



**NOAA
FISHERIES**

Help Spread the Word: U.S. Seafood Is Safe, Healthy and Sustainable

Presenter: Rebecca F Reuter

What's the matter with seafood?

- ***Seafood is good for your health.***
 - *U.S is the second largest consumer of seafood*
 - *Citizens of U.S. consume 15 lbs/year*
 - *USDA suggests eating it at least twice/week*
- **It's healthy for the economy** *(2011 data).*
 - *Contributed \$5.3 billion to GDP of U.S.A*
 - *U.S. imported \$16.6 billion worth of seafood*
 - *Exports \$5.4 billion worth of seafood*

General Misconceptions

- Oceans are overfished.
- Fish are unhealthy – full of toxins (mercury)
- Fisherman are bad, don't care about environment.
- Most seafood is not sustainably harvested.
- Bottom trawling is destructive.

Confusing ecolabels

What is their conservation ethic (definition of sustainability)?

- a) Conservation of environment?
- b) Conservation of jobs/economy?
- c) Conservation of community/social value?
- d) All of the above?

Monterey Bay Aquarium Seafood Watch®

[Ocean Issues](#)

[What Consumers Can Do](#)

[What Businesses Can Do](#)

[Seafood Recommendations](#)

[Seafood Search](#)

[Pocket Guides](#)

[Mobile Guides](#)

[Sushi](#)

[Seafood & Your Health](#)

[Chart of Alternatives](#)

[Buyer's Guide](#)

[What's New](#)

Seafood Search

Search results for: pacific cod

SEAFOOD	RATING	MARKET NAMES	WHERE CAUGHT	HOW CAUGHT
Pacific Cod	GOOD ALTERNATIVE	Alaska Cod, Gray Cod, True Cod	U.S.	Trawl
Pacific Cod	BEST CHOICE	Alaska Cod, Gray Cod, True Cod	U.S.	Bottom Longline, Jig, Trap
Pacific Cod	AVOID	Alaska Cod, Gray Cod, True Cod	Imported Pacific	Wild-caught

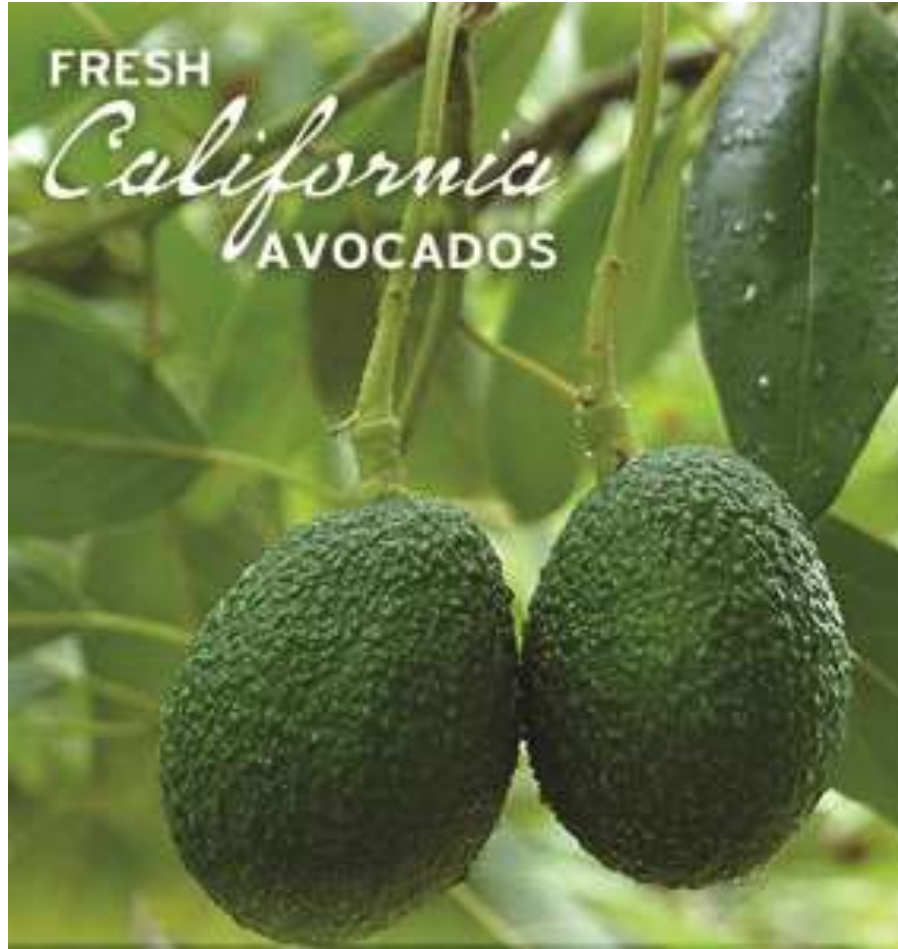
	Audubon Society	Blue Ocean Institute	Environmental Defense Fund	Greenpeace	Marine Conservation	Seafood Watch	Sea Choice	Seafood Choices Alliance	MSC certified
Abalone (farmed)			●		●	●		●	
Anchovies	●		●		●				
Arctic char		●	●		●		●		
Barramundi (US farmed)			●		●		●		
Black Sea Bass (US)		●	●			●			
Catfish (US farmed)	●	●	●			●	●	●	
Basa (pangasius)			●				●		
Caviar (US farmed)	●		●			●		●	
Caviar (wild)	●	●	●		●	●	●		
Chilean seabass	●	●	●	●	●	●	●		●
Clams	●	●	●		●	●	●	●	●
Clams, Atlantic surf			●			●		●	
Cod, Atlantic	●	●	●	●	●	●	●		●
Cod, Pacific	●	●							●
Cod, Pacific (AK longline)									●
Cod, Pacific (trawled)			●			●	●		●
Crab, Dungeness	●						●		●
Crab, King		●							
Crab, King (AK)			●			●	●	●	
Crab, King (imported)			●			●	●		
Crab, Snow		●	●		●	●	●	●	●
Crab, Stone		●	●			●		●	
Croaker						●		●	
Dogfish, spiny					●	●			●
Flounder, Atlantic	●	●			●	●			●
Flounder, Pacific			●			●			●
Grouper	●	●	●	●	●	●			●
Haddock			●		●	●	●		●
Haddock (hook and line)			●			●	●	●	
Halibut, Atlantic	●		●		●	●	●		
Halibut, Pacific	●	●	●		●	●	●	●	●

Source: Seafood for the Future website
 In partnership with University of Rhode Island

End result = People not eating seafood

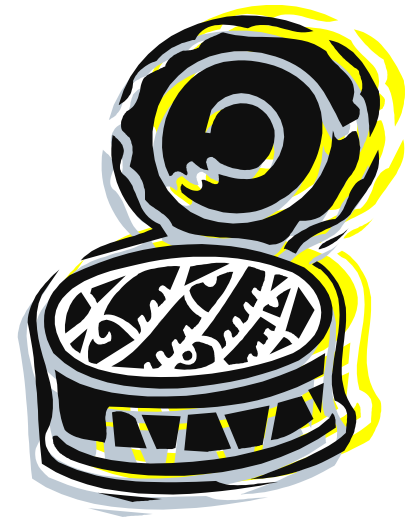
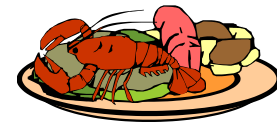
Growing number of local/regional seafood councils

- Hawaii Seafood Council
- Alaska Seafood Marketing Institute
- Gulf of Mexico Alliance
- Louisiana Seafood and Marketing Board
- Gulf of Maine responsibly harvested program
- Northeast Seafood Coalition
- Northwest Atlantic Marine Alliance
- California Seafood Council
- Seafood Oregon
- *More to come* with development of Community Sustainability Plans...
 - Morro Bay
 - Monterey Bay
 - San Diego





Got Seafood?

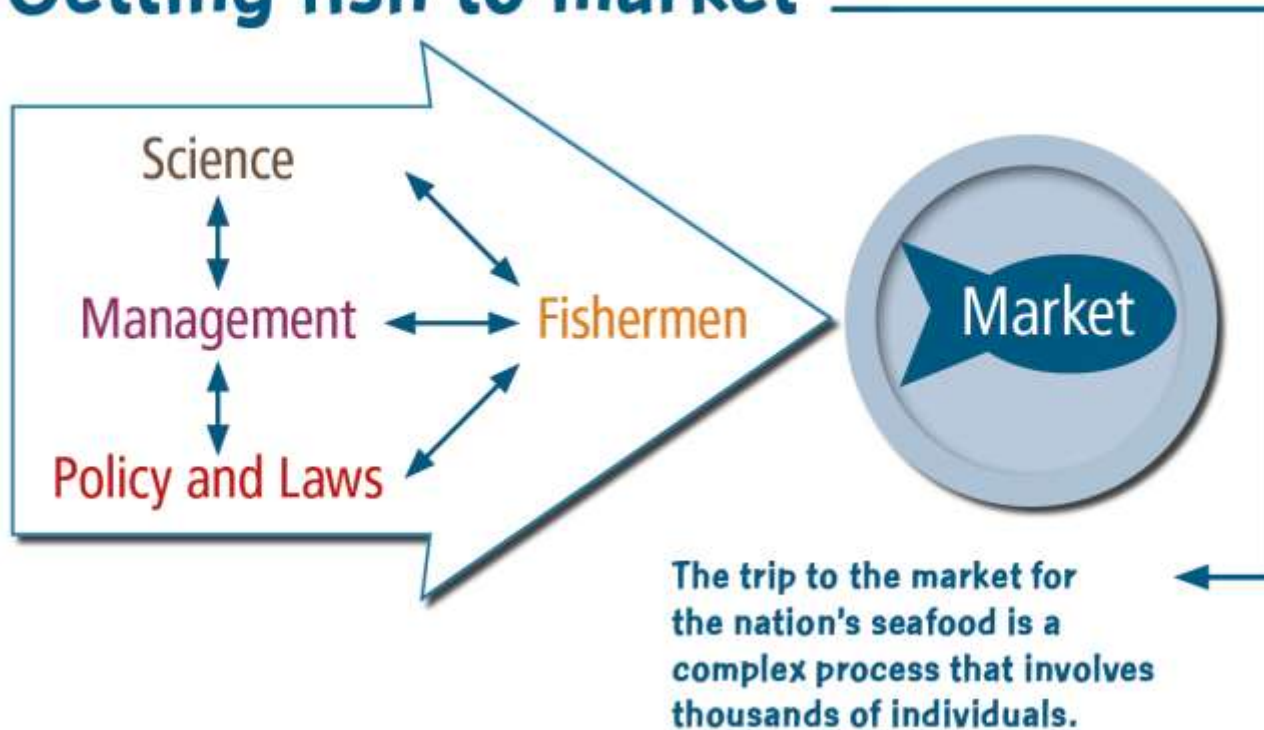


What are our key messages?

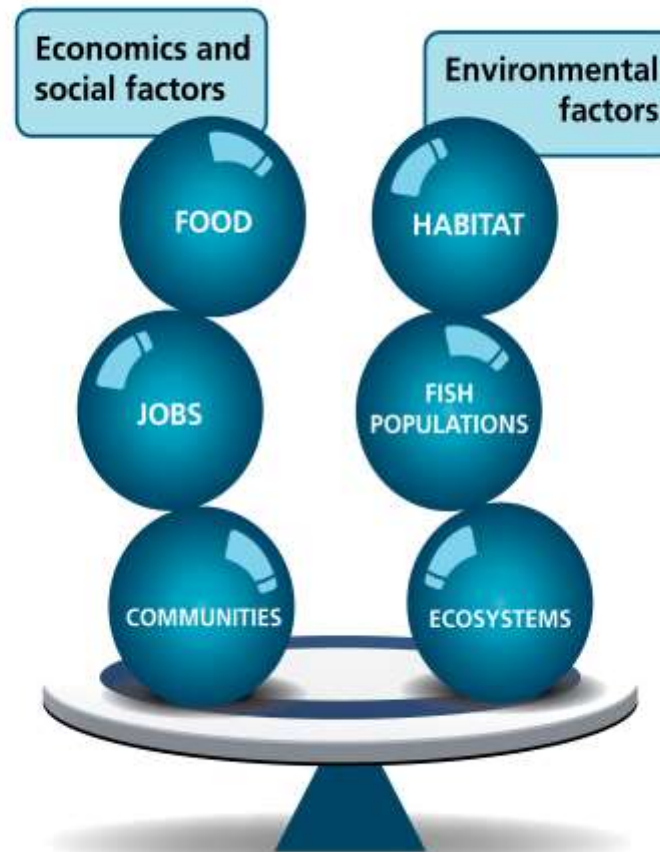
- ***U.S. Seafood is Sustainable and Responsibly Managed***
 - ***Is Science-Based***
 - ***Is a Balancing Act***
 - ***Ensures a healthy ecosystem***
 - ***Ensures jobs and food for future generations***
- ***U.S. Seafood Is Healthy and Safe***
- ***Responsible U.S. aquaculture is important to fill seafood demands***

How does U.S seafood get to market?

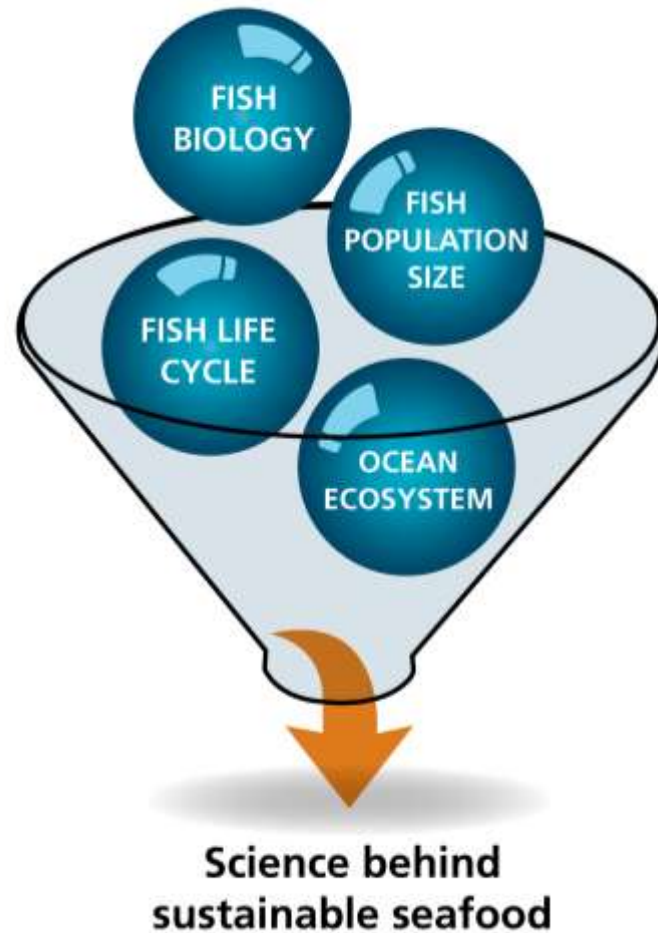
Getting fish to market



Responsible management is a balancing act



Responsible management is science based



How NOAA Fisheries is spreading the word:

- **Improving Transparency**
- **Building Understanding**
- **Engaging Communities**
- **Working with Stakeholders**
- **Connecting Cultures**

Improving Transparency with FishWatch.gov

The screenshot shows the FishWatch.gov website. At the top left is the NOAA FishWatch.gov logo. To its right is the text "FISHWATCH U.S. SEAFOOD FACTS". Further right are navigation links: "About FW", "FAQ", "News", "Glossary", "Features", and "Contact Us". Below these is a search bar with the text "Search" and a magnifying glass icon, and radio buttons for "This site" (selected) and "All of NMFS". A horizontal menu below the search bar contains five categories: "SEAFOOD PROFILES", "WILD-CAUGHT SEAFOOD", "FARMED SEAFOOD", "BUYING SEAFOOD", and "EATING SEAFOOD".

The main content area features a "FISH FINDER" sidebar on the left with an alphabetical index (A-Z). Under "A", there is an illustration of an Anchovy. Under "B", there is a dropdown menu for "Bass" and three illustrations of different bass species. Under "B", there is an illustration of a Bluefish. To the right of the fish finder is a large photograph of a man wearing a headset and a black polo shirt, working on a fishing vessel. Overlaid on the bottom of this photo is the text "A Global Perspective on Tackling Illegal Fishing" and a "MORE..." link.


At the bottom of the page, there are four colored boxes: "FishWatch provides easy-to-understand" (white), "SEAFOOD NEWS" (orange), "SUSTAINABILITY FACTS" (teal), and "SCIENCE BEHIND SEAFOOD" (light blue).

Species by Species information

SEAFOOD PROFILES
WILD-CAUGHT SEAFOOD
FARMED SEAFOOD
BUYING SEAFOOD
EATING SEAFOOD

FISH FINDER

DOVER SOLE



Micro

ALSO KNOWN AS:
Sole. Slime sole.

STATUS

POPULATION	FISHING RATE	HABITAT IMPACTS	BYCATCH
Abundant (not overfished)			

POPULATION

Abundant (not overfished)

HABITAT IMPACTS

Bottom trawls c targeting Dover the West Coast Coast bottom tr regulated under program, which fishing practice also prohibit bc areas to protect overfished spec monitoring syst enforcement sta monitor GPS lo and ensure that

BYCATCH


In Alaska, bycatch is very low in the deep-water flatfish fishery. In the past couple years, essentially no halibut, crab, or salmon were caught in this fishery. There are limits on the amount of these protected species groundfish fisheries can incidentally be caught in groundfish fisheries while targeting Dover sole; if the limit is reached, managers close the fishery for the remainder of the season. Off the West Coast, Dover sole are mostly caught as part of a deepwater complex that includes two species of thornyhead rockfish and sablefish. Bycatch largely depends on where

OVERFISHING

Not to b Dover so true sole flounder sole has Coast si

most U.S.-caught Dover sole is harvested by trawlers over sandy, muddy bottoms off Oregon, California, and Washington. A small amount is also harvested in the Gulf of Alaska.

Since groundfish are often caught together, harvests of more abundant species such as Dover sole have been limited in



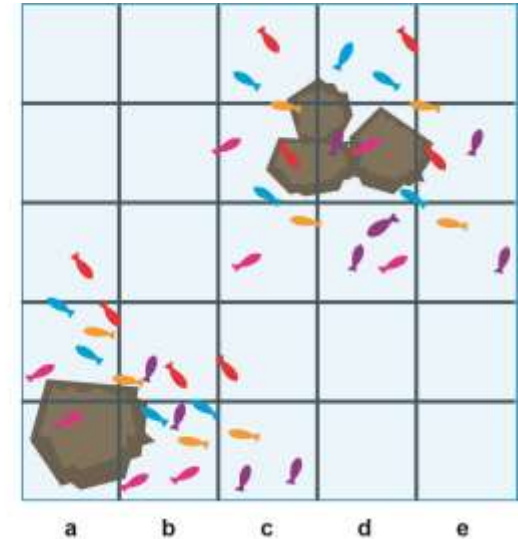
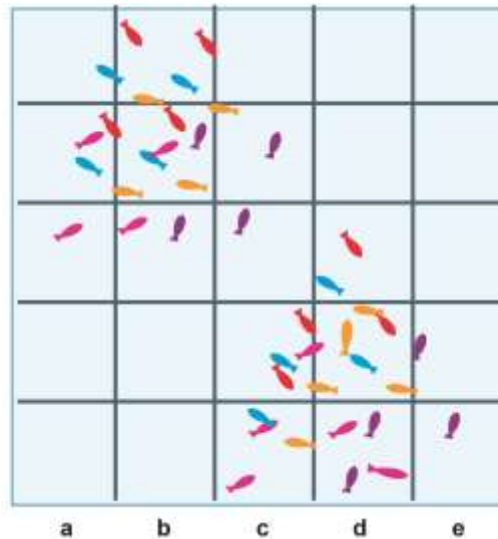
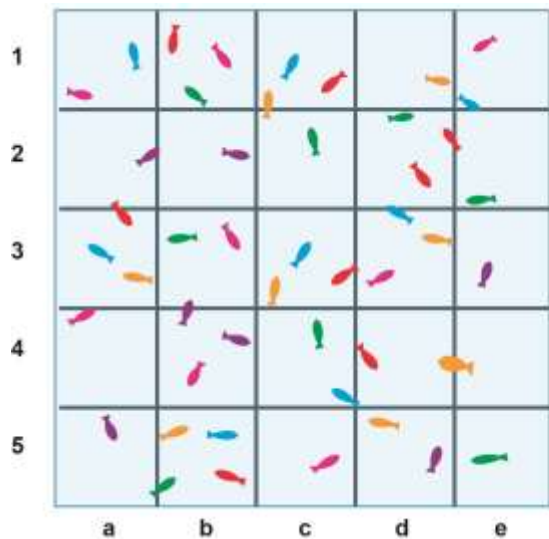
The Dover sole's coloring helps the fish camouflage itself on the muddy ocean floor.

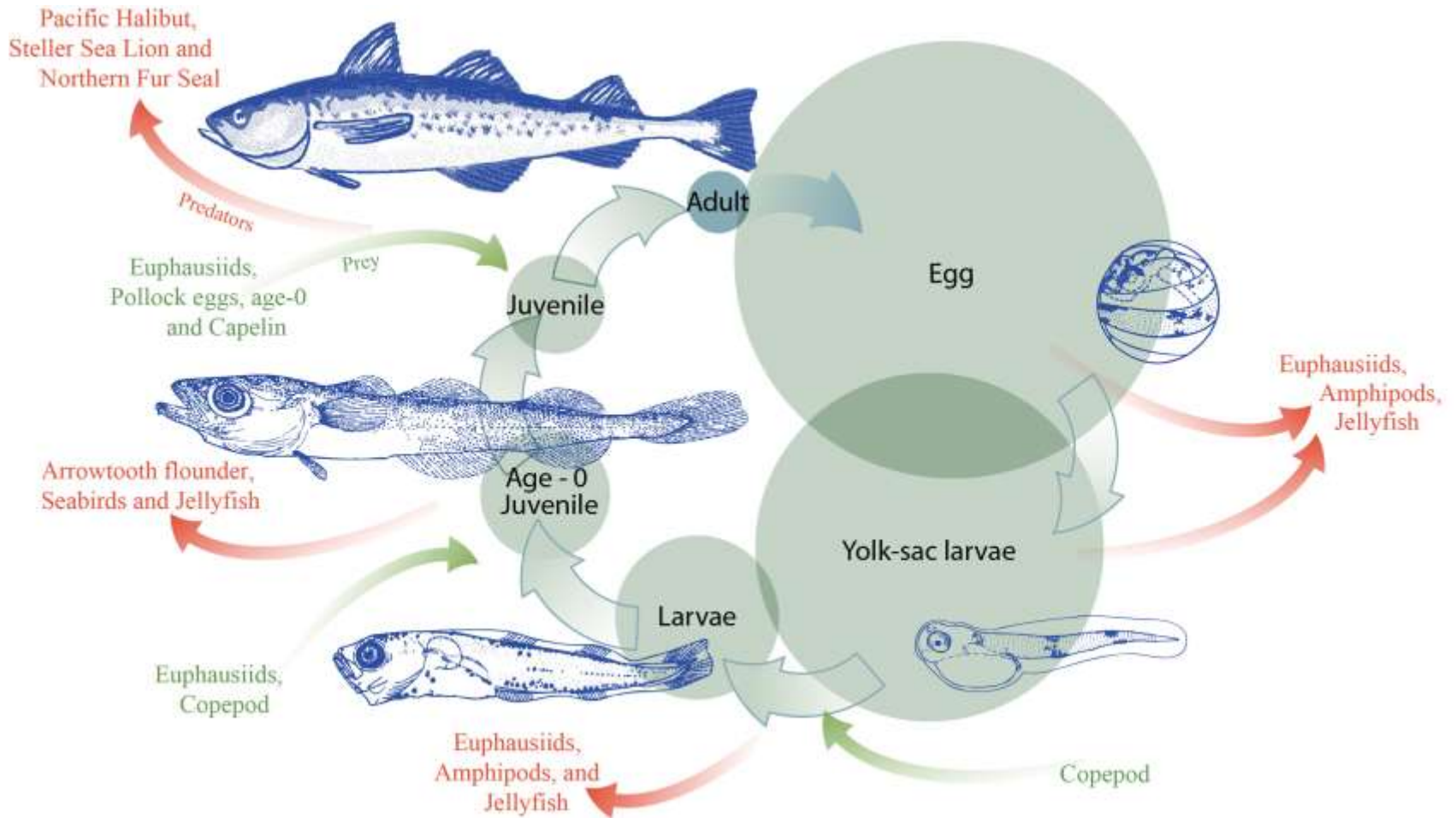
[LAUNCH GALLERY](#)

RELATED LINKS

le sole, an species, have catch of Dover above average on and survival years, as well as overall productivity of flatfish stocks, managers slightly increased petrale sole bycatch limits for 2012. Furthermore, petrale sole populations are on target to be declared no longer overfished and rebuilt in 2013. As a result, current 2012 catch limits could be more than doubled in the 2013–2014 management cycle and fishing season. The successful

Developing Understanding: Lesson plans, presentations, brochures





SUSTAINABLE U.S. SEAFOOD: A JOURNEY FROM SEA TO MARKET

Go on a journey with NOAA Fisheries Service in this five-part series to learn about the complex process and the people involved in getting safe and sustainable seafood to your dinner plate.

Yesterday we learned about the importance of understanding what supports a healthy fish population. Making sure there are enough fish for a healthy ocean ecosystem and enough catch for food is a tall order. Fortunately, NOAA Fisheries Service doesn't do this alone—they work with scientists, fishermen, resource managers, tribes and citizens to manage marine fish for the benefit of everyone, both now and into the future. Today let's find out how scientific information is used to manage fisheries.

Roadmap to Sustainable Fisheries

NOAA Fisheries Service is the government agency responsible for managing all marine fish that live from three miles to 200 miles off the U.S. coast. (Don't worry, other agencies are keeping an eye on the rest.) The Magnuson-Stevens Fishery Conservation and Management Act is the law governing our nation's marine fisheries. This law requires NOAA Fisheries Service to prevent or end overfishing by limiting the amount of fish we harvest. It also created eight regional fishery management councils to help NOAA Fisheries Service develop the rules for fishing in U.S. waters.

Who is involved in managing our fisheries?

Fishery Management Councils are in charge of making recommendations to NOAA Fisheries Service about how to manage all fish in their geographic region. By working closely with folks from NOAA, tribes, state agencies, fishermen and citizens like you, the Councils make sure that everyone has a voice in figuring out what will work best for their fishery. The Council uses the information in the stock assessments that the scientists, economists and other specialists create to make their informed decisions. Collaboration is key for this crew!



Pacific Fishery Management Council meeting (Photo: NOAA Fisheries Service)



partner with
Anchorage Daily

Learn more about sustainable seafood and find classroom activities here: afsc.noaa.gov/education. Visit NOAA at noaa.gov or e-mail NOAA at afsc.outreach@noaa.gov. To register for NIE, email nie@seattletimes.com.



How many fish can be harvested?

After reviewing the information found in the stock assessments for each species or species group and discussing the available management tools, the Council makes a recommendation on annual catch limits and methods to regulate the fishery to NOAA Fisheries Service. NOAA Fisheries Service then makes the final regulatory action, which is what tells people how many fish they can catch, as well as where, when and how they can catch them. NOAA Fisheries Service, the U.S. Coast Guard and state agencies make sure these rules are followed. They can give warnings, issue fines, take away fishing permits or even confiscate a fisherman's catch.



A Fishery Manager's Toolbox

Imagine if everyone could fish all they want with no limits and without any knowledge of how much anyone else is also fishing in the same area. Eventually, we'd run out of fish! Fishery managers use many tools to prevent this from happening:

- **Annual catch limit** – Sets the maximum number of fish that fishermen can catch in a year. Sometimes the total catch is divided up among individual fishermen. (See "What Are Catch Shares?")
- **Fishing trip limits** – Limit the number of times a fisherman can go out to sea
- **Fish size limits** – Require fisherman to only catch fish of a certain size
- **Fishing gear restrictions** – Prohibit the use of some types of fishing gear
- **Area closures** – Make it illegal to fish in some parts of the ocean
- **Seasonal Closures** – Specify days/months when fishing is not allowed



What Are Catch Shares?

Fishermen in a catch share program receive a fixed share (2-3%) of the total groundfish annual catch limit (measured in pounds of fish landed). Unlike the traditional method of regulating fishing in which all fishermen work during a given season, hurrying to catch as much as possible before a specific amount of fish is caught, this system is designed to benefit both the fish and the fisherman because it allows fishermen to work when the seas are not stormy and when fishing is profitable, and it allows them to plan for the future. In Alaska, this method of managing the quota has been successfully used in the sablefish, halibut and pollock fisheries.



March 25, 2013

Sushi Joint Serves Edible QR Codes, Sustainable Fish



RELATED STORIES

[Liquid Composter Saves Fish Company 800,000 lb CO2e](#)

[IECC Building Code Recommendations Add Up to 30% in Energy Efficiency Gains](#)

[Sustainable Seafood Gains Traction](#)



A California sushi restaurant has launched a program that uses edible technology — served on the sushi — to provide diners with sustainability information about the fish.

Harney Sushi's will print edible, water-based ink quick response (QR) codes on rice paper wafers and serve these codes on its sushi. The QR code will take customers to the [National Oceanic and Atmospheric Administration's FishWatch](#) website, which will provide diners with information about the fish they're consuming, sustainable species on Harney's menu and the latest news coming from the sustainable seafood world. The initial launch will utilize just one code that will lead to the FishWatch homepage, but the program will eventually include species-specific codes.

Harney Sushi's owners Dustin Summerville and Kirk Harrison, and executive chef Robert Ruiz, have been working closely with NOAA over the last several months at its Southwest Fisheries Science Center in La Jolla, Calif. to help establish better sustainability standards. The restaurant owners say Harney Sushi is among the first restaurants in the US to offer such edible technology.

Last week, Whole Foods, Trader Joe's and other grocery retailers representing more than 2,000 stores across the US pledged to [not sell genetically engineered seafood](#) if it is approved by the Food and Drug Administration as the FDA conducts its final review of [AquAdvantage Salmon](#), a genetically engineered

Engaging Communities - Festivals



Ballard Seafood Fest in Seattle WA

Chowderfest Long Beach, CA



SEAFOOD FOR THE FUTURE

LOCAL LOCAL
TASTE TALENT

Best of the West

CHOWDERFEST

March 9, 2013
11 AM - 3 PM

On the front lawn of the
Aquarium of the Pacific
100 AQUARIUM WAY, LONG BEACH, CA 90802 562-590-3100

Tickets just \$10 (\$8 for Aquarium Members) at
aquariumofpacific.org/events/info/chowderfest
Aquarium/Chowderfest combo tickets are available.

CARLSBAD AQUARIUM

SAVOR...
WEISER FAMILY FARMS

ANNA HALL'S SEA WATER

BLUEWATER GRILL

AQUARIUM OF THE PACIFIC



Fisherman's Fall Festival

Science, Service, Stewardship



Navigating the Seafood Marketplace

How to Make Smart Seafood Choices

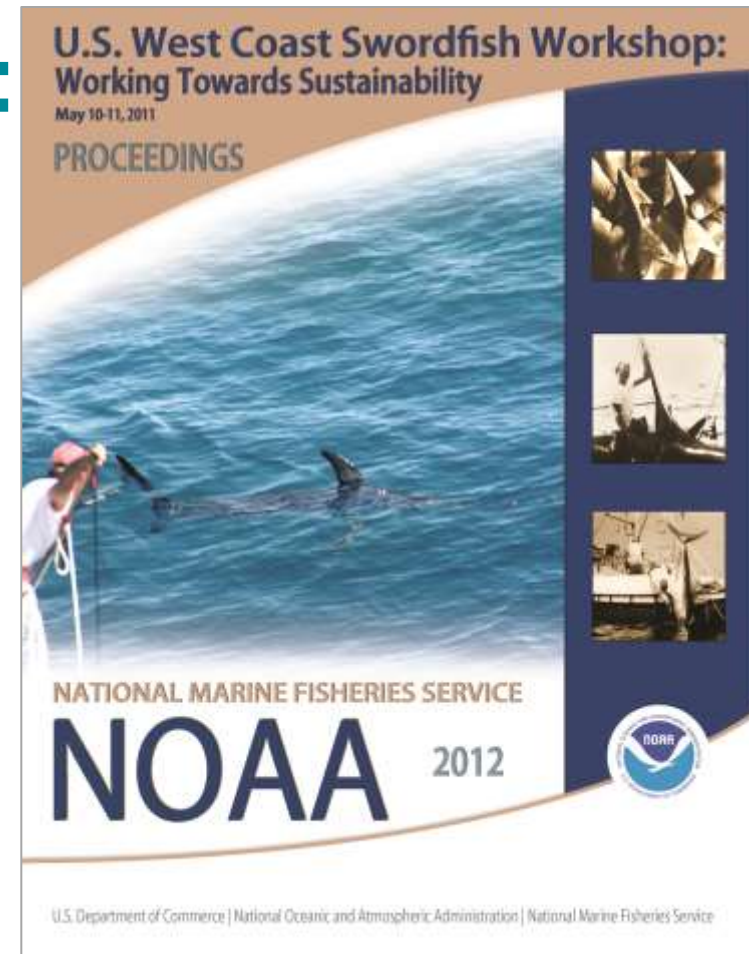
February 28, 2013

Daniel D'Ambrosio, Special Agent, NOAA Office of Law Enforcement
Sheila Jarnes, Outreach Specialist, NOAA Office of Law Enforcement
Allison McHale, Communications Team Leader, Northeast Regional Office

**NOAA
FISHERIES
SERVICE**

Presentation at Wellfleet Oysterfest in Massachusetts

Working with Stakeholders: Workshops with Industry



Connecting Cultures: *Locavore* events

- Guest Blog - Chef's Collaborative website
- Trawl to Table – Gulf of Maine Research Institute
- Sustainable Foods Summit – San Francisco
- Chowderfest – Long Beach, CA



Responsibly Managed Fisheries = Sustainable Seafood

JANUARY 22ND, 2013



This is a guest post by Rebecca F. Reuter - Fisheries Scientist/Communications Specialist for NOAA Alaska Fisheries Science Center.

As a fisheries scientist I have found it challenging to overcome misconceptions about what is sustainable seafood. For years I would give presentations about my science and talk about why the science I conduct is part of the process of ensuring sustainable fisheries in the U.S. But I knew I wasn't connecting with my audience when the first question I would get would be "What is a fishery?" I always thought that if I explained what a fishery was that my audience would have a better understanding about the importance of my work.

Then one day I had an "aha moment." After several years as a fishery scientist and several years after the sustainable seafood movement began, I realized that I was not only part of the seafood industry but part of the process to ensure that seafood



An underwater photograph of a vibrant coral reef. In the foreground, a large, reddish-orange fish with prominent spines is swimming towards the right. The background is filled with diverse coral species, including branching corals, sea fans, and sponges in various colors like yellow, white, and green. The water is clear, and the overall scene is rich in marine biodiversity.

What would you like from us?

Fishwatch.gov - Toolbox

- <http://www.fishwatch.gov/toolbox.htm#webbadge>

ALBER SEAFOODS
WHITING
 MERLUZA PACIFICA
 KEEP FROZEN
 NET WT 5 lbs (80 oz) 2.27 kg

- Fresh Frozen
 - Pan Ready
 - Dressed & Headless
- NET WT 5 lbs (80 oz) 2.27 kg

- KEEP FROZEN
- Fresh Frozen
 - Pan Ready
 - Dressed & Headless

WHITING
 MERLUZA PACIFICA



WHITING
 MERLUZA PACIFICA



WHITING
 MERLUZA PACIFICA

- Fresh Frozen
- Pan Ready
- Dressed &

NET WT 5 lbs (80 oz) 2.27 kg



WHITING
 MERLUZA PACIFICA

- Fresh Frozen
- Pan Ready
- Dressed & Headless

We are dedicated to providing you with environmentally sustainable and natural. We research our fish sources to ensure the highest quality and sustainable programs that protect the environment. Our seafood experts work to hunt quality possible.

Nutrition Facts

Serving Size 4 oz Raw (112g) of 1.05 lb

Amount Per Serving

Calories 110	Calories 225
Total Fat 3g	6%
Saturated Fat 1g	2%
Total Protein 20g	40%
Total Carbohydrate 0g	0%
Sodium 100mg	4%
Total Cholesterol 75mg	30%
Dietary Fiber 0g	0%
Sugar 0g	0%
Protein 16g	32%
Vitamin A *	33%
Vitamin C *	25%
Calcium 5%	10%

*Percent Daily Values are based on a diet of other people's secrets.



Alber Seafoods' Pacific Whiting is Wild Caught off the west coast of the United States in the Pacific Ocean. Our Whiting is harvested in accordance with the National Marine Fisheries Service sustainable fishery regulations. More information regarding the status of the stock, management, harvest and nutritional benefits of Pacific Whiting is available at www.fishwatch.noaa.gov.

Handling/Serving Suggestions

Thaw fish completely. Rinse fish, including the cavity, under running water.

- To Thaw:**
1. Refrigerate overnight (up to 12 hours)
 2. Microwave. (See oven's owner manual)

WILD CAUGHT



Product of U.S.A.



Packed by Alber Seafoods, Inc. San Francisco, CA 94133
 Crescent City, CA 95531
www.alberseafoods.com

Recipe Suggestions

Margie's Mozzan

1 lb (16 oz) Whiting
 1 Cup heavy cream
 1/4 Cup mozzarella cheese
 1 TBSP lemon juice
 2 tsp finely chopped basil
 1/2 tsp grated lemon rind

Pre heat oven to 400 degree fish with non stick spray. If fish are lightly salt and pepper fish flakes evenly. While fish is cooking, pour sauce pan and bring just to a boil. Add cheese and whisk for 5 minutes. Whisk until and gently stirrer in. When fish is done, remove sauce over fillets. Serves 4

Margie's Spice

1 lb (16 oz) Whiting
 2 tsp lemon pepper
 1/2 tsp mustard powder
 1/8 tsp each cumin and

In a small bowl, mix all ingredients together. Rub spice blend over fish and indoor or outdoor grill 4-7 minutes on each side, or until fish flakes easily. Serves 4 * Spice rub recipe can be doubled



Alber Seafoods' Pacific Whiting is Wild Caught off the west coast of the United States in the Pacific Ocean. Our Whiting is harvested in accordance with the National Marine Fisheries Service sustainable fishery regulations. More information regarding the status of the stock, management, harvest and nutritional benefits of Pacific Whiting is available at www.fishwatch.noaa.gov.

Handling/Serving Suggestions

Thaw fish completely. Rinse fish, including the cavity, under running water.

To Thaw:

1. Refrigerate overnight (up to 12 hours)
2. Microwave. (See oven's owner manual)

WILD CAUGHT



Product of U.S.A.



Packed by Alber Seafoods, Inc.
 San Francisco, CA 94133
 Crescent City, CA 95531
www.alberseafoods.com



Member Sign In

username: password: [log in](#)
 remember me [forgot password](#) [register](#)

[f Like Us](#) [t Follow Us](#) [in Join Us](#)

- Register
- SEAFOOD Products
- PRODUCTS By Region
- For BUYERS
- For SUPPLIERS
- Featured SUPPLIER
- Resources

SEARCH Product Listings

[search](#)

[Sign Up for the FishChoice Newsletter](#)

>> Sustainable Seafood Ratings Legend KEY: = Author of Research
 Your exact search for **Cod, Pacific** returned **50 results**

[print page](#) [email page](#)

Displaying 1-25 of 50

Sort/Filter By:

[View All](#) | [First](#) [Previous](#) **Page: 1 2** [Next](#) [Last](#)



Refine Your Search

By Product Name:

- [All Results \(2,042\)](#)
- [Abalone, Red \(4\)](#)
- [Amberjack, Greater \(4\)](#)
- [Antarctic Toothfish \(2\)](#)
- [Arctic Char \(9\)](#)
- [Barramundi \(1\)](#)
- [Bass, Black Sea \(14\)](#)
- [Bass, Hybrid Striped \(6\)](#)
- [Bass, Striped \(10\)](#)
- [Bass, White Seabass \(7\)](#)
- [Bluefish \(12\)](#)
- [Bluenose \(3\)](#)
- [Capelin \(1\)](#)
- [Cattfish, Channel \(10\)](#)
- [Caviar, White](#)
- [Sturgeon \(3\)](#)
- [Chum Salmon \(1\)](#)
- [Clam, Pacific](#)
- [Geoduck \(2\)](#)
- [Clams, Atlantic Surf \(1\)](#)
- [Clams, Butter \(2\)](#)
- [Clams, Hard \(28\)](#)
- [Clams, Littleneck \(4\)](#)
- [Clams, Lyrate \(4\)](#)
- [Clams, Manila \(15\)](#)
- [Clams, Ocean](#)
- [Quahog \(3\)](#)
- [Clams, Pacific](#)
- [Geoduck \(2\)](#)
- [Clams, Pacific](#)
- [littleneck \(3\)](#)
- [Clams, Softshell \(7\)](#)

PRODUCT NAME	PRODUCT ORIGIN	WILD / FARMED	GEAR / FARM TYPE	Seafood Watch	Blue Ocean Institute	New England Institute	FishWise	SeaChoice	Ocean Wise	Species Notes	SUPPLIER NAME	SUPPLIER LOCATION	INDUSTRY ACTIVITY	MINIMUM ORDER	FRESH &/OR FROZEN PRODUCTS	Certifications
Cod, Pacific British Columbia, Canada	Wild Bottom Trawl	●		●				(NR) ●		register British Columbia, Canada	Processor Fisher	200	Fresh Frozen			Product Page
Cod, Pacific British Columbia, Canada	Wild Trawl	●		●				(NR) ●		register British Columbia, Canada	Processor Fisher	0	Fresh Frozen			Product Page
Cod, Pacific Alaska, USA	Wild Longline	●	●	A	●	●	●	●	●	register Massachusetts, USA	Distributor	0	Fresh Frozen			Product Page
Cod, Pacific Alaska, USA	Wild Longline	●	●	A	●	●	●	●	●	register Washington, USA	Processor	2,000 lbs	Frozen			Product Page
Cod, Pacific Alaska, USA	Wild Longline	●	●	A	●	●	●	●	●	register Washington, USA	Fisher	10,000 lbs	Frozen			Product Page
Cod, Pacific Alaska, USA	Wild Longline	●	●	A	●	●	●	●	●	register Washington, USA	Processor	1,500 lbs	Frozen			Product Page