

Appendix 1. Interview guide.

Ocean Wise Restaurateur Survey

Form A: Ocean Wise Restaurants

Interviewee Name:

Interviewee Job Title/Position:

Restaurant:

Date and Time of Interview:

Section 1: Restaurant background (from menu)

of menu items

of menu items that are seafood

of menu items that are sustainable seafood

Dollar value sustainable items

Dollar value unsustainable items

Section 2: Sustainable seafood background knowledge

Please describe what “sustainable seafood” means to you. What are the key issues involved?

Section 3: Business Background

3.1 How long has your restaurant been in business?

3.2 How long have you (head chef) been with the restaurant?

3.3 How would you describe your cuisine?

3.4 How important is seafood to the image of your restaurant?

3.5 What percentage of these sales are sustainable seafood items?

Section 4: Seafood Purchasing

4.1 Who supplies your seafood?

4.2 Is the majority of your seafood wild or farmed?

4.3 What fishing methods are used for the seafood that you purchase?

4.4 What are the most important factors, from your perspective, when it comes to

purchasing seafood (price, supply, quality, environmental quality etc)?

a. How important are each of these factors when purchasing seafood? (1= not at all important...5= extremely important)

– Price

– Taste

– Quality

– Freshness

– Environmental Sustainability

b. Rank from 1-5 (with 1 being the most important and 5 the least) the priority of each of the following when purchasing seafood

– Price

– Taste

– Quality

– Freshness

– Environmental Sustainability

4.5 Would you pay more for

- Sustainable seafood? Yes/No?

- Local seafood? Yes/No?

- Higher quality seafood? Yes/No?

- How much more would you be willing to pay for these things (percentage)

4.6 How much seafood do you sell (kg/week)?

Section 5: Environmental Behaviour

5.1 Does your restaurant commit to any other green activities (recycling etc.)

5.2 Are you a member of the Green Restaurant Association or any other conservation group?

Section 6: Involvement with Ocean Wise

6.1 Initial Incentive and Services Received

a. Why did you decide to become involved with Ocean Wise?

b. How did you first hear about the program?

- c. How did you first becoming involved?

6.2 How long has your restaurant been involved with Ocean Wise? Don't know

- a. Have you personally noticed changes in fish stocks over the years that you have been serving seafood?
- b. Which of the following services offered by the Ocean Wise program have you received?
 - Advertising
 - Training
 - Sourcing Seafood
 - Marketing events
 - Other (please describe)
 - Which of these services do you feel is most valuable to your business?

6.3 Ways in Which Restaurant is Currently Using Ocean Wise

- a. Do you provide information to customers in addition to the menu statement?
- b. Are your staff members trained to understand and answer questions regarding the Ocean Wise program?

6.3 Perceived Benefits of Ocean Wise

- a. How do customers respond to the program?
- b. Has the program had a financial impact on your restaurant? (in terms of overall sales, reputation, attracting a particular customer base, etc.)? If so, what impact has it had?
- c. What do you feel are the impacts of your involvement in the program on fisheries/fish stocks?

6.4 Barriers to Providing Sustainable Seafood

- a. Do you have trouble finding the sustainable sources for the seafood

items you wish to sell? Please describe.

- b. Are the sustainable options more expensive than non-sustainable options? Is this expense significant?

6.5 Overall Satisfaction/Perceptions of Impacts

- a. How satisfied are you, overall, with the Ocean Wise program (1-not at all satisfied, 5=extremely satisfied)
- b. How important is your participation in the program in terms of the image that you want to create for your business (1=not at all important, 5=extremely important)
- c. By supporting programs like Ocean Wise, how significant a role do you think that restaurants can have in ensuring sustainable fisheries? (1=not a very significant role, 5=a very significant role)

6.6 Additional Services Needed

- a. What additional services could Ocean Wise provide that would benefit your business?

Section 7: Reliability of the message

7.1 Do you feel that Ocean Wise is a reliable source for information on sustainable seafood?

- a. Would you feel more confident in a label from another NGO?
- b. Would you feel more confident in a label created by a government organisation, such as the DFO?