to trust farmed seafood.

responsibly is important.

ofhers why farming seafood

nealthy, ship fresh shellfish to

cyeck the water to keep them

I grow oysters and mussels,

and help protect wild species

feed people with healthy products

I broduce shellfish responsibly to

from being overfished.

Challenges

Daily tasks

Importance

competition, and getting people

shellfish, high costs and big farm

I have a hard time with pollution

stores and restaurants, and teach

and warming waters that hurts

physically demanding. mention my job is dangerous and due to climate change. Not to and endure worsening weather more fish, deal with fish moving

marine life while earning a living. with inspectors, and protect my choice of fishing gear, work apply fishing rules including on seafood very deep in the water, I spend weeks at sea catching

marine life. to make money while protecting species deep in the ocean trying





and team up with fishers to I study how climate change

change and fishing.

misinformation about climate

important research, and fight

consideration, find money for

to take scientific data into

I find it tough to get leaders

Daily tasks

Challenges

and keep oceans healthy. and leaders to protect marine life





protect the sea. on policies related to the ocean, fishing quotas, work with leaders affects marine life, help set safe

I connect scientists, businesses, Importance







My team

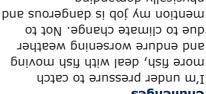
places their

pawn at the

top of the

Biodiversity

pillar to start



Challenges



I speak for fishers who catch





customers make better choices in keep prices fair, and help supply of sustainable seafood, I find it hard to always find a Challenges

a busy, fast-food world

make good choices. fishers, farmers, and staff to about their food, and work with sustainable seafood, teach people I create menus with local,

Daily tasks

smart, healthy choices. use my skills to help others make caught seafood to people and I help bring good, responsibly Importance



Coastal Shellfish Farmer

the game. Marine Ecologist & Climate Researcher

My team can choose to skip one Tide Turn card during the game. This ability can only be used once. Deep-Sea Fisher



small fishers' needs. fair balance between rules and help to stop them, and finding a who don't follow the rules, limited

I have to deal with illegal fishers

Challenges

sure laws are respected. about fishing rules, and make fishing activities, inform fishers I check fishing boats, track illegal Daily tasks

honest fishermen. and help protect the ocean and I work to stop illegal fishing Importance







.gnidsh lagəlli seatood prices, and worry about companies, deal with changing change, compete with big fishing weather caused by climate I struggle with unpredictable Challenges

responsible fishing. with others to support fair and my catch fresh, and team up to protect fish stocks, keep practices, I follow the rules

day, using responsible fishing

I fish away from the coast every

Daily tasks

үеэцүү. living with keeping the ocean to people, balancing making a ocean life and give tresh seatood I fish responsibly to protect Importance







needing to follow rules carefully. to keep fish fresh, and always cold storage, quick deadlines environment, not having enough changing because of the I struggle with fish quality Challenges

waste.

and make sure nothing goes to from, sort it for different buyers, records to track where it came it's fresh and the right size, keep I check seafood to make sure

Daily tasks

fishermen earn a good living. broducts fresh and helping nothing goes to waste, keeping seafood gets sold and that I make sure only the best Importance





trips.

to keep things cold during long can delay deliveries, plus it's hard problems, and bad weather that I face higher fuel costs, vehicle Challenges



follow the rules to run smoothly. make sure it arrives on time, and in special trucks that keep it cold, I deliver fresh and frozen seafood Daily tasks



and spoilage.

it fresh and good, stopping waste the docks to stores while keeping I help move seafood quickly from

Importance











Once in the game, the team can take one point from one pillar and move it to another one. Seafood Transporter



last long. seafood fresh because it doesn't mislabelling, and struggle to keep produced seafood, deal with I compete with cheap, mass-

Challenges

.sqı sustainable choices and cooking broducts, and teach them about to sell, help customers pick good sellers, keep it fresh and ready I get seafood from trusted

Daily tasks

the ocean. choose options that are good for seafood and teach them how to I help customers find fresh, good Importance



trends to buy smartly and fairly. track of stock, and watch market agree on prices with sellers, keep I buy seafood in large amounts, Daily tasks

environmental changes or global

and supply problems caused by

I face unstable prices, tough

competition from big distributors,





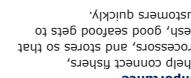
frade rules.

Challenges

customers quickly. fresh, good seafood gets to processors, and stores so that

















My team can pick starting the game.

My team can choose to skip one Quest Card card during the game. This ability can only be used once. Mr.Goodfish

friendly and cost-effective.

tastes, strict hygiene rules,

Challenges

Daily tasks

Importance

people.

it fresh longer.

the challenge of being both eco-

expensive tech upgrades, and

I deal with changing customer

and use smart packaging to keep

products like pre-marinated fish,

I make sure seafood is safe and

to make it more convenient for

to-eat foods like frozen meals,

I turn fresh seafood into easy-

smoked fish, and canned seafood

ready for stores, create new

Secondary Processor

For all cards announcing -2 or -1 on Health, it becomes 0. Primary Processor

dnality.

Challenges

Daily tasks

Importance

. waste.

keeping food safe and high

meet growing demand while

refrigeration, and pressure to

use leftovers so nothing goes to

hygiene rules, and find ways to

to stop waste and save money.

handled safely and prepared

I make sure fresh seafood is

dnickly so it doesn't spoil, helping

I clean, cut, fillet, wash and

pack seafood safely, follow strict

expensive energy to for

I deal with staff shortage,



+

I find seafood labels confusing, try to save money while choosing sustainable options, don't always know how to avoid waste and sometimes can't find responsibly sourced seafood nearby.



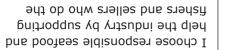
Challenges



I care about where seafood comes from, pick eco-friendly options, try new seafood recipes, and teach my community about making smart seafood choices.

right thing.

Daily tasks



Importance





+