



# OT MEMBERSHIP 2008

*COMPLETE & RETURN BACK OF THIS FORM TO JOIN OCEAN TRUST*

## **Turn To Ocean Trust for Sustainable Seafood Partnerships** ***Your Link To Sustainable Fisheries Wildlife & The Environment***

*Be part of award-winning projects restoring resources in US and international fisheries, and producing reports to answer consumer questions and guide seafood procurement. We offer:*

### **1. Credibility – Ocean Trust is a National Award Winning Program**

Ocean Trust's work is distinguished by several awards (2007 EPA Gulf Guardian Award, 2006 National Wetlands Conservation Award, 2006 Coastal America Award, 2005 Department of Interior Cooperative Conservation Award Leadership recognition at White House Cooperative Conservation Conference, 2004 NOAA Environmental Hero, 2000 *Seafood Business* Person of the Year).



### **2. Substantive Results Oriented Programs – Ocean Trust provides Solutions for Sustainability**

As a National Partner with the NOAA Restoration Center, Ocean Trust has and continues to lead the restoration of marine resources and coastal estuaries that serve as nursery and habitat areas for important fishery and shellfish resources including shrimp, crab, oyster, clams, scallops, salmon, sturgeon, and many other commercial and recreational species, marine wildlife, and migratory birds.



### **3. Sustainability & Stock Status Reports for Consumer Questions & Seafood Procurement**

With the flood of opinions, campaigns and wild news stories on seafood sustainability, wouldn't it be nice to get straight-forward summaries of the latest fisheries science and assessments of media articles and campaigns. That's what you get from Ocean Trust. Join Ocean Trust and receive reports like our assessment on the "Loss of Fish Stocks by 2048" article and other issue summaries.

### **4. Sustainability Product Profiles and Seafood Ecolabeling & Certification**

Ocean Trust offers a science-based approach to FAO seafood certifications with independent assessments on the management, status & ecosystem considerations associated with stocks using internationally and nationally vetted standards and criteria, a consistent review process and criteria that will not change during certifications, and straightforward science and peer review process supporting the institutional management process.



### **5. Model Partnerships in Conservation – Bridging Science, Conservation & Industry**

Ocean Trust's fact finding research has helped turn several media and consumer campaigns targeting the seafood industry into positive conservation partnerships that bring parties together for the protection of the environment and critical species, an approach cited as a model for the restoration of all endangered species.



**6. International Fisheries Management – New Resources for Chilean Sea Bass**

Anyone can raise issues, but how many offer solutions...one you can drink and enjoy? With the sale of each bottle of Chilean Sea Bass Chardonnay, we contribute funds to help put Chilean Sea Bass back on the table with improved enforcement and management.



**7. Fisheries Wildlife & the Environment Public Outreach & Fundraising**

Involve your customers and seafood consumers in projects addressing fisheries, wildlife and the environment. We offer a POP program to raise funds with tax-deductible contributions through Ocean Trust Email: [tjlassen@oceantrust.org](mailto:tjlassen@oceantrust.org) for more information



**8. Environmental Marketing Promote Your Commitment to the Environment**

We provide a complete environmental program. Just add a link, a tagline to your material, a logo to your packaging or decal to your door and let your customers know what you are doing to support fish, wildlife and the environment through Ocean Trust.



**JOIN AN AWARD WINNING PROGRAM IN FISH WILDLIFE & THE ENVIRONMENT!**

*Join Ocean Garden, Mazzetta, HEB, Bonefish Grill, Pacific Seafood, Darden, Gorton's, Slade Gorton, Whole Foods, King & Prince, Rubicon Resources, Wild American Shrimp, Orca Bay, Pacific American, Seatrade, Black River Foods, Diversified, NFI & others at [www.oceantrust.org](http://www.oceantrust.org)*

**Please enroll me as an: Member Benefits - Cumulative with each level of membership**

<input type="checkbox"/> Global Partner	\$25,000+	<i>Major partnership for new initiatives in seafood sustainability</i>
<input type="checkbox"/> Oceanic Partner	\$10,000	<i>Company logo, tagline listing linked to your web from OT</i>
<input type="checkbox"/> Seas Sponsor	\$5,000	<i>Company logo linked back to your site from OT web site</i>
<input type="checkbox"/> Seafarers	\$3,000	<i>Multiple unit &amp; corporate subsidiary memberships</i>
<input type="checkbox"/> Bluewater Patron	\$2,500	<i>Ocean Trust Logo use on product packaging &amp; print ads</i>
<input type="checkbox"/> Coastal Patron	\$1,500	<i>Ocean Trust logo use on truck ads</i>
<input type="checkbox"/> Fisheries Contributor	\$1,000	<i>Link back to your site from your company name on OT web</i>
<input type="checkbox"/> Seafood Supporter	\$500	<i>Fisheries Wildlife Environment Logo Use on your Web site</i>
<input type="checkbox"/> Habitat Associate	\$250	<i>Conservation Partner, Report access, Member logo</i>

**Please accept the following commitment of support at \$ \_\_\_\_\_ or level indicated above:**

Payment enclosed       Invoice me       Charge membership to credit card:

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Ex. Date

\_\_\_\_\_  
Signature

Name: \_\_\_\_\_

Company \_\_\_\_\_

Address: \_\_\_\_\_

Tel/Fax: \_\_\_\_\_

Email: \_\_\_\_\_



Return to: Ocean Trust, 11921 Freedom Dr., Ste. 550, Reston, VA 20190-5635 or Fax to: 703-450-9853

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