

# SUSTAINABLE. DELICIOUS. SEAFOOD.

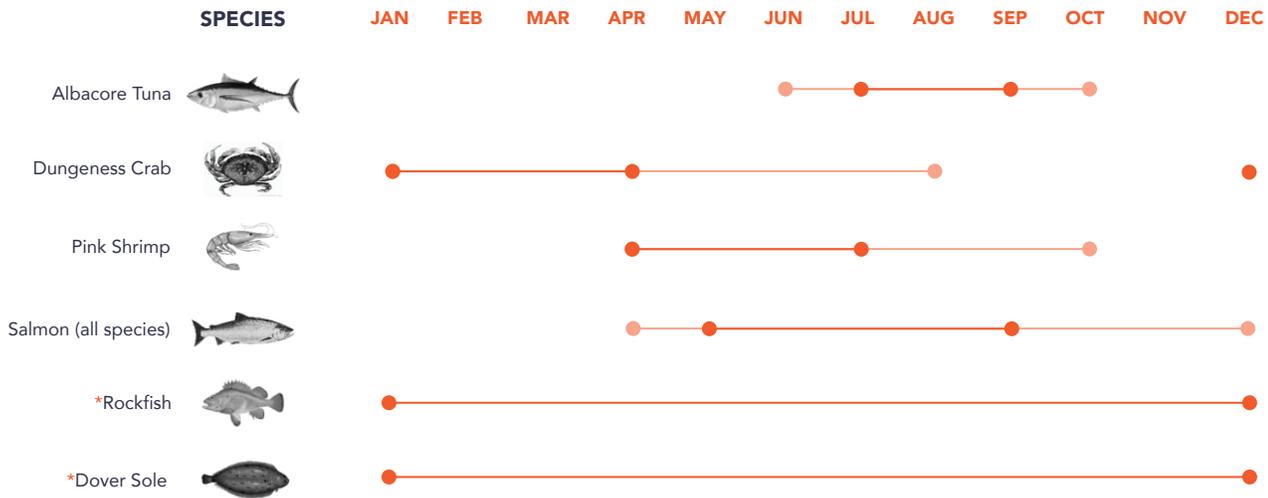


## A primer for institutions on local seafood sourcing in the Pacific Northwest

### EAT THE PLACE

The United States has some of the best managed fisheries in the world, so a great first step is to buy domestic, wild fish (rather than farmed fish or from global suppliers) and ideally, from fisherman right here in the Pacific Northwest or Alaska. Taking a place-based approach to sustaining wild seafood starts with knowing where your seafood comes from and how your seafood is distributed to you. Shortening the supply chain and purchasing locally harvested product promotes responsible harvesting practices, supports local economies, and reduces carbon emissions.

Here in the Pacific Northwest and Alaska region, our fish migrate with the ocean's weather, and populations ebb and flow. Just like fruits and vegetables, seafood has seasons.



\*Groundfish consist of over 90 species, such as rockfish, sole, skate, flounder, and shark.

### VARIETY IS THE SPICE OF LIFE

In the Pacific Northwest, nearly 70 species are commonly harvested throughout the year, many of which are easy substitutes for cod or tilapia. Creating menu items that are delicious using a variety of different species—like rice bowls, fish tacos, fish and chips, poke and ceviche—provides maximum flexibility to buy what's available in the region, and diners love them.

Most wild fish are carnivores—they eat smaller fish or sea life. Where a given species sits on the fishy food chain can matter a lot when it comes to overall ocean health, so a best practice is to build a menu that uses the whole ocean. For example, highlight seaweed and kelp dishes that can be sustainably harvested or farmed and feature Oregon pink shrimp on salads, sandwiches, or in bowls. In the same way that eating

different varieties of apples or carrots improves soil health and builds crop resilience to bad weather and pests, eating from the whole ocean builds resilience, reduces pressure on overfished species, and promotes biodiversity.

## FROZEN IS THE NEW FRESH

Today, seafood can be vacuum sealed and quick-frozen at temperatures hovering around -30°F to truly preserve quality and freshness. Quick-freezing also allows fishermen and processors to manage seasonal swings in volume and distribution costs, and helps them more accurately match supply and demand, reducing both waste and fishing intensity while keeping their business afloat. And if the freezing and defrosting are done well, diners never know the difference. Recent results from a blind consumer taste testing study showed that well-handled, quick-frozen fillets were preferred over fresh-from-the-grocery store options. The study also revealed that grocery store samples were ~14 days “fresh out of the water.”

## PUT YOUR MONEY WHERE YOUR MOUTH IS

Access to local seafood at volume is getting easier, and there are several distributors and fishmongers who supply foodservice. Look to our regional seafood suppliers as allies and inform them of your seafood sustainability goals so they can help you source appropriate products. If you have a comfortable budget and relatively low volume needs (such as catering), try buying directly from a fisherman. If you need a higher volume, regional processors and distributors can help you source a local product that will meet your needs. And don't forget to ask them to include the name of the fishing vessel on your receipt or, at the very least, the port where the product was landed.

### Here are a few local options to get you started:

Processors and Distributors: [Jessie's Ilwaco Fish Co.](http://www.ilwacofish.com) (www.ilwacofish.com), [Fish People](http://www.fishpeopleseafood.com) (www.fishpeopleseafood.com), [Sea to Table](http://www.sea2table.com) (www.sea2table.com), [Bornstein Seafood](http://www.bornstein.com) (www.bornstein.com), [Wilder Land & Sea](http://www.wildermeat.com) (www.wildermeat.com), [TwoXSea](http://www.twoxsea.com) (www.twoxsea.com). Find more guidance and sustainable options by visiting [www.fishchoice.com](http://www.fishchoice.com).

Direct to Fishermen: [Tre-Fin Day Boat Tuna](http://www.dayboattuna.com) (www.dayboattuna.com), [Port Orford Sustainable Seafood](http://www.posustainableseafood.com) (www.posustainableseafood.com), [Kenai Red Fish Company](http://www.kenairedfc.com) (www.kenairedfc.com), [Iliamna Fish Co.](http://www.redsalmon.com) (www.redsalmon.com). Find more direct connections at [www.localcatch.org](http://www.localcatch.org).

## LEARN MORE

Seafood Watch - Seafood Watch® helps consumers and businesses choose seafood that's fished or farmed in ways that support a healthy ocean, now and for future generations. Their recommendations indicate which seafood items are best choices or good alternatives, and which ones you should avoid.

FishWatch – Make smart seafood choices by arming yourself with facts about what makes U.S. seafood sustainable. Get up-to-date information on the status of some of the nation's most valuable marine fish harvested in U.S. federal waters as well as U.S. farmed fish that help meet our country's growing seafood demand.

Ocean Wise - Ocean Wise seafood recommendations are generated from assessments using the Monterey Bay Aquarium's Seafood Watch (SFW) program methodology: Wild Capture Criteria and Aquaculture Criteria. Unlike the Seafood Watch three-tiered traffic light system of Red, Yellow, Green, Ocean Wise's classification system is based on two categories: sustainable (Ocean Wise) or unsustainable (Not Recommended).

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"Commercial Fishing." NOAA. <https://www.fisheries.noaa.gov/topic/commercial-fishing>

"Oregon's Commercial Fishing in 2016." ODFW. - <https://www.qualityinfo.org/-/oregon-s-commercial-fishing-in-2016>

"The Five Anchors." Eating with the Ecosystem. <https://www.eatingwiththeecosystem.org/ourmission/>

"Taking a Fresh Look at Frozen Fish." Ecotrust. <http://bit.ly/FreshvFrozen>