TAKE A FRESH LOOK AT FROZEN FISH
Four steps to buying and eating the highest quality flash-frozen fish you can find:

1. BUY DIRECT
2. ASK FOR FROZEN, NEVER THAWED
3. DEFROST IN THE FRIDGE
4. ENJOY!

Did you know that 23% of fresh fish brought to market in the USA goes to waste before it can make it to a dinner plate? We can freeze waste in its tracks, support a thriving, sustainable seafood economy, and enjoy the tastiest fish US waters have to offer by buying frozen fish, direct from the docks of family fishermen.

The old adage that frozen doesn’t taste fresh has gone stale. Flash-freezing locks in fresh-caught flavor and quality and carries it straight to your table. In fact, in consumer taste testing, fresh frozen salmon and black cod purchased from community fishermen outperformed fresh fish purchased the same day from the seafood counter in overall taste, texture, and appearance.

It’s time to take a fresh look at frozen fish.
Learn more at ecotrust.org/a-fresh-look-at-frozen-fish