

Sourcing Seafood: Connecting Buyers to Suppliers

For those of you who have been on the search for ocean-friendly seafood like stone crabs, U.S. farmed shrimp, and wild Pacific salmon, Seafood Choices Alliance is about to make this task much easier. Together with co-authors Howard Johnson (H.M. Johnson & Associates) and Peter Redmayne (Sea Fare Group), Seafood Choices Alliance recently introduced the first edition of *Sourcing Seafood: A Professional's Guide to Procuring Ocean-friendly Fish and Shellfish*.

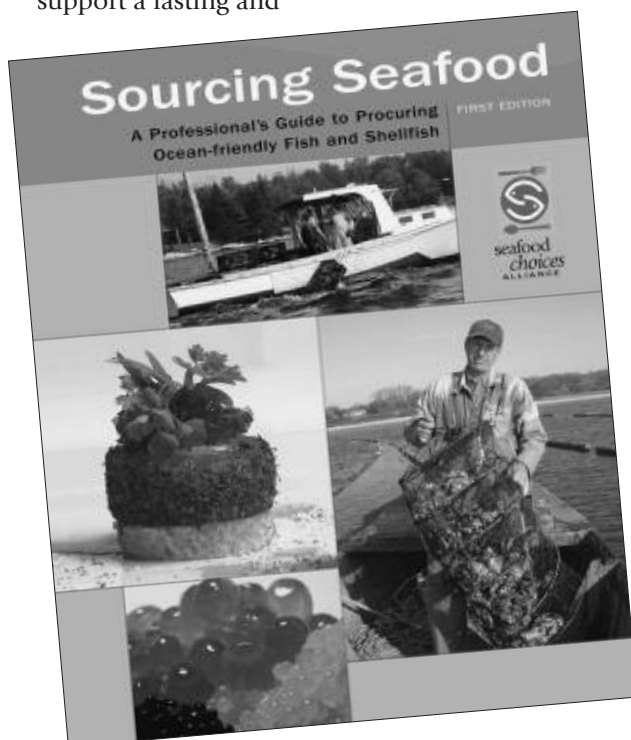
"Given the current state of our ocean, many fishermen and fish farmers have begun to shift to environmentally responsible practices in order to support a lasting and

diverse seafood supply" said Mike Boots, director of Seafood Choices Alliance. "The Alliance created *Sourcing Seafood* to make it as easy as possible for food professionals to locate progressive suppliers of ocean-friendly seafood."

Where is black cod found and in what form is it sold? When is fresh king salmon available? Which farm-raised seafoods are environmentally responsible choices? *Sourcing Seafood* helps busy professionals answer these and other important questions.

The book is divided into two sections. The first section provides seasonality information, buying tips, product forms, conservation notes, and health information for close to 40 ocean-friendly seafood choices. The second section is a complete listing, by seafood item, of more than 300 suppliers that offer ocean-friendly seafood to food professionals. The suppliers listed are primary suppliers, including processors that buy from fishing boats, individual fishermen who market directly, and fish and shellfish farmers. In some cases, cooperatives and associations also have been included to aid in identifying additional sources.

According to co-author Howard Johnson, "With demand for seafood increasing year after year, it becomes ever more important to select species that are abundant and suppliers that are environmentally responsible."



Download a free electronic version or request a hard-copy of *Sourcing Seafood* at www.seafoodchoices.com.

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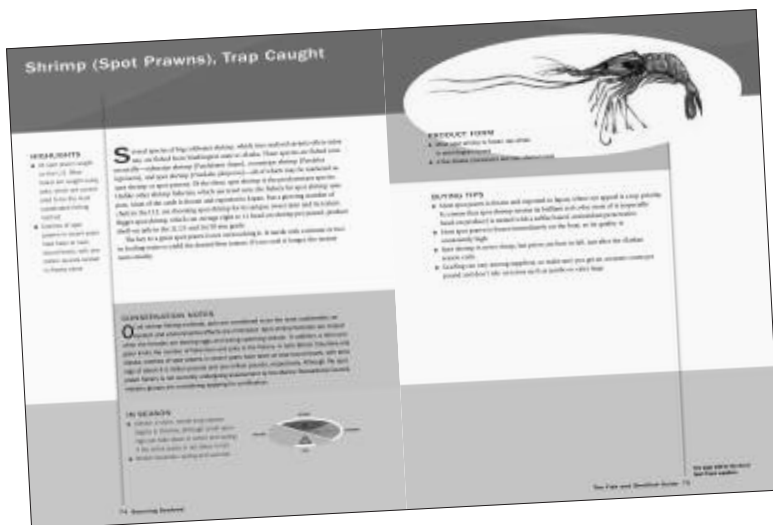
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Sourcing Seafood

Sourcing Seafood is the first comprehensive guide for seafood buyers who are looking for sustainable seafood products. Its publication reflects the swell of support that consumers, chefs and suppliers are providing for ocean conservation, and a recognition that it is possible to eat well and do the right thing at the same time.

Subsequent editions will include additional seafood sources, as more and more suppliers make the shift to ocean-friendly fishing and farming practices. Seafood profiles will also be updated as new informa-



tion becomes available. The Alliance encourages our subscribers to assist us in identifying those suppliers who are doing things better, to ensure that these suppliers are rewarded with increased demand.

Download a free, electronic version of *Sourcing Seafood* from www.seafoodchoices.com. In addition, a limited number of hard copies are available to current Seafood Choices Alliance subscribers upon request, either through our website or by writing to info@seafoodchoices.com. ●

SEAFOOD SUMMIT 2004

This October 26–28 in Chicago, Seafood Choices Alliance sponsored the 4th Annual Seafood Summit, a two-day meeting for leaders in the seafood choices movement. The Summit has evolved into an event that brings together all sectors—seafood professionals, conservation organizations, scientists, educators, fishers and fish farmers, and charitable foundations—to exchange information, get the latest scoop on industry trends, and identify new solutions to ensure a lasting and diverse seafood supply. Over 100 representatives from 65 organizations and businesses from across the globe participated.

Seafood Summit 2004 was a celebration of recent successes and growth. In his keynote address, **The Right Honorable John Gummer MP**, Chairman of the Marine Stewardship Council, encouraged attendees to celebrate the progress made towards a healthier ocean and fish supply. For the first time, the Summit branched out of North America to include the leading international voices in sustainable seafood, solidifying the global nature of the movement.

The Summit recognized the critical role of the seafood industry and private businesses in shifting supply towards more sustainable choices. Some of the nation's foremost chefs, including **Rick Bayless** (Frontera Grill), **Rick Moonen** (Restaurant rm), **Peter Hoffman** (Savoy), **Eric Stenberg** (Savory Olive), and **John Ash** (John Ash & Company), explored avenues by which those gathered could assist other food professionals and the public in making ocean-friendly choices. Industry veterans **Howard Johnson**, **Peter Redmayne**, **Bob Sullivan**, and **John Fiorillo** (The Wave.com) shared the seafood industry's perspective on the growing movement. Sustainable seafood distributor, **Henry Lovejoy**—with **Paul Johnson** (Monterey Fish) and **Rich Boot** (Sustainable Fishery Advocates)—offered tips on marketing sustainable seafood in innovative ways.

In addition, the **John G. Shedd Aquarium** hosted a kick-off reception, the **Chef's Collaborative** and **Shaw's Crab House** organized a mouth-watering dinner and enlightening discussion, and **William Rice** shared his perspective from his experience as food and wine columnist for the *Chicago Tribune*. **Charles Clover** of *The Daily Telegraph* concluded the event by reminding attendees to continue to think globally and act locally by making choices with the health of the ocean in mind. ●

RAVE REVIEWS FOR SOURCING SEAFOOD

“My family has been farming trout in North Carolina for three generations. We see this guide to sourcing seafood as a thoughtful and timely resource for all of industry that will help like-minded, concerned retailers and chefs choose seafood products that match their high standards for quality, taste and environmental friendliness. Thank you Seafood Choices Alliance!”

—**Sally Eason**, *Owner*
Sunburst Trout Company
(Canton, NC)

“As a distributor of ocean-friendly seafood products, EcoFish knows it’s challenging for chefs and retailers to research and source sustainable seafood. *Sourcing Seafood* is a fantastic resource, providing a great service by pointing out those fishermen and suppliers working hard to ensure their products are high quality and sustainable.”

—**Henry Lovejoy**, *President*
EcoFish, Inc.
(Portsmouth, NH)

“This guide couldn’t come at a more critical time for the ocean. *Sourcing Seafood* is a useful tool for people, such as myself, who are trying to make responsible seafood decisions whenever possible. It makes purchasing seafood—and feeling good about it—a whole lot easier.”

—**Rick Moonen**, *Executive Chef & Owner*
Restaurant RM
(New York, NY)

Aquaculture—Deeper Waters, Same Problems

The aquaculture industry is on the move to the open ocean.

In several countries around the world, researchers are working to assemble the technology and know-how for the next big development in aquaculture: moving fish farms to open ocean waters. In the U.S., the National Oceanic and Atmospheric Administration (NOAA) has been crafting legislation that, in effect, will make it possible for the aquaculture industry to lay claim to large sections of the open ocean, a public resource.

Government, academic, and industry groups have worked collaboratively to develop pilot projects to investigate the feasibility of offshore aquaculture. Fish being considered for offshore aquaculture include salmon, cod, Atlantic halibut, and haddock in the North Atlantic; snapper, mahimahi, and cobia in the Gulf of Mexico and the Caribbean; and salmon, sablefish, Pacific halibut, striped bass, tuna, mahimahi, and amberjack in the Pacific.

While the nascent offshore aquaculture industry has received strong backing from the U.S. government, many conservation organizations and individual stakeholders are concerned that offshore development will lead to severe environmental and social impacts. If offshore farming follows the same model as the current nearshore farming of



NOAA

carnivorous fish—namely salmon, which are farmed in open feedlot style netpens or cages—potential impacts could include: pollution from wastes, chemicals and drugs; escapes of farmed fish and the transfer of diseases and parasites; impacts on wildlife from entanglements and harassment; dependence on wild fisheries for feed inputs; and impacts on traditional commercial fisheries, and coastal communities.

The proposed National Offshore Aquaculture Act would provide streamlined permitting, long-term leases for offshore aquaculture development, and exemption from the Magnuson-Stevens Act, which would allow for foreign leasing of U.S. waters. Congressional consideration of the legislation is expected in 2005.

For more information, contact the SeaWeb Aquaculture Clearinghouse at 401/272 8822 or www.AquacultureClearinghouse.org. ●

SUBSCRIBER PROFILES

Sourcing Seafood Supplier Profiles

The following suppliers are featured in the Alliance's recently released directory, *Sourcing Seafood*. As part of our seasonal ocean-friendly seafood promotion, *Seafood Greetings*, we are highlighting those suppliers offering in-season choices that are not only great quality, but good for the oceans too.

Mountain Lake Fisheries specializes in lake whitefish products, including whitefish caviar. The clear unpolluted lakes of northwest Montana make possible the production of what experts consider to be the finest Golden Whitefish Caviar in North America. For more information about Mountain Lake Fisheries, contact **Ron Mohn** at mtlkfish@whitefishcaviar.com or log on to www.whitefishcaviar.com.

Gulkana Seafood Direct specializes in processed-at-sea sockeye, king, and silver salmon from the Copper and Bering rivers. **Bill Weber** is a Cordova, Alaska, fisherman who markets his catch directly to markets in the lower 48. All fish sold by Gulkana is processed onboard Bill's boat, the F/V Gulkana. Each fish is bled and layer-iced onboard. Bill sells to buyers throughout the U.S. who understand and appreciate a truly fresh salmon that is handled with the utmost care from the minute it comes out of the water. Please see www.GulkanaSeafoodsDirect.com for more information.

Quest Fishing Ltd. is located north of Vancouver, on the Sechelt Peninsula, in Madeira Park, British Columbia, Canada. Spot prawns are its specialty and has been its principle fishery for over 25 years. Quest offers the highest quality Canadian spot prawn direct from the fisher. Spot prawns are caught using traps, an ecologically responsible fishing practice. Once caught, the prawns are sorted by grade, boxed, and flash frozen

within hours, assuring an elite sumptuous product for sushi and sashimi. Wild spot prawns can be supplied without any additives or preservatives. For more information on Quest or the spot prawn trap fishery, please email prawns@spotshrimp.com.

Taylor Shellfish Farms and the Taylor family have combined over a century of experience with modern technology to create state-of-the-art shellfish farms in Puget Sound and on the Washington coast. Taylor is the largest producer of farmed shellfish in the U.S. Its products include oysters (Pacific, Kumamoto, European flat, and Olympia), Manila clams, Mediterranean mussels, and geoducks. The company guarantees the quality of its shellfish with confidence and pride by working to ensure that the waters of its growout sites remain clean and clear. To find out more about Taylor Shellfish Farms, visit www.taylorshellfish.com.

Key West Seafoods is dedicated to providing the freshest, premium seafood and has been serving seafood lovers since 1997. The waters surrounding Key West provide some of the best fishing and seafood in the world. Key West Seafoods does not freeze or store any seafood, but hand selects it daily from the best of the day's catch. Indigenous to the waters of Key West, the stone crab claw is considered by experts to be among the best crab available. Thanks to the sweet delicate meat of the stone crab's claw, gourmards always look forward to this season. For more information or to order products, please visit www.keywestseafood.com.

To learn more about Seafood Choices Alliance subscribers or to subscribe, call 866/SEA MORE or visit www.seafoodchoices.com. ●

Have any suggestions? If you know of suppliers of sustainable seafood that should be included in the next edition of *Sourcing Seafood*, please email info@seafoodchoices.com or call 866/SEA MORE.



Seafood Celebrations

The City's Best Seafood Choices Program Hits Chicago

In conjunction with October's National Seafood Month, the John G. Shedd Aquarium and Seafood Choices Alliance launched **Chicago's Best Seafood Choices**, a celebration of ocean-friendly seafood. As part of the celebration, more than forty restaurants throughout Chicago, including Shedd's own Soundings Restaurant and Rick Bayless's Topolabambo and Fronterra Grill, featured sustainable seafood dishes from October 7–31. Additional sponsors included Blue Ocean Institute, Chefs Collaborative, *Chicago Magazine*, EcoFish, Environmental Defense, Institute for Fisheries Resources, Marine Stewardship Council, and Pacific Coast Federation of Fishermen's Associations.

"Chicago's Best Seafood Choices is aimed at drawing attention to seafood that is good to eat and good for the ocean. Given the recent attention to the problems in our ocean, this is an opportunity for local restaurants to demonstrate support for seafood that comes from environmentally responsible sources," said Mike Boots, director of Seafood Choices Alliance. "We are pleased to have teamed up with Shedd, a world-class aquarium, to bring this important outreach to Chicago and the Midwest."

Opened in 1929, the Shedd Aquarium is one of the oldest public aquariums in the world. Shedd is a nonprofit institution dedicated to public education and conservation, and is the world's largest indoor aquarium. Shedd's *Right Bite* program is an educational campaign to help consumers discover how their seafood choices can help protect the health of our oceans.



Seafood Greetings!

Several of the nation's top restaurants are teaming up with *Seafood Choices Alliance* and *Caviar Emptor* to celebrate **Seafood Greetings**, a holiday collection of luxurious, great-tasting seafood recipes that are good for the oceans.

Participating restaurants in 14 U.S. cities are promoting ocean-friendly choices this holiday season. The choices include American caviars, spot prawns, stone crabs, farmed oysters, bay scallops, and Alaskan winter king salmon. Wild Edibles, the famed New York seafood marketplace and supplier, will also promote these holiday seafood choices to its customers.

Participating restaurants include East West Bistro (Athens, GA), Emily's Restaurant (Northville, MI), The Hayes Street Grill (San Francisco, CA), The Herbfarm (Woodinville, WA), Higgins (Portland, OR), Lark (Seattle, WA), The Little Nell (Aspen, CO), Opah Grille (Gladstone, NJ), McCrady's Restaurant (Charleston, SC), Restaurant Jean-Louis (Greenwich, CT), Restaurant Nora (Washington, DC), Restaurant rm (New York, NY), The Rattlesnake Club (Detroit, MI), Richmond Hill Inn (Asheville, NC), and Rivers Restaurant (Portland, OR).

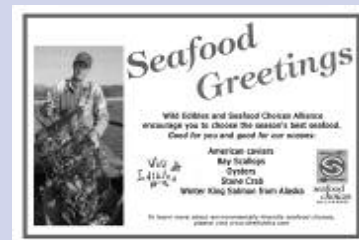
Participants in

Seafood Greetings

recognize that the holidays are the perfect time to draw attention to the plight of our oceans, and the

decline of fish populations around the world.

Concerns about overfishing and habitat destruction have prompted these purveyors of seafood to seek sustainable seafood products for their customers to enjoy.



For more information about these and other events, please visit www.seafoodchoices.com. ●

SEASONAL SCOOP

Seafood Greetings

Restaurants in 14 U.S. cities are leading the way in promoting ocean-friendly choices with *Seafood Greetings*, the Alliance's holiday celebration of seasonal choices that are good for the oceans. This season's top picks include:

American Caviars: Varieties of American caviar produced from farmed sturgeon, paddlefish, whitefish, trout and wild Alaskan salmon are a win-win situation for seafood lovers and culinary professionals concerned about endangered Caspian Sea sturgeon.

Spot Prawns: West Coast spot prawn fisheries use pots instead of trawls to catch their shrimp, which minimize the unintended catch of marine life such as sea turtles. A growing number of chefs are choosing spot prawns for their unique, sweet taste and firm texture.

Farmed Oysters: As a filter feeder, a farmed oyster actually helps to clean up the marine environment in

which it is grown. Tis' the season for Kumamotos, BeauSoleils, and Olympias.

Stone Crab: The majority of stone crab are fished in Florida waters from October to May. So, the winter season is the perfect time to indulge in the sweet, delicate meat of this highly prized crustacean.

Winter king salmon: The Alaskan winter king troll-fishery is in full swing from October 15 to April 15, making this the only wild Pacific salmon currently in season. See our new newsletter feature *It's All About Salmon* for more information on winter king salmon availability.

Bay Scallops: These sweet, nutty-tasting scallops are caught in limited quantities in New England and are always sold fresh. Scallops farmed on suspended lines have minimal environmental impact and, like farmed oysters, they are filter feeders so they help clean the surrounding environment. ●

BEAUSOLEIL OYSTERS

with spinach, pancetta, champagne, shallots and trout caviar

Executive Chef, **Lamar Thomas**, East West Bistro
Athens, Georgia

Serves 12

The BeauSoleil, or "beautiful sun," oyster is a small oyster farmed in the cold waters of the Canadian Atlantic Coast. BeauSoleil are perfect for this recipe due to their intense, nutty flavor.

Ingredients:

6 dozen	BeauSoleil oysters
1 lb.	Fresh spinach, blanched and drained
1 lb.	Pancetta, cut 1/8th inch (brunoise) and sautéed to crisp
2 dozen	Shallots, minced
2 cups	Champagne
1 lb.	Trout caviar



Combine shallots and champagne and reduce until moist. Combine warmed spinach, shallot reduction, and pancetta and place 1/3 teaspoon (or 1/4 ounce) of this mixture on each oyster. Top with chilled trout caviar. Allow 6 oysters per serving.

WASHINGTON BEAT

THE LATEST ON ORGANIC SEAFOOD

Organic labeling has been a recent hot topic in seafood news, but where does it really stand? Dr. Rebecca Goldberg, a scientist with Environmental Defense, says "Right now in the United States, there are no organic standards for farmed or wild fish, and a total lack of clarity about how the U.S. Department of Agriculture is handling organic certification of seafood. However, I do believe we will see organic certification of farmed seafood reasonably soon."

The USDA's National Organic Standards Board (NOSB) will be convening a task force to develop standards on wild-caught and farmed seafood. Task force participants will be drawn from the NOSB and may also include fishermen, fish farmers, feed experts, marine conservationists, consumers, academics, and certifiers.

According to Dr. Goldberg, "Organic labeling as it applies to seafood has considerable implications for the sustainable seafood movement. The organic label on seafood would be attractive to consumers, so it's important that it is used in a way that's legitimate."

While the USDA is in the process of developing organic certification for seafood specifically, seafood producers are able to receive an "organic" label by complying with the USDA's organic guidelines for livestock. In fact, this month the New Hampshire-based sustainable seafood distributor, EcoFish, launched the country's first nationally distributed organic shrimp. The producer of EcoFish's farmed shrimp, Ocean Boy Farms, is located in central Florida 70 miles from the ocean. They filter and re-circulate all their own pure well water, avoiding the habitat destruction and pollution normally associated with shrimp farming. The shrimp are free of antibiotics, preservatives, growth hormones and chemicals. EcoFish is distributed in 1,200 gourmet and natural food stores and 125 fine restaurants nationwide. For more information, please visit www.ecofish.com or call 877.214.3474.

For more information about organic labeling for seafood or the NOSB task force, please see the NOSB's website at www.ams.usda.gov/nosb. ●



SUSTAINABLE SEAFOOD in THE NEWS

When it comes to sourcing seafood, sustain-

ability is an issue that can no longer be ignored. The October issue of *Seafood Business* underscores the importance of including sustainability in the list of criteria for purchasing seafood. Its feature article, "Eco-buying Ups the Ante," recognizes the important role conservation groups play as both a source of information and a powerful force in shaping consumer demand. Author, Lisa Duchene, encapsulates the progress of the entire sustainable seafood movement in her concluding remarks: "Political, philosophical and business motivations aside, now that sustainable sourcing is on the minds of the seafood market's biggest buyers, a sea change toward ecological sustainability is brewing."

Angling for a catch. Conventional wisdom had suggested that recreational fishing accounted for only 2–3% of the total U.S. saltwater catch. However, a new study published in the journal *Science* concluded that this proportion is being masked by two enormous commercial operations, pollock in Alaska and Atlantic menhaden. If these two fisheries are not counted, recreational fishing accounts for 10% of the total catch. Further, the authors found that about 23% of overfished species were caught recreationally in 2002.

Caviar Confusion. On October 7, the UN monitoring agency CITES reversed its halt of the 2004 Caspian caviar trade despite concerns about the decline of beluga sturgeon and widespread illegal fishing. CITES ordered a reduction in Caspian caviar exports, but this move occurred after the close of the 2004 fishing season. Two weeks later, the U.S. Fish & Wildlife Service's designation of beluga sturgeon as a species "threatened with extinction" became effective. However, the U.S. government delayed protection for the fish by issuing an interim rule that allows continued importation of beluga caviar until a final rule can be issued in January 2005.

Do you have news worth serving up in Fish Dish? Please send your ideas to info@seafood-choices.com. ●



TRENDS to WATCH: Americans Eating More Seafood

According to the National Oceanic and Atmospheric Administration (NOAA), Americans ate more seafood in 2003 than ever before. Average seafood consumption for 2003 in the U.S. reached a record of 16.3 pounds per person, an increase of 0.7 pounds per person from 2002. One of the reasons for this increase may be the increased focus on seafood as a healthy source of protein.

Of the species most popular in 2003, shrimp topped the list at 4 pounds per person annually, followed by canned tuna and salmon. Notably, other ocean-friendly species such as U.S. farmed tilapia and U.S. farmed catfish also saw substantial increases in consumption.

Sources: "Seafood Consumption Rose Again in 2003," NOAA Magazine (September 2004). ●

CALENDAR

JANUARY

11-13—National Association of Catering Executives Leadership Conference. Ft. Lauderdale, Flor. To register, visit www.nace.net.

17-20—Aquaculture America 2005. New Orleans, Louis. Annual conference of the World Aquaculture Society. For more information, visit www.was.org.

23-25—Winter International Fancy Food & Confection Show. San Francisco, Calif. Sponsored by the National Association for the Specialty Food Trade. For more information, visit www.fancy-foodshows.com.

FEBRUARY

10—Screening of the Film "Farming the Seas." American Museum of Natural History, New York, New York. 7:00 p.m. in the Kaufmann Theater, admission \$15. Followed by a discussion with Carl Safina of the Blue Ocean Institute and film director, Steve Cowan.

20-23—Pacific Fisheries Technologists' 56th Annual Meeting. Vancouver, BC, Canada. The theme of the 2005 meeting is *Weaving the Net of Sustainability—How Do We Flourish & Nourish?* To register, visit www.PFT2005.org.

MARCH

13-15—International Boston Seafood Show. Boston, Mass. For more information, visit www.bostonseafood.com.

17-20—Natural Products Expo West. Anaheim, Calif. For more information, visit www.expowest.com.

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

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