



## Celebrating Two Years of Bringing Ocean Conservation to the Table

In 2003, we have seen remarkable coverage of issues related to the ocean and seafood, with much of this attention focused on the declining health of the ocean—from science indicating we have fished out 90 percent of all large fish species (see article page 2) to how we can better manage our ocean resources (see Conservation Corner page 5, and Washington Beat page 7). It's never been clearer that our oceans are in trouble.

Seafood Choices Alliance is founded on the premise that making more informed choices about

the seafood we buy, serve, and sell is one way to promote healthier oceans. And we're not alone; the seafood choices movement encompasses dozens of environmental and educational organizations and thousands of chefs, restaurateurs, wholesalers and fishermen who are committed to making wiser seafood choices today in order to ensure a lasting and diverse supply of seafood tomorrow.

Seafood Choices is the nucleus of this movement—promoting and coordinating individual efforts for optimal impact while fostering a greater understanding of and appreciation for those seafood choices that not only are better for the environment but that are delicious, too. Now in its third year, the Seafood Choices Alliance has established itself as *the* source for accurate, balanced information about ocean-friendly seafood issues.

Seafood Choices Alliance provides a subscriber service for seafood professionals interested in learning more about the environmental issues that impact their industry. Subscribers include more than 1,700 chefs, grocers, fishermen, distributors, restaurateurs, caterers, dieticians, hoteliers, and others. "With our growing list of subscribers, we're demonstrating that choosing ocean-friendly seafood is not an environmental cause, it's a nationwide movement," says Susan Boa, Seafood Choices Alliance project manager.

*continued on next page*

### CONSUMER ATTITUDES TOWARD "ENVIRONMENTALLY—RESPONSIBLE" SEAFOOD LABEL

N=1000	Much More	Somewhat More	No Difference	Less*
Suppose some kinds of seafood were labeled as "environmentally responsible," would you be more or less likely to buy seafood that had an "environmentally responsible" label or wouldn't it make any difference?	41%	31%	18%	11%
If you were to find seafood labeled as "environmentally responsible" in your supermarket or on a restaurant menu, would it make you feel more or less favorable about that store or restaurant or would it not make any difference?	34%	32%	25%	8%

\*Less is "much less" & "somewhat less" combined

"Environmentally responsible" seafood is a clear winner among seafood consumers. Seventy percent also say they want more information about the environmental impacts associated with seafood.

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## Celebrating Two Years

Through this newsletter and on [www.seafoodchoices.com](http://www.seafoodchoices.com), Seafood Choices keeps its subscribers up-to-date with the latest information on such important issues as consumer and industry trends, endangered seafood species, overfishing, and aquaculture.

## OCEAN-FRIENDLY DINING BY REGION

Finding local purveyors and restaurants serving ocean-friendly seafood is now just a click away. Visit our new Subscriber Database to see a geographic listing of businesses that support better seafood choices, online at [www.seafoodchoices.com/sub-](http://www.seafoodchoices.com/sub-)

scribers. To have your business listed, email us at [info@seafoodchoices.com](mailto:info@seafoodchoices.com) and let us know what you're doing to support environmentally responsible seafood choices.

## A LOOK AT THE BIG PICTURE

Research from the Seafood Choices Alliance brings the issues related to ocean-friendly seafood into focus. The latest report, *The Marketplace for Sustainable Seafood: Growing Appetites and Shrinking Seas*, provides information on the U.S. seafood market along with research on consumer attitudes towards seafood. The report includes results of a nationwide survey, which found that close



to 70 percent of regular seafood eaters want more information about the environmental impacts of their seafood choices. A significant number also say they are willing to purchase 'ocean-friendly' fish once they realize there is a choice to be made.

*continued on page 3*

## SCIENTISTS REVEAL DEPTH OF OCEAN'S TROUBLE

In a series of recent reports—headlined by a cover article in the international journal *Nature*—scientists warn that the world's fish stocks are dangerously overexploited and that many fishing methods are destroying the very ocean habitats and ecosystems needed to rebuild the fish populations.

In the May 15 issue of *Nature*, fisheries scientists Ransom Myers and Boris Worm presented astonishing new research revealing that 90 percent of all large fish are gone from the world's oceans. The scientists report that since industrial fishing began in 1950, most of the world's great ocean fish species—tuna, marlin, swordfish, sharks, cod and halibut—have been reduced to 10 percent of original levels.

"From giant blue marlin to mighty bluefin tuna, and from tropical groupers to Antarctic cod, industrial fishing has scoured the global ocean," says Myers, a leading fisheries biologist from Canada's Dalhousie University. "Not just in some areas, not just for some stocks, but for entire communities of these large fish species from the tropics to the poles."

"This is a stunning, sobering appraisal of the state of the fish in the sea," warns Vikki N. Spruill, president of the Seafood Choices Alliance. "It should serve as a clarion call to abandon the 'business as usual' approach to commercial fishing. At Seafood Choices, we must continue to do our small part to address this global crisis: to promote ecologically sound, ocean-friendly seafood alternatives to these fish species."

Myers is unequivocal in his criticism of the status quo: "We are in massive denial and continue to bicker over the last shrinking numbers of survivors, employing satellites and sensors to catch the last fish left. We have to understand how close to extinction some of these populations really are. And we must act now, before they have reached the point of no return. If present fishing levels persist, these great fish *will* go the way of the dinosaurs." ●

“This new report makes it clear that organizations such as Seafood Choices Alliance are needed, and that our valued subscribers must continue to educate their customers, clients, and colleagues about ocean-friendly seafood issues,” says Vikki N. Spruill, President of Seafood Choices. “Being informed is essential to ensuring a lasting and diverse supply of seafood.”

### CHARTING A COURSE FOR SEA CHANGE

The importance of consumers making informed seafood choices has never been more critical. Released at the same time as the new Seafood Choices report, the Pew Oceans Commission’s *America’s Living Oceans: Charting a Course for Sea Change* asserts that overfishing, wasteful bycatch, habitat destruction, and the resulting changes in marine food webs threaten the living oceans upon which the nation’s fishing industry and heritage depend (see Conservation Corner, page 5).

The fundamental conclusion of the Commission—which fits right in with Seafood Choices’ mission—is that, in the long term, the economic sustainability of the oceans depends entirely on ecological sustainability.

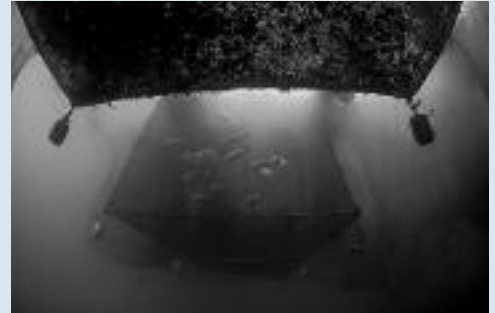
To learn more about Seafood Choices Alliance, or to download *The Marketplace for Sustainable Seafood: Growing Appetites and Shrinking Seas*, call 866/SEA MORE or log on to [www.seafoodchoices.com](http://www.seafoodchoices.com). ●

## Aquaculture—Responsible Fish Farming for the Future

Given the growing demand for seafood and the shrinking supply of wild fish, can aquaculture offer a sustainable solution?

Aquaculture, or fish farming, is the fastest growing sector of the world food economy and currently accounts for one out of every three fish consumed. Clearly aquaculture has the potential to provide an important source of protein for our growing population, as long as it’s done responsibly. Many forms of aquaculture are environmentally friendly and offer consumers good seafood choices. Shellfish, such as mussels, oysters, and clams (see *Seasonal Scoop*, page 6), and vegetarian finfish, such as tilapia and catfish, are all farmed in ways that have little harmful impact on the environment. However, this is not the case with some forms of aquaculture, such as shrimp and salmon farming. The recent trend towards farming high-value carnivorous fish, such as tuna, halibut, cod, and grouper—essentially the “tigers of the sea”—is especially problematic.

A new report, *What Price Farmed Fish: The Environmental and Social Costs of Farming Carnivorous Fish*, by Michael Weber, reviews the environmental impacts of farming salmon and other popular carnivorous fish. These impacts include the discharge of untreated wastes, use of chemicals and antibiotics, and the use of large amounts of



Wolcott Henry 2001

Aquaculture now accounts for one out of every three fish consumed. But some practices, such as open-ocean net pens, can damage the environment.

wild fish for feed. The report notes that, instead of learning from the mistakes of salmon farming, the aquaculture industry is experimenting with many new species that are likely to have the same problems. This ‘next wave’ in the industry includes cod, tuna, barramundi, sea bass, snapper, grouper, and cobia—some of which are already available to consumers.

The report recommends that current practices of farming carnivorous fish be reformed before any further expansion occurs in coastal waters. It also encourages more sustainable forms of aquaculture, such as mollusks (clams, oysters, and mussels) and vegetarian species of fish (such as tilapia and catfish). The full report is available at [www.AquacultureClearinghouse.org](http://www.AquacultureClearinghouse.org).

For more information, contact the SeaWeb Aquaculture Clearinghouse at 401/272 8822 or [clearinghouse@seaweb.org](mailto:clearinghouse@seaweb.org) ●

## SUBSCRIBER PROFILES

### New York State of Mind

In the last issue, we introduced our Seafood Champions program. These are Seafood Choices subscribers who are leading the effort to protect our ocean resources through offering better seafood choices to their customers and speaking out in support of healthier oceans. Joining the ranks are two New York area chefs who are emphatic about their seafood choices.

**Michel Nischan** is the former executive chef of **Heartbeat Restaurant** in New York City. In December 2002 he launched his own business—Sources and Resources (Fairfield, Connecticut)—consulting large companies on how to make organic and sustainable food choices:



It goes back to when I was a kid. When we went fishing, we were allowed to pick two fish to keep because my family believed that you should take what you could eat and not all that you want. When I became a chef, I followed this common sense approach that my family had instilled in me.

My philosophy is very basic: Take only what we need to take and be sensitive to the environment. There are so many alternatives, why go after the stuff that is in need of the biggest break. It's just common sense. I really wish fisheries would look more towards certifying waters as different levels of pristine, based on coastal pollution and the health of the marine habitat, so that you could know for sure that your seafood comes from prime ecological habitat areas. Let's buy our fish from fisheries that are proven to be in better shape than some of the others.

My customers would always challenge me about my menu choices, but we do our best service when we explain to our customers in meaningful terms why we've made those decisions. If we don't pass this information on, we're not doing our customers a full service.

**Brad Steelman** is executive chef of the **River Café** (Brooklyn, NY): I try to keep myself educated about what's available and which products work and which don't. I'm a scuba diver and originally had hoped to be a marine biologist, so I'm in tune with the undersea world. I grew up on Long Island and know a lot of fishermen who have a different view on things. I want to find out what information is being provided to chefs versus what fishermen say, as well as the difference between what the government says and what fishermen say, so I can better understand where the conflict lies. One thing I'd like to see is more education and cooperation between the fishermen and the government.



Frankly, it depends on what kind of conscience you have. If an organization places a moratorium on a fish, we certainly try to do our part. We don't serve Chilean sea bass...or swordfish. I think the answer lies in diversification, but you still have to use and sustain the species that customers are familiar with, because they're always going to want the lobster and shrimp.

It comes down to really knowing what's going on—to stop using a particular fish but not really understanding why isn't a great thing either. I don't want to jump on the bandwagon just to jump on the bandwagon. It's important for me to make choices based on good reasons and to take appropriate measures. It's nice to get different takes on the issues and get a clear understanding of what's really going on.

**To learn more** about Seafood Choices Alliance subscribers, or to subscribe, call 866/SEA MORE or log on to [www.seafoodchoices.com](http://www.seafoodchoices.com). ●

**Attention Subscribers!** A new geographic listing of Seafood Choices subscribers is available online.

To be listed in the new Subscriber Database, please contact us at [info@seafoodchoices.com](mailto:info@seafoodchoices.com) or by fax at 202/483 3518 and tell us how you're supporting ocean-friendly dining.

conservation

CORNER

## Shifting Gears on How We Manage the Ocean

Two recent reports shed light on the threats facing our oceans and highlight

the actions necessary to reverse the decline of the ocean's health.

The **Marine Conservation Biology Institute**, a non-profit organization protecting ocean life through science and conservation, surveyed fishermen, fisheries regulators, scientists and conservationists to evaluate the impacts of a variety of fishing gears. The resulting report, *Shifting Gears: Addressing the Collateral Impacts of Fishing Methods in U.S. Waters*, compares and ranks the level of damage caused by 10 major commercial fishing gears. Bottom trawls—large, heavy nets that are dragged across the seafloor to catch species such as cod, flounder, rockfish, and shrimp—topped the list of the most harmful fishing gears. Respondents also noted the impact of gear on ocean habitat as a primary concern.

“The message of this report is clear: How we fish matters as much as how many fish we pull out of the sea,” says Dr. Elliott A. Norse, MCBI President. “Experts agree that using fishing gears that are not selective about what they catch can have a major impact on marine life and the habitats they depend on for survival.”

While there has been clear documentation of the environmental impacts of some fishing gears, *Shifting Gears* is the first to reveal the collateral impacts of various fishing gears, gauge the severity of these impacts and, with input from experts and key stakeholders, compare and rank the overall ecological damage these gears cause.

*Shifting Gears* is available for download at [www.mcbi.org](http://www.mcbi.org) or by calling 202/546 5346. The Spring 2003 of *Afishianado* also featured information on popular fishing gears and their impacts. ●



Overfishing, intensive coastal development, and increasing pollution from cities and fields are posing a serious threat to ocean wildlife and ecosystems, according to a report by the **Pew Ocean Commission**.

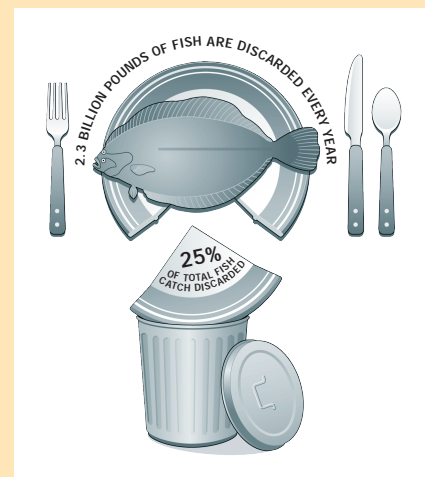
This independent panel of scientists, fishermen, conservationists, business

leaders, and elected officials calls for immediate reform of U.S. ocean laws and policies to restore ocean wildlife, protect ocean ecosystems, and preserve the ecological, economic, and social benefits the oceans provide. The comprehensive report, entitled *America's Living Oceans: Charting a Course for Sea Change*, is the result of a three-year, nationwide study of the oceans, the first of its kind in more than 30 years.

The Commission recommends restricting destructive fishing gear and placing a priority on the long-term health of marine life and ecosystems. In addition, guiding the sustainable development of aquaculture was named as a top challenge for policy makers.

“It is possible to rescue much of the bounty that has been lost, but only if we focus society on protecting and restoring the ecosystem,” says commission member Jane Lubchenco, an Oregon State University marine biologist. Adds Charleston, S.C., Mayor and commission member Joseph Riley, “We are loving our coasts to death. We have to reassess how we live and develop along the coast if we are to maintain—much less restore—these special places.”

Copies of the Pew Ocean Commission's final report are available for download at [www.pewoceans.org](http://www.pewoceans.org) or by calling 703/516 0624. ●



2.3 billion pounds of fish are discarded as bycatch every year. Courtesy of Pew Oceans Commission.

## SEASONAL SCOOP

## Wahoo for Ocean Friendly Seafood!

Summer may have come and gone, but there are still plenty of options to keep seafood lovers pleased. This fall, we focus on three wild species widely available on the West Coast, in addition to farmed clams. Try these delicious seafood items as specials or as regular additions to the menu.

**Hawaiian wahoo** (ono). “Ono,” Hawaiian for “good to eat,” is a close relative of the king mackerel. Caught by troll fishermen, ono is a good environmental choice because this type of fishing tends to more specifically target ono and is not dragged along the ocean floor. Ono is most available summer and fall, and is perfect for smoking or grilling. It has low fat content with white, flaky, delicate flesh. Don’t miss this fall’s wahoo recipe, below—a good eat indeed!

**Trap-caught spot prawns.** Good news for those of you in search of sustainable shrimp—the West Coast spot prawn fishery is now 100% traps. Bottom trawling for spot prawns was recently banned in order to reduce the bycatch of rockfish and destruction of the sea floor associated with bottom trawling. Along the West Coast up to Alaska, spot prawns are fished fall through spring. West Coast spot prawns are known for their sweet, delicate flavor; now they’re ocean friendly, too!

**Spiny lobster.** Rock and spiny lobsters are trap-fished around the world. The U.S. imports the majority of spiny lobsters from Latin America, where management is poor and some populations are overfished, but Australian rock lobster and spiny lobster from California (coldwater) are ocean-friendly choices. The Australian

## HAWAIIAN WAHOO

with Macadamia Nut Crust and Hot Jamaican Rum Butter

**Ray Hayes**, Executive Chef of McCormick and Schmick’s Seafood Restaurant, Los Angeles

**Hot Jamaican Rum Butter**

1 cup White rum  
 1 cup Dark rum  
 2 Habanero peppers, chopped  
 2 Vanilla beans, split and scraped into mix  
 1/2 tsp Saffron  
 1/4 cup Lime juice  
 1/4 cup Sugar  
 2 lbs Cold butter, cut into 1 inch pieces  
 Reduce to a paste and add cold cubes of butter slowly. Basically it is a beurre blanc sauce with a twist.

**Macadamia Crust**

6 cups Macadamia nuts  
 1/2 gallon Panko bread crumbs  
 2 tb Salt  
 2 tsp White pepper

Put both into a robo-coupe and mix to the consistency that you like. Apply it like any other breading, using a traditional egg wash and flour.

**Wahoo**

3 to 3 1/2 pounds Hawaiian wahoo

Pan sauté or griddle the fish after breading on a flat grill, until crisp and golden brown. If you are afraid of browning too much or having raw fish just cook it to the right color and finish it in the oven. It will not brown very much more and will continue to cook through. Chef suggests serving with a large dice of roasted sweet potato.

**Yield: Approximately 8 servings**

rock lobster fishery is certified as sustainable by the Marine Stewardship Council, and California spiny lobsters come from a small, well-regulated fishery. Coldwater spiny lobsters peak from September to mid-March.

**Farmed clams.** There are many varieties of clams—little necks, quahogs, Manilas, razors, and so on. Farmed clams are good choices for the environment because they don't require feed from wild fish sources; they filter food naturally from the surrounding water, which may actually improve water quality in the process. And unlike some forms of fish farming, there are little associated wastes. ●

## WASHINGTON BEAT

### REPORT DETAILS "HORRORS" OF MANAGEMENT

More than a quarter century has passed since the landmark Magnuson Fishery Conservation and Management Act was signed into law. Much has changed in America's ocean and coastal waters since and many of the changes have not been positive.

The **Marine Fish Conservation Network** outlines the failures of federal fishery management and offers solutions to these problems in its scathing report, *Horrors of the Deep!* To break this cycle of mismanagement, the Network recommends creating a law to conserve marine ecosystems, creating a new federal agency to enforce this law, reforming the role of the regional fisheries management councils, and separating conservation interests from fishing interests in making policy decisions.

In a July 2002 review of the federal agency charged with fishery management, the National Academy of Public Administration stated that "it has turned out that the bounty of the sea was more readily harvested than conserved, and the fisheries management system was forced to transition from allocating surpluses to rationing scarcity."

For a copy of *Horrors of the Deep*, visit [www.conservefish.org](http://www.conservefish.org) or call 202/543 5509. ●



## SUSTAINABLE SEAFOOD in THE NEWS

### One Fish, Two Fish.

In October the Smithsonian Institute publishes *One Fish, Two Fish, Crawfish, Bluefish: The Smithsonian Sustainable Seafood Cookbook*. This is the first cookbook to be comprised solely of eco-friendly seafood items. Among the top chefs who contributed recipes are Seafood Choices Alliance subscribers Jacques Pepin, Nora Pouillon, and Greg Higgins. Books may be ordered online from the Smithsonian Institute at [www.sipress.si.edu](http://www.sipress.si.edu).

**Peanut butter and jellyfish?** "The bottom is falling out beneath our fish throughout the world," Daniel Pauly, fisheries scientist at the University of British Columbia, told the conference of the American Fisheries Society, an international organization dedicated to improving fish management. "In the 1960s, calamari was called bait. The sea cucumber was basically dirt. It's not impossible to think we'll be eating jellyfish." Pauly said the repeated pattern of overfishing means the bottom of the marine food chain will soon also be threatened, along with species at the top such as cod and tuna.

**RoboFish.** According to the August issue of *Boating* magazine, the National Restaurant Association has introduced a heat-resistant, edible microchip that chefs can implant in a fish as it's being prepared. When dinner is served, the chip speaks, making it seem like the fish is talking, telling diners where and how it was caught and its nutrition information. Patrons will be able to ask their meal questions, too.

**Not-so Crazy in California.** Fearing escapes of non-native fish into the wild, California's state legislature passed a ban against the entry of salmon farms and the raising of genetically engineered fish in California ocean waters. Currently, there are no salmon farms off the California coast, nor are there any producers in the U.S. that raise genetically engineered fish. The U.S. Food and Drug Administration is considering approving a genetically altered Atlantic salmon for human consumption within the year.

Do you have news worth serving up in *Fish Dish*?

Please send your ideas to [info@seafoodchoices.com](mailto:info@seafoodchoices.com). ●



## TRENDS TO WATCH: Classes boosts sales

**C**ooking classes are giving retailers a lift, according to a recent Food Marketing Institute report on consumer attitudes. In 2003 **26.4 percent of grocery companies offer cooking classes**. What's more, seafood departments report increased sales after classes featuring seafood items. This represents a marked increase over 2000, in which only 2 percent of companies offered classes. (Reported in *Seafood Business*, August 2003)

Overall per capita seafood consumption increased nearly one pound from 2001 to 2002. Last year Americans consumed 4.5 billion pounds of seafood (National Marine Fisheries Service).

*Are you interested in offering an ocean-friendly seafood cooking class? Contact us at [info@seafoodchoices.com](mailto:info@seafoodchoices.com) or 866/SEA MORE to locate Seafood Choices subscriber chefs and retailers in your city. ●*

## CALENDAR

### SEPTEMBER

**22—Les Dames d'Escoffier Harvest Dinner.** New York, NY. Sponsored by Chefs Collaborative & Seafood Choices Alliance. Savoy's Peter Hoffman prepares a 5-course dinner, highlighting the good choices in organic foods and sustainable seafood. Local farmers and fishermen discuss issues of sustainability. Open to Les Dames members only.

**25—Passionfish Forum on Sustainable Fisheries & Seafood.** San Diego, Calif. Public figures, civic leaders and experts discuss marine fisheries and seafood sustainability and San Diego. Admission is free and open to the public. For more information, visit [www.passionfish.com](http://www.passionfish.com) or call 510/593 5188.

### OCTOBER—National Seafood Month!

**21—Four Great NY Chefs Celebrate Ocean-Friendly Seafood.** New York, NY. Seafood Choices subscribers and chefs Rick Moonen (rm), Jean-Michel Bergognoux (L'Absinthe), Bill Telepan (JUdson Grill), and Tadishi Ono (formerly of Sono) will demonstrate ocean-friendly seafood recipes. Part of the DeGustibus at Macy's Cooking School Series. Visit [www.degustibusinc.com](http://www.degustibusinc.com) or call 212/439 1714 for details.

### NOVEMBER

**2-5—Community Food Security Commission Annual Conference.** Boston, Mass. Workshops teaching chefs how to better connect with local farmers and sustainable seafood and meat suppliers. Co-sponsored by Chefs Collaborative. For more information, contact Chefs Collaborative at 617/236 5200.

**Do you have an upcoming event?** Email us with the event, date, and name of sponsoring organization at [info@seafoodchoices.com](mailto:info@seafoodchoices.com) or call toll free 866/SEA MORE.

**Subscribe to Seafood Choices!** Submit your name, mailing address, and your company or business via email to [info@seafoodchoices.com](mailto:info@seafoodchoices.com), call toll free 866/SEA MORE, or fax to 202/ 483 3518.

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