

### Greetings!

Happy Halloween!

In this month's newsletter we highlight ways to increase seafood sales during Thanksgiving, present tips for creating a successful seafood demo, and announce the Taste of the Sea event being put on by Sea Delight.

Bonus articles include a summary of the 2014 GOAL conference in Vietnam and Kuterra Land-based Farmed Salmon Receiving a "Best Choice" Rating from Seafood Watch.

Please enjoy!

### Quick Links

[Thanksgiving Seafood Doldrums](#)

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### How to Weather the Thanksgiving Seafood Doldrums

When it comes to Thanksgiving, conventional knowledge says that seafood departments should expect to see a decrease in seafood sales during the holiday. While this is often true, a recent [article](#) in Seafood International highlighted ways for the seafood department to remain profitable during this time.

It is well understood that many families will be enjoying a family dinner featuring turkey as their main course during Thanksgiving. As a result, sales of center-of-the-plate fish such as salmon and tilapia take a hard hit due to their direct competition for space on the plate with turkey. A great way for the seafood department to remain profitable during this time is to promote non-focal point seafood items. These are items that can be served as sides or appetizers and will compliment the turkey dinner. Items including shrimp, crab, scallops and prepared seafood items compliment the turkey dinner nicely and provide a 'surf and turf' diversity to the menu.

While it may be unrealistic for seafood to usurp turkey's well established center-of-the-plate tradition, we can anticipate seafood to be on many families dinner tables this Thanksgiving. By promoting non-focal point seafood items with a sale during the Thanksgiving holiday, customers are reminded that there are many delicious low-fat alternatives to choose from while enjoying time with family and friends.



Photo Credit: Constant Contact

### Lessons Learned from the Global Outlook on Aquaculture Leadership (GOAL) Conference

FishWise Project Manager Kathleen Mullen-Ley recently attended the Global

Aquaculture Alliance's (GAA) annual [Global Outlook on Aquaculture Leadership \(GOAL\) conference](#) in Ho Chi Minh City, Vietnam.

This year's conference theme was 'Celebrating Leadership' in acknowledgement of the challenges of responsible aquaculture and the need for collaboration to overcome those challenges. Kathleen took full advantage of the opportunity to learn from the industry experts, retailers, foodservice seafood buyers, investors, and academic researchers in attendance.



Photo Credit: FishWise

Four main takeaways from the conference were:

- Early mortality syndrome (EMS) in farmed shrimp is still a major problem and seafood buyers should diversify their sources their sources to minimize risk.
- Zone management of farm clusters is a potential solution to the looming dilemma of how to responsibly develop the aquaculture industry.
- Responsible feed production for aquaculture will require a shift away from wild fish protein sources to alternative protein sources.
- There is widespread acknowledgement that human rights abuses in the aquaculture industry are real and need to be addressed but there is uncertainty about how to properly address these challenges.

To read more about Kathleen's experience and get a more in-depth description of the four main takeaways, please visit FishWise's blog [here](#).

## Kuterra Land-based Farmed Salmon Receives 'Best Choice' Rating

[Kuterra](#), a land-based Atlantic salmon farm in Vancouver, British Columbia and project of the 'Namgis First Nation is leading the way in sustainable salmon farming. This month Kuterra received a [Green, 'Best Choice' rating](#) from both Seafood Watch and SeaChoice. Kuterra raises Atlantic salmon in land-based recirculating aquaculture systems (RAS) that eliminate escapes, minimize disease, capture waste, and optimize growing conditions.

Kuterra's Atlantic salmon entered the Canadian market in April of this year through Albion Fisheries and is currently available in Safeway stores throughout British Columbia and Alberta. If Kuterra is successful in the long-term, [insiders project that investors](#) could easily inject \$100 million in funding for new ventures dedicated to land-based salmon aquaculture.



Photo Credit: Kuterra

FishWise congratulates Kuterra on their success!

## Keys to Successful Seafood Demos

[In-store demos](#) are a great way to introduce costumers to new products and bring attention to certain departments. Although less commonly used at seafood counters, demoing can boost seafood sales when applied correctly. To see an increase in seafood sales, try the following suggestions.

Retailers can find it difficult to organize an in-store demo because the process is typically rushed and done to drive a sale of a product that is either new or not generating enough sales. To avoid this difficulty, it is suggested to plan a demo three months prior to the actual event. This will give the retailer time to thoroughly put together the demo and build the stores image with the right product choice.

Another tip is to set-up the demo in a high foot traffic area of the store, usually closer to the store's entrance to generate immediate interest from costumers. Retailers should also consider allowing the product's manufacturer to run the demo because they will know the product better then anyone. If you cannot secure the manufacturer to demo the product, a well-trained seafood expert from a third party firm can also work wonders.

Next time you consider demoing a product in your store, try taking these tips into consideration. By creating a plan, hiring the right person, and placing your demo in a high foot traffic area, a well-executed demo will hopefully boost seafood sales and be your most successful demo to date.



Photo Credit: FishWise

## Taste of the Sea

On December 4th, 2014 Sea Delight will host their inaugural responsibly sourced seafood-tasting event called '[Taste of the Sea](#)' in Miami, Florida.

Sea Delight will be featuring delicious and responsibly sourced seafood expertly prepared by local celebrity chefs. These scrumptious dishes will be paired with equally indulgent beer, wine, and spirits in a tropical marina setting overlooking Biscayne Bay. There will also be a raffle, silent auction, interactive conservation village, live music, and more for all attendees. All proceeds from the event will benefit the [Sea Delight Ocean Fund's](#) suite of marine conservation activities.

Click [here](#) to get tickets or contact [Adriana Sanchez-Lindsay](#) directly to find out more!

SEA DELIGHT OCEAN FUND'S INAUGURAL RESPONSIBLY SOURCED SEAFOOD TASTING EVENT	
<b>TASTE OF THE SEA</b>	<b>DEC 4TH, 2014   6:30 PM</b>
TO BENEFIT SEA DELIGHT OCEAN FUND'S MARINE CONSERVATION PROGRAMS	<b>CASABLANCA ON THE BAY</b> 1717 BAYSHORE DRIVE • MIAMI, FL 33132
	HOSTED BY <b>CHRIS CRUZ</b>
	Early Bird ..... <b>\$50</b>
	General Admission ..... <b>\$75</b>
	Couple's Tickets ..... <b>\$120</b>
This premier fundraising event will showcase an <b>all-star cast of local celebrity chefs</b> who will create delicious seafood creations from <b>'responsibly sourced'</b> seafood.	
WINE, BEER, SPIRITS, CULINARY DEMONSTRATIONS, RAFFLE, CONSERVATION VILLAGE, SILENT AUCTION AND MORE!	
	For tickets and event information visit <a href="http://seadelightoceanfund.org/events.php">seadelightoceanfund.org/events.php</a>

Photo Credit: Sea Delight

## In Case You Missed It...

Here is a great video from Conservation International that presents the simple truth about

why ocean protection and conservation is tremendously important for everyone on the planet.

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Nature Is Speaking - Harrison Ford is The Ocean

If you have any questions, comments, or would like to contribute to the FishWise Newsletter please don't hesitate to [contact me!](#)

Sincerely,

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