

# *Our Goals*

## **Safety**

At SEAS, we want to provide seafood safe from the unlawful practice of seal hunting in Canada.

## **Affordable Local Alternatives**

Our goal is to help local companies find and buy seafood from local markets. Obtaining seafood from local sources minimizes cost and keeps jobs within the area. Local seafood ensures the freshest product possible. At SEAS Inc., we will also provide the names of companies that offer more-exotic seafood and pledge their support for our initiative.

## **Eco-friendly Operations**

SEAS Inc. operates through mostly-green technologies. Our goal is to operate our company with a limited carbon footprint. Through using post-consumer recycled materials and organic products, SEAS Inc. hopes to be an example of social responsibility and self-awareness to all.

“Listen to the ocean  
the way it was meant  
to be heard.”

~Sally Shelton

Director of Research

## *Fast Facts*

- Canada’s commercial seal hunt is the largest slaughter of marine mammals on Earth. In just 10 years, over two million seals have been killed, not including the tens of thousand of seals who have been wounded by sealers, only to later die.
- Less than one percent of sealers participate in the hunt, of which, profits account for only a small fraction of a sealer’s income.
- Over 5,500 restaurants and grocery stores (in addition to 650,000 individuals) have already joined our initiative.
- In 2009, Russia stopped their commercial seal hunt, why can’t Canada?

*Sensible  
Enviromentally  
Affordable  
Seafood Inc.*



*675 Seashore Drive  
Virginia Beach, Virginia  
45678*

*Phone (215) 456-7845  
Fascimile (215) 456-7846  
E-mail safeseafood  
@seasinc.net*

# How Can You Help?

## *Make the SEAS Inc. Pledge*

- By making the SEAS Inc. pledge, you show your support for the Humane Society's Stop the Canadian Seal Hunt Campaign.
- What does accepting the pledge entail?

Abstaining from purchasing or eating seafood from Canada.

Stop patronizing the restaurants that have not accepted our pledge, or refuse to accept.

- By signing our pledge, we gain support for our cause and protection for the seals.

\*\* To join our cause, please visit the Humane Society of America web site at: [http://www.humanesociety.org/issues/seal\\_hunt/2011\\_hunt/home.html](http://www.humanesociety.org/issues/seal_hunt/2011_hunt/home.html)\*\*

## *Thank a Member*

- Please take the opportunity to thank corporate members of our initiative!



Ways to Thank a Member:

- Send a card
- Patron the business
- Face-to-face thank you with management (if possible)

\*\*For a listing of names and addresses, please e-mail us at [safeseafood@seasinc.net](mailto:safeseafood@seasinc.net)\*\*

## *Encourage Others to Join*

- Encourage your friends and family to join!
- Help us reach out to restaurants and grocery stores by:

Sending them e-mails and letters.

Visit them and express your discontent for their practices peacefully.

- Stage your own campaign against the Canadian Seafood market.

\*\* For information, names and addresses please visit the Humane Society of America web site at: [http://www.humanesociety.org/issues/seal\\_hunt/2011\\_hunt/tool\\_kit.html](http://www.humanesociety.org/issues/seal_hunt/2011_hunt/tool_kit.html)\*\*