopt and comply with comprehensive, transparent, and verifiable supply chains that are free of human trafficking and forced labor.

POLICY ENGAGEMENT

We will engage in policy and management reform initiatives that lead to positive social, economic, and environmental outcomes in fisheries and aquaculture production.*



A PARTNERSHIP THAT MAKES A DIFFERENCE.

By joining forces with FishWise, we're leading the way in creating a more sustainable and ethical seafood industry.

FishWise is a nonprofit sustainable seafood consultancy that works with companies to sustain ocean ecosystems through environmentally and socially responsible business practices. FishWise works with us to gather information from our vendors, providing third-party verification that our seafood products meet our policy. Together with FishWise, we're continually educating our staff and customers about sustainable seafood and collaborating with suppliers to source seafood more responsibly.

Responsible Choice seafood is:

- Sustainably wild caught with minimal impact to ocean habitats.
- Responsibly farmed with minimal impact to the environment.
- Third-party audited to ensure highest standards.



waterfrontBISTRO®

100% of Open Nature® and Waterfront Bistro® seafood products meet our Responsible Choice™ Seafood Policy.



Buy seafood with the Responsible Choice label.



Helping Our Oceans Thrive

Our commitment to sustainable seafood makes a positive impact on the oceans — and your dinner table.

VONS

Shop online at Vons.com

*FOR MORE INFO GO TO: Vons.com/ResponsibleChoice

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Delicious has never been so healthy & easy.

Enjoy these easy tips to bring out the best flavor in your favorite cut of fish! **Need help? Ask our experts for delicious prep tips and special requests.**




GRILL

Bring out the vibrant flavor of fish on those warm days, by taking it to the grill. For best results, pat your fish dry and let it sit out until the grill is ready. Pre-heat grill for 10-15 min. and brush away debris. Rub fish with oil and add seasonings. Place fish, skin side down, on medium heat or away from direct heat. Flip once, halfway through. When ready, fish will be firm to the touch, and appear opaque throughout.

| | |
|---------------------------------------|------------------|
| Tuna, Swordfish: approx. 1 in. | 5-8 min |
| Shrimp, Scallops: | 4-6 min |
| Lobster Tails: | 10-12 min |
| Halibut, Salmon: approx. 1 in. | 10-12 min |

TRY IT WITH: Open Nature® Wild Caught Yellowfin Tuna Steaks






PAN SEAR

Enjoy an easy weeknight meal with a quick pan fry. Pat your fish dry, then season on both sides. Heat cooking oil in a frying pan over medium-high heat until it starts to simmer. Place seafood in pan. Don't overcrowd it. Cook 2-3 min., (depending on type of seafood) until sides start to brown, then flip.

| | |
|---------------------------------------|----------------|
| Tuna, Swordfish: approx. 1 in. | 5-8 min |
| Halibut, Salmon: approx. 1 in. | 7 min |
| Lobster Tails: | 6-8 min |
| Cod, Sea Bass: approx. 1 in. | 6 min |
| Shrimp, Scallops: | 6 min |

TRY IT WITH: Open Nature® North Atlantic Sea Scallops






BAKE

Baking fish delivers the crispiness of frying, with less oil and time spent over a stove. Simply pat fish dry, brush with olive oil, season and place on a lightly greased baking sheet. Use tin foil or parchment paper for easy clean up. Baking time varies depending on the size of fish and oven type.

| | |
|---------------------------------------|-------------------------|
| Tuna, Swordfish: approx. 1 in. | 12-15 min / 400° |
| Halibut, Salmon: approx. 1 in. | 12-15 min / 425° |
| Lobster Tails: | 12-15 min / 400° |
| Cod, Sea Bass: approx. 1 in. | 12-15 min / 400° |
| Shrimp, Scallops: | 8 min / 425° |

TRY IT WITH: Open Nature® Sockeye Salmon Fillets






STEAM

Steaming seafood is a very healthy option, since all that's needed to cook is water. Simply boil about one inch of water in the bottom of a steamer. Add seasonings. Lay seafood in bottom of rack and cook to desired doneness. Drizzle with olive oil and lemon to taste.

| | |
|---------------------------------------|----------------|
| Tuna, Swordfish: approx. 1 in. | 6-8 min |
| Halibut, Salmon: approx. 1 in. | 6-8 min |
| Lobster Tails: | 5-6 min |
| Cod, Sea Bass: approx. 1 in. | 4-8 min |
| Shrimp, Scallops: | 3-4 min |

TRY IT WITH: Waterfront Bistro® Wild Caught Gulf Shrimp (raw)





BROIL

For all the flavor of grilling without going outside, broil your fish. Set oven to Broil. Season and oil fish. Place on a baking sheet, lined with aluminum foil for easy clean up, and put in oven about 4-5 inches from top. Flip halfway through. Drizzle with olive oil or butter and lemon zest when done.

| | |
|---------------------------------------|-----------------|
| Tuna, Swordfish: approx. 1 in. | 8-10 min |
| Halibut, Salmon: approx. 1 in. | 8-10 min |
| Lobster Tails: | 5-10 min |
| Cod, Sea Bass: approx. 1 in. | 8-10 min |
| Shrimp, Scallops: | 3-4 min |

TRY IT WITH: Open Nature® Wild Caught Pacific Halibut Steaks



Healthy benefits in every bite

Fish is a superfood packed with nutrients.

- Source of selenium and fish omega-3s, helpful for healthy brain function
- High in protein and low in saturated fat
- Fattier fish (like salmon and herring) can be good sources of vitamin D
- Helps reduce risk of heart disease by lowering blood pressure & heart rate
- May lower the risk of stroke, depression and Alzheimer's disease

Simply eating fatty fish 2 times a week may help reduce the risk of heart disease by 36%!

(Source: JAMA 2006; 296:1885-99 Mozaffarian D et al.)

Fish highest in omega-3 fatty acids:

Mackerel, trout, tuna, salmon, sardines, anchovies or pollock. Some shellfish, such as oysters, crab and mussels, are also rich in omega-3s.

Seafood Nutrition Partnership www.seafoodnutrition.org

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Effective dates: 4/1/21 – 2/28/22

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