

When Purchasing Seafood for Dinner, *Remember* Frozen is Fresh!

Many people are unsure about the quality of frozen fish or shellfish at the market. The good news is, freezing technology has vastly improved over the last few decades. When it comes to seafood, frozen is a great option!

New Flash Freezing Technologies Improve Quality of Frozen Seafood

“Flash freezing” is the process of quickly lowering the temperature of freshly harvested seafood.

Old technologies froze fish slowly. This caused cells inside the flesh to expand and break, which negatively affected the mouthfeel, taste, and overall fish quality. Now, thanks to new freezing technologies, processors are able to freeze seafood down to -42° F in six hours or less. This locks in the fresh taste, firm texture, and high quality we know and love about fresh seafood.

Benefits of Quick Freezing

Freezing seafood quickly after harvest preserves its flavor, texture, and nutrition.

Freezing seafood...

- Limits exposure of fatty acids to the air, which limits excessive “fishy” or odd flavors.
- Prevents spoilage and maintains freshness.

Freezing and Sustainability

Commercial fisheries in the United States are carefully managed by state, tribal and federal agencies to ensure a sustainable harvest. Some commercial fisheries are open for harvest

only during certain times of year. This helps to maintain sustainable population levels and protect critical environments.

- Freezing seafood extends its shelf-life, allowing consumers to enjoy seasonal species year-round.

Tips for Choosing Frozen Seafood

- Avoid torn packaging and packaging with visible ice crystals.
- Frozen seafood should be rigid — nothing stored at a frozen temperature should bend.

Photo credit: Bristol Bay Regional Seafood Development Association



Transporting Frozen Seafood

Keeping frozen seafood at a consistent temperature is key to maintaining quality. If the temperature of the meat increases by even 5° F, the taste and texture could begin to change. It is important to keep frozen seafood cold until it reaches its final destination, especially if it is going from a grocery store freezer to a home freezer.

- Consider putting the frozen seafood on ice or an ice pack during local transport.
- Good quality grocery store seafood counters will be more than happy to provide ice for you.

Storing Frozen Seafood at Home

Ensure your freezer is adequately cold, generally -10° F or colder, and be sure that the door shuts tightly. Home freezers typically do the trick. But changes in freezer temperature can affect the final quality of the seafood product. Try to avoid keeping the freezer door open for long periods of time.

Thawing Frozen Seafood

Thaw frozen seafood in the refrigerator whenever possible. Or cook seafood from its frozen state for a time-saving and tasty option.

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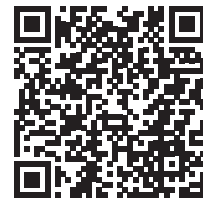


Ecotrust

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Learn how cook frozen seafood — without thawing.



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