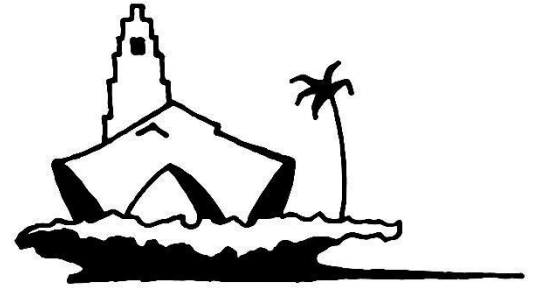


PRESS RELEASE



CHUMBE ISLAND CORAL PARK

Tanzania Sustainable Seafood Guide launched to support tourism businesses make smart seafood choices

Mombasa, Kenya - September 2025: Produced by Chumbe Island Coral Park—Zanzibar's top sustainable ecotourism destination and world famous marine conservation area—the Guide is a **FREE, bilingual resource provided in English and Swahili, aiming to raise awareness about overfished and vulnerable marine species and promote sustainable choices in the tourism industry in Tanzania, to support the health of both the ocean and local communities.**

As tourism continues to grow across Zanzibar and mainland Tanzania, so does the demand for seafood. Fishing remains a vital livelihood for many coastal communities, yet unsustainable harvesting practices threaten both marine biodiversity and long-term food security. The *Tanzania Sustainable Seafood Guide* is a response to these challenges, designed to support tourism businesses, including hotels, restaurants, and tour operators, in making informed, sustainable seafood choices.

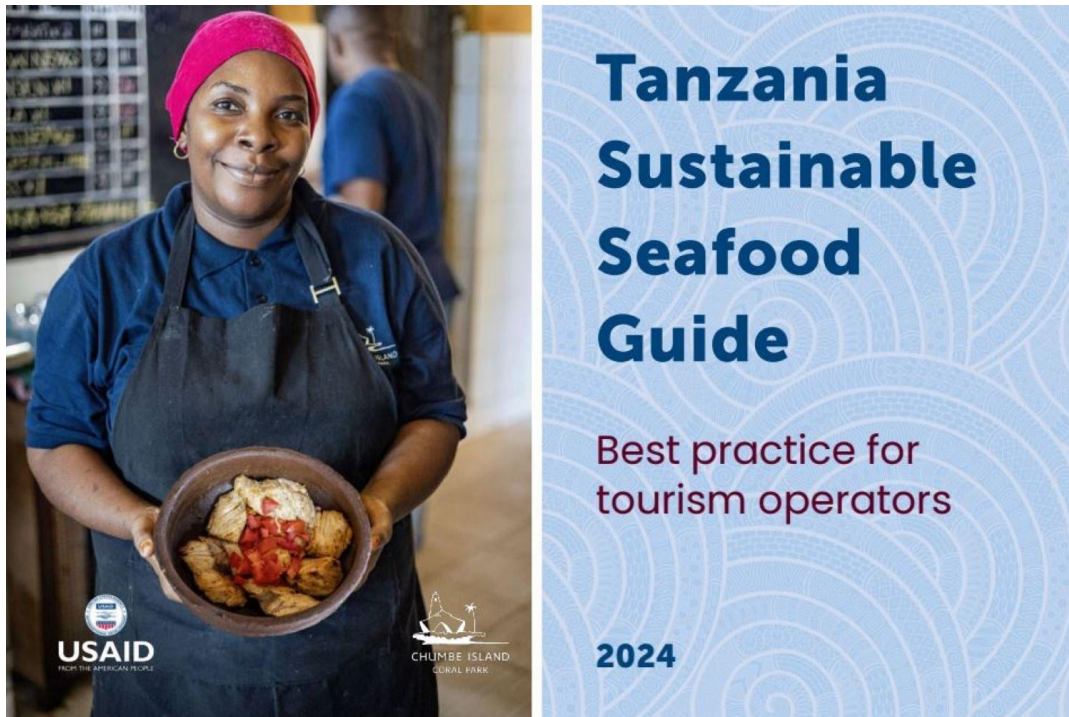
Developed in partnership with the *USAID Heshimu Bahari (Respect the Ocean) Project* and the *Western Indian Ocean Marine Science Association (WIOMSA)*, the guide includes:

- A simple traffic light system (red, yellow, green) to identify which species are sustainable to consume, which should be avoided, and which to consume with caution
- Information on the species lifecycles, to help buyers and consumers avoid important breeding seasons
- Guidance on sustainable fishing practices and alternative species to consider
- Coverage of a wide range of species, including both fish and shellfish

The guide was created with input from local and international experts, fishers, and scientists. It is available in three user-friendly formats: a comprehensive guidebook, a pocket-sized version for buyers to take to markets, and educational posters, making it accessible to a wide audience across Tanzania's tourism sector.

These can be downloaded, in both languages, via this link: [Tanzania Sustainable Seafood Guide](#), or you can order hard copies at: conservation@chumbeisland.com.

By equipping stakeholders with practical knowledge, the guide contributes to safeguarding the region's marine resources for future generations. The guide was officially launched during the 13th *WIOMSA Scientific Symposium* in Mombasa on September 28, 2025.



FOR MORE INFORMATION:

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Chumbe Island is an **internationally acclaimed conservation area**, hosting a fully protected coral reef sanctuary and forest reserve.

As a not-for-profit enterprise, the revenue generated by eco-tourism on the island funds all **conservation** management and supports Chumbe's extensive **environmental education** programmes with local schools and communities in Zanzibar.

Operational for more than 30 years, Chumbe is **the world's first financially self-sustaining marine protected area**.