

# Don't you want to know what you're eating?



Of course you do.

## HOW to WIN the

## Seafood Packaging

### GAME

a guide to knowing what you're getting and getting what you want

### Decide what you're looking for

Is wild-caught important?  
Do you want USA-made?



### START HERE

Somewhere on this package you can find



#### 1. COUNTRY OF ORIGIN

Is it American or something else?

#### 2. METHOD OF PRODUCTION

Is it wild or farmed?

#### 3. MANUFACTURER

Who's producing it?

### MOST PEOPLE DON'T LOOK PAST THE FRONT OF THE PACKAGE

#### BIG MISTAKE.



American brand doesn't guarantee an American product

Look closer. That seal might only be decorative

Make sure it's certified something useful, like caught in the US

Most of the helpful information is on the back of the package



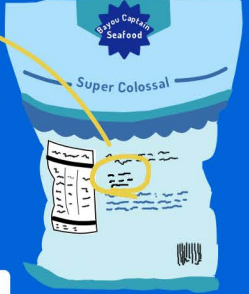
What and where can be buried in tiny text



zoom in

DISTRIBUTED BY  
BAYOU CAPTAIN SEAFOOD  
00 MAIN ST, DES MOINE IA 50001  
PRODUCT OF VIETNAM  
FARM RAISED SHRIMP  
www.BayouCaptain.com  
BEST BEFORE AUG 21 2018

PRODUCT OF VIETNAM  
FARM RAISED SHRIMP



#### INSTEAD LOOK FOR

✓ Packages proud to say where their product is from



✓ Wild caught or "certified responsibly farmed" if wild isn't available

AND REMEMBER: WHEN YOU BUY THE BEST YOU ONLY CRY ONCE

