

Inspired CHOICES

THE SIMPLE ART OF CHOOSING AND COOKING SUSTAINABLE SEAFOOD

Premier Issue
SPRING 2010



 AQUARIUM OF THE PACIFIC

Created by
SEAFOOD
FOR THE FUTURE

Healthy Choices of Fish • Cooking Tips • Creative Recipes from Local Chefs



A Message from Seafood for the Future

Consuming seafood is an amazing phenomenon, almost culinary irony that something so decadent, unique and sophisticated could also have a healthy effect on the body. It has been suggested that no other food has a greater influence on health and attacking disease than seafood, (Who said Flinstone's vitamins were the only health food that tastes great?).

As is the case with something that seems too good to be true, there is always a downside. In this scenario, we all fear the extinction of seafood worldwide, an unlikely scenario, but still a fear for many. Naturally, quick fix remedies have swelled to supplement a waning seafood supply, ranging from the avoidance of seafood all together to the irresponsible rearing of certain species. But could there be a simpler solution that actually involves eating more seafood?

The American palate for seafood is narrow, putting pressure on a limited number of species and thus drastically affecting the diversity of certain ecosystems. When is the last time you heard someone clamor about the catfish, trout, arctic char, sardines, or mackerel they had for dinner? Tuna, wild salmon and shrimp on the other hand are as commonplace as a knife and fork at almost every restaurant. Even steakhouses feel the need to offer this "from the sea" trinity seasoned with monotony.

Eating a wide variety of seemingly lesser-known seafood can have a huge impact in changing the tides of sustainable seafood consumption and demand. The recipes in this magazine are representative of the fact that there is a world of healthy seafood beyond shrimp, tuna and wild salmon. Our simple culinary principles will show you how easy it is to improvise a quick meal using these lesser-known species - seafood that is abundant and quick to reproduce-high quality sustainable seafood. In turn we can rebalance demand for seafood to include a healthy supply of diverse items. This includes a varied consumption of both responsibly farmed and well-managed wild seafood.

Inspired CHOICES offers you a chance to partner up with a network of chefs who are willing to share their experiences and knowledge on seafood, making it easier to develop a fearless palate and learn about the food we eat. Boldness of attack in the kitchen, confidence on the stove, and a constantly changing menu untangles the mystery of seafood cookery.

Expand your palate and watch as once overly consumed fish stocks rebound. Eat more seafood. Just be logical about it.



Learn more at www.seafoodforthefuture.org

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AQUACULTURE

The Value of Fish Farming

Aquaculture, the farming of seafood, is a practice that dates back to the 13th century on the coast of Molokai, Hawaii where ancient “royal fish ponds” were created with semi-circular walls of lava boulders and coral to keep fish inside while allowing the sea water to ebb in and out. Fish from these ponds were only eaten by royal Hawaiian chiefs.

Today, aquaculture refers to the breeding, rearing and harvesting of plants and animals in all types of water environments and provides a wide variety of both fresh and saltwater finfish, crustaceans and mollusks. Farmed species include salmon, shrimp, catfish, carp, Arctic char, trout, tilapia, eels, tuna, crabs, crayfish, mussels, oysters and aquatic plants such as seaweed.

With the world’s growing appetite for fish, aquaculture is booming. Over the past 30 years, worldwide demand for seafood has ballooned. The U.N. Food and Agriculture Organization estimates that an additional 40 million tons of aquatic food will be required by 2030 – just to maintain the current levels of consumption.

Americans love seafood. Only Japan and China surpass us in total seafood consumption. Recent statistics cite that Americans consume 16.5 pounds of fish annually, up four pounds since 1980. With the U.S. population continuing to increase, consumption of fish is expected to keep rising, especially with the aging of Baby Boomers and heightened public awareness of seafood as an integral part of a healthy diet.

AQUACULTURE TAKES THE PRESSURE OFF OVER-FISHED WILD POPULATIONS

The ocean’s ability to produce fish is diminishing. With increasingly sophisticated fishing, our ability to catch fish has exceeded the ocean’s capacity to produce fish. Many favorite species of seafood like Atlantic cod, Chilean sea bass, grouper, red snapper and thresher shark have been severely exploited, depleted and endangered. However, there’s good news about healthy seafood choices that are available in your local market today from fish farms that use sustainable practices. Healthy and sustainable alternative seafood choices include tilapia, mussels, oysters, catfish, clams, trout, arctic char, mahi mahi, albacore tuna, Pacific Cod, shrimp, salmon and basa. (A list of healthy choices of sustainable seafood is provided on page 6.)

Organizations like the Global Aquaculture Alliance and the WWF are creating certification standards to label products produced using environmentally and socially sustainable practices.

EXPLOITED FISH SPECIES

What You Need to Know

Not all fish species are equal. Certain species of fish are vulnerable because they are long-lived and slow to reproduce. Others are subjected to excessive fishing pressure and have become exploited and depleted. To keep all of these threatened fish from disappearing forever, we recommend that you consider replacing these exploited fish species with healthy choices of sustainable seafood, sourced from well-managed fish stocks or environmentally conscious farms. While these choices may not emulate the exact profile of a given fish, they can be prepared with similar cooking techniques and flavor backdrops.

Thresher Shark

Alopias spp.

Shark is moist and slightly sweet, with a full-bodied, meaty taste. The flavor and mouth feel of shark is similar to swordfish, but the flesh of the shark retains more moisture when cooked.

Choose These Instead: Harpooned Swordfish, Opah, Albacore Tuna, Mahi Mahi, Wahoo (Ono) and Yellowtail.

Red Snapper

Lutjanus campechanus (Mexican Snapper)

Characteristics: Snapper is relatively lean but retains its moisture when cooked. The flesh is mild and somewhat sweet. The meat is firm and holds together when cooked.

Choose These Instead: Catfish, Tilapia, Hybrid Striped Bass and Pacific Sanddabs.

Grouper

Serranidae Family

Characteristics: Grouper has a mild but distinct flavor. The meat is relatively firm and retains moisture well. The natural sweetness of the flesh stands up well to spice and acidity.

Choose These Instead: Pacific Cod, Pacific Halibut, Alaskan Pollock and Tilapia

Orange Roughy

Hoplostethus atlanticus

Orange roughy is mild and delicate in flavor with moist, large-flaked flesh that holds together well when cooked.

Choose These Instead: Catfish, Pacific Cod, Alaskan Pollock, Black Cod, Mahi Mahi, Yellowtail, Escolar and Cobia.

Chilean Sea Bass

Dissostichus eleginoides (Patagonian Toothfish)

Chilean sea bass produces good-sized fillets of white meat with a mild flavor, a pleasantly firm texture, and a high fat content that makes it almost impossible to overcook

Choose These Instead: Black Cod, Pacific Halibut, American Sturgeon, Escolar, Mahi Mahi and Cobia.

Atlantic Cod and Atlantic Halibut

Gadus morhua and Hippoglossus hippoglossus

These are traditional white-meat fish that are lean, medium-to-firm textured, and delicately flavorful: tender, thick fillets with large flakes that separate when cooked.

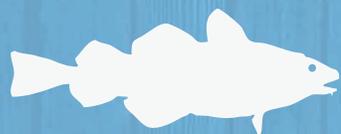
Choose These Instead: Pacific Cod, White Sea Bass, Alaskan Halibut and Lake Superior Whitefish.

Bluefin Tuna

Thunnus thynnus

Bluefin has a rich, almost buttery taste, with a firm texture that melts in your mouth.

Choose These Instead: Pole caught Yellowfin, Pacific Albacore Tuna, Wahoo, Yellowtail, Almaco Jack and Alaskan King Salmon.



HEALTHY CHOICES OF FISH:

Good for You and the Environment

You can choose any of these fish for their outstanding culinary characteristics, knowing that each one is farmed or fished in ways that will help preserve the environment.

Black Cod (Sablefish)

Rich, firm, velvety, and moist

Tilapia

Firm, low in fat, mild flavor and relatively sweet

Alaska Pollock

Mild flavor, very lean and flakey

Albacore Tuna

Mildest of all tuna, firm, versatile and meaty

Pacific Cod

Lean, flakey, sweet, medium texture

Halibut

Sweet, mild, rich, firm, tight-grained and meaty

Trout

Rich, full flavored, firm and creamy texture

Arctic Char

Strong flavor with a medium firm texture.
The flavor represents a mix between trout and salmon

King Salmon

Incredibly rich, moist, firm, and full of flavor

Mahi Mahi

Dense, meaty and mild flavor

White Sea Bass

Moist and tender white meat with a mild flavor

Lake Superior Whitefish

Mild in flavor, lean and slightly sweet

Cobia

Very versatile, firm, rich, meaty, very mild flavor

Monkfish

Dense, sweet, rich, and very similar to lobster tail-meat

Escolar

Luscious, rich, buttery, high oil content, sweet and firm

Wahoo

Mild flavor, firm, lean texture, and large, round flake

Yellowtail Jack

Lean, firm, and delicate tasting

EXPLOITED SPECIES:

Leave in the Ocean

Bluefin Tuna

Ahi Tuna

Shark

Orange Roughy

Red Snapper

Atlantic Cod

Atlantic Halibut

Chilean Sea Bass

CULINARY SUBSTITUTIONS

Cooking in? Here's a list of some great sustainable alternatives to the most common endangered species.

HEALTHY CHOICES: Bring Home for Dinner

Rich and delicate, it is often enjoyed raw. Suitable substitutes need to be similarly delicate in feel and taste.

King Salmon
Yellowtail Jack
Almaco Jack

Ahi is either bigeye tuna or yellowfin tuna. Both of these are clean and mild in taste, with a firm texture.

Albacore Tuna

Meaty, firm and suitable for steaks and grilled preparations.

Harpooned
Swordfish*

A white fillet with medium fat and high oil content. Commonly served with rich sauces.

Mahi Mahi

Pale pink with a mildly sweet taste and medium texture.

Yellowtail Jack
Almaco Jack

White with large delicate flakes. Very versatile, but exceptional with light fresh preparations.

Pacific Halibut
Pacific Cod
Black Cod (sablefish)
Arctic Char

Another versatile white, flaky fillet with a firmer texture. An excellent vehicle for savory sauces.

Black Cod (sablefish)
Arctic Char

Exceptional fat content makes this fish moist and sublimely delicate in texture.

Monkfish

*High in mercury - should be avoided by women and children

Four Basic Seafood Cooking Techniques

Keep it Simple

Seafood is simple, both in taste and preparation. Every piece of fish has its own personality, attitude and inviting charm. Along with these characteristics comes the notoriously delicate flesh that can easily overcook and stick to the pan, making it daunting to approach new species with the desired culinary confidence. Not to worry. We have four simple techniques to consistently cook moist fish with layers of bright complexity and translate perfection into every seafood dish.

1.



TIP

Marinating fish in any acid such as citrus, vinegar, or tomato with herbs and spices is a great way to add an acidic layer to a fish dish. Allow the fish to sit in the marinade for only 30 minutes otherwise it will begin to cook the delicate flesh.

Add the Sharpness of an Acid

Cooking seafood is all about balance; the delicate, particular, and sweet flavors of fish should always complement the other parts of your palate. Our palate is composed of salty, sour sweet and bitter. Every time we eat, every portion of this “food brain” is yearning for a balance of flavors. With seafood, fresh citrus, vinegar, or even tart-flavored fruit is a great way to refine the distinct personality of the often forgotten “sour portion” of the food brain by balancing the flavor profile and intermingling with the naturally sweet flavor of most fish.

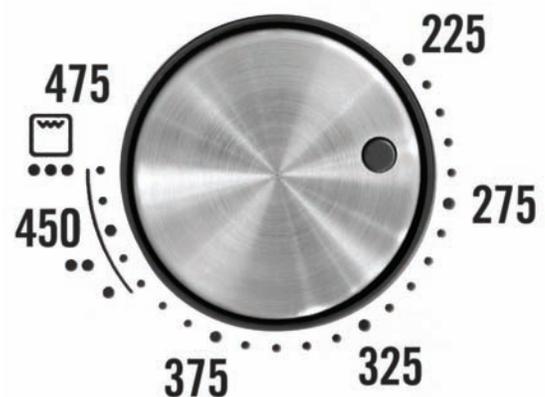
Experiment with this technique: cook a piece of fish in the oven with no seasoning. Compare the unseasoned fish with a piece of fish finished at the last minute with salt and fresh citrus juice. The difference will be vastly apparent.

2.

Cook with Low Heat

In an era when searing, grilling, and browning meat is popular, cooking a piece of fish without a bold crust or caramelized exterior seems almost crazy. Yet how many times has this process resulted in an overcooked piece of fish and burnt a pan? The idea behind browning seafood is to create a deeper richer flavor through the caramelization of proteins and sugars. The browning effect occurs because moisture evaporates from the fish. In using high heat to cook seafood the trade-off is moisture for flavor - a drier piece of fish with a deeper flavor.

Try cooking with low heat to achieve both moisture and flavor in your fish. Low heat will keep seafood moist and succulent, with fresh, vibrant flavors. Forget about the crispy fish and dirty pan. Gently roast your seafood with a touch of olive oil (finished with lemon, of course) in an oven set anywhere between 250 F and 350 F.



TIP

Cooking at a low temperature can incorporate other aspects of the meal and minimize clean up. Try slowly roasting your fish over a bed of vegetables. All that is needed is one pan. Since the temperature doesn't get high enough to burn the pan, clean up will be minimal.

3.



Keep it light

If you truly love the delicate and complex flavors of a fresh piece of fish, put away the butter and cream. Most seafood is best served with nothing more than some fresh citrus, herbs, and a touch of extra virgin olive oil.

TIP

Keeping it light can be difficult. Try to keep the additional flavors you add to a fish dish at fewer than 4 ingredients, including salt and pepper. Since fresh fish is such a unique flavor on its own, consider the added flavors a foundation off which the freshness can jump.

4.

Get to know your seafood source

Sustainable seafood tastes better. Seafood that has been raised and captured in a sustainable manner is done so with care and concern for the finished product. It is regulated, monitored and evaluated using the highest standards of quality. Would you rather have a piece of sustainable farmed fish pulled right from the water upon demand or a wild pre-frozen species that sat on a boat for days before being frozen and shipped to a warehouse?

Know your seafood source. The best way to find sustainably produced, high quality fish is to look for the Seafood for the Future logo.

If your seafood isn't of the best quality, you will never succeed in creating great cuisine, no matter how good your skill or equipment. Since sustainable seafood tastes better, purchase your seafood from retailers and restaurants that acknowledge their commitment to sustainability. Ask where the fish came from and how it was caught. In the market, submit seafood to the smell test. Sustainable seafood should never smell fishy; it should have a hint of clean ocean breeze.



TIP

When buying fish filets, look for gapping which occurs as the filet ages. The flesh will begin to separate in parts. Your fish should always be firm, moist and tight on the surface.



Dungeness Crab Salad

with Apple and Avocado

Serves 4

Created by:



Ingredients:

- 2 pints of fresh Dungeness crab
- 2 granny smith apples diced fine
- 2 ripe avocado sliced
- 1 tablespoon fresh chopped parsley
- 2 tablespoons mayonnaise
- 1 teaspoon fresh lemon juice
- 1 teaspoon chives fresh chopped
- 1 teaspoon Dijon mustard
- Salt and fresh cracked Pepper to taste
- Mixed organic greens (optional)

Combine all the ingredients
and serve immediately.

About this Recipe:

The sweet and succulent flavor of Dungeness crab is best simply prepared. The success in this recipe relies on the balance of flavors between the richness of the avocado and the tartness of the apples; the sweet flavor of the crab and a touch of fresh lemon juice to accentuate these refined flavors. This salad can be served on a crispy baguette, served over mixed lettuces or eaten alone.

Sustainability:

Dungeness crabs (*Cancer magister*) are caught in environmentally friendly traps and are managed by size, season, and sex. Only male crabs are harvested; females are returned to the sea to reproduce. Dungeness crab fisheries are dependent on traps (pots) that allow the release of bycatch, undersized crabs, and females. Pots are built with escape ports, so that sublegal crabs can exit on their own, as well as a device that causes the pot to open automatically if the pot is lost.





Chef Jennifer Minichiello
SAVOR... at the Aquarium

As executive chef of the café and catering operations at the Aquarium of the Pacific, Chef Jennifer Minichiello combines a passion for creatively inspired food with a commitment to serving the best of sustainable species. Seafood for the Future works closely with Chef Minichiello as she educates aquarium visitors on the wonderful varieties of seafood available outside the realm of shrimp or tuna. She features a sustainable seafood entrée daily in the aquarium café and injects all the catering menus with culinary precision and sustainable variety.

Chef Minichiello began working with food at the young age of 14, and after putting herself through college and later the ranks of various corporate jobs, she found herself back in the kitchen. She returned to school studying at the California School of Culinary Arts and eventually took on roles ranging from general manager to personal chef, learning the intricacies of creating daily changing ingredient-focused menus.

Chef Minichiello's love of seafood and the need for an appreciation of seafood variety grew while working as a sous chef at the Tommy Bahamas in Newport Beach. Here she was able to work with different species of fish daily, learning the value in respecting high quality sustainably caught seafood. Her culinary style fuses clean and fresh flavors with delicious species of fish. Her commitment towards marine conservation is evident in her seafood sourcing policies as she is open to working with the best sustainable seafood in Southern California.

ASIAN Mahi Mahi

Serves 4

Flavor and Cooking:

Mahi Mahi is a large fish usually sold as filets or steaks. The flesh of mahi mahi is firm and moist, with a mild and sweet flavor. When cooking mahi it is important to know how unforgiving the fish is. There is a very short window of time in which the fish is cooked perfectly and at peak moisture retention. Therefore, it is best to avoid high temperatures when cooking mahi. A quick sear or mark on the grill followed by a slower low temperature roast in the oven works best. In terms of flavor compliments, the sweet, somewhat meatier flesh of mahi pairs perfectly with the sharp flavors of fresh citrus, salsa, chilis and fruit. In this recipe the rich, nutty flavors of the toasted sesame broaden the flavor of this dish as a whole, while the sweet chili sauce rounds out the balance on the palate.

Ingredients:

4 each 6 oz portions of mahi mahi
Salt and pepper to taste
2 tablespoons black sesame seeds
2 tablespoons white sesame seeds
2 tablespoons olive oil
2 tablespoons sweet chili oil

Cooking:

1. Pre-Heat Oven to 350°
2. With a paper towel, pat dry the mahi mahi. Heat a non-stick pan over medium high heat, add the oil. While the pan is heating, season the mahi with salt, pepper, and the mix of sesame seeds.
3. When the oil is hot and simmering in the pan, place the fish sesame seeds side down in the pan and allow to sear for 3-4 minutes, or until the sides are brown (be careful not to burn the seeds at this point).
4. With a spatula, gently release the fish from the pan and place with the sesame seeds facing up on a sheet tray that has been sprayed with non-stick oil. Brush the top of the fish with the sweet chili sauce.
5. Cook the mahi in the 350° F oven until the fish is firm and cooked through, roughly 12 minutes (this depends on the size of the filet.)
6. Drizzle the plate with sweet chili sauce to finish.

Sustainability:

Some fish grow slowly and take years to reach reproductive age, which means their populations are slow to recover from extensive fishing pressure. Mahi mahi (*Coryphaena hippurus*) are fast growing, prolific spawners, which make mahi mahi populations resilient to fishing pressure. They are typically harvested with longline and trolling and gear, both of which are used at or near the surface. In U.S. fisheries, longline fishermen are required to use circle hooks to reduce the unintentional harvest of turtles and other non-target species.



TROPICAL

Mahi Mahi

with Mango-Pineapple Salsa

Serves 4

Ingredients:

4 each 6 ounce portions of Mahi Mahi
Salt and pepper to taste
1/2 cup macadamia nuts
1/2 cup panko bread crumb

For the Salsa:

1/2 cup diced pineapple
1/2 cup diced mango
1 teaspoon chopped cilantro
1 tablespoon minced red onion
1 teaspoon honey
Dash cumin
Salt and pepper to taste

Cooking:

1. Pre-Heat Oven to 350°
2. For the crust: place the macadamia nuts and the panko in a Ziploc baggie. With the back of a small pan pound the mixture until it is broken up.
3. With a paper towel pat dry the mahi mahi and season with salt and pepper. Crust the nut mixture onto the presentation side of the mahi.
4. Place the mahi in a 350°F oven and bake until finished, roughly 15 minutes.
5. Suggested plate up: serve with sautéed baby spinach and seasoned rice

SAVOR...Long Beach

Commitment to Sustainable Seafood and the Environment

SAVOR... at the Aquarium offers healthy seafood choices that are farmed or fished in an economically, socially, nutritionally and environmentally responsible way. Stewardship of the ocean and natural environment is an important consideration in everything we do.

SAVOR... is committed to some of the most stringent green standards and environmental policies in the world.

SAVOR...

- Practices farm-to-table freshness, sourcing locally produced and the freshest and most natural ingredients possible.
- Uses compost-able and recycled products including utensils made from renewal resources like corn and potato starch, and plates and bowls molded from fiber that remains after the juice is extracted from sugar cane.
- Works with environmentally responsive suppliers who make green initiatives an integral part of their everyday operations.

Even the décor in SAVOR... at the Aquarium is designed around choices of items that are reused, recycled and renewed, such as live plants, river stones and other natural elements that will not be discarded after use, ensuring we take advantage of every opportunity to preserve our resources for future generations.





Chef Jason Stein
Parker's Lighthouse

One of Seafood for the Future's Founding Chef Partners, Jason Stein, executive chef of Parker's Lighthouse, Long Beach, is passionate about cooking and teaching guests how to cook. It comes as no surprise that he is always finding ways to perfect his skills in the kitchen and passing them on to his staff. Stein is a people-person who loves to be in the kitchen, in front of the house and likes to educate guests on fish and how to cook fish.

This talented, warm-hearted chef knows how to bring humor to the fast-paced, high volume kitchen. With an abundance of species to work with, he prides himself on his individuality in the preparation of his dishes. All of Parker's Lighthouse fish are delivered fresh daily from local purveyors. Fish is brought in from the East Coast, Hawaii and the Pacific Northwest, and his menu offers copious amounts of brilliantly prepared sustainable seafood.

Stein excels in getting the entire flavor from fish and meat with subtle use of seasonings and marinades. Whether it is a Local Hispanic and Asian Influence, Exotic Middle East Spices or a Pacific Northwest dish, Stein creates his mark on the cuisine featured and thrives on teaching and training his staff.

He has an Associate of Arts degree from Golden West College at Huntington Beach. He is educated through an R.O.P. Chef Program doing internships at The Ritz, Four Seasons Hotel and Le Meridien Hotel. Stein joined Parker's Lighthouse in 2007. Prior to that he was executive chef for two years with McCormick and Schmick's Seafood Restaurant, five years at PF Chang's China Bistro in Irvine, and The Cheesecake Factory in Newport Beach.

California White Sea Bass

*with Scarlet Corn Polenta and
a Charred Jalapeno Basil Vinaigrette*

Serves 4

Flavor and Cooking:

Sea Bass is a delicious fish prepared in a variety of different ways. It is great grilled, lightly roasted, seared, baked, and even served raw in a ceviche style. The flavor of White Sea Bass is relatively mild; therefore it is vital not to overpower this fish with strong flavors and sauces. An herbal and somewhat spicy vinaigrette is perfect for a grilled piece of Sea Bass as it compliments the smoky notes of the grilled flesh while allowing the flavors to pop through the vinaigrette.

For the Sea Bass:

**4 each 7oz pieces of
California White Sea Bass**

Scarlet Corn Polenta:

**2 cups polenta
2 quarts chicken stock
2 oz. butter
¾ cup grated parmesan cheese
1 cup steamed shucked scarlet corn**

Charred Jalapeno Basil Vinaigrette:

**8 Jalapeno Chiles
2 Pasilla Chiles (charred on the grill)
seeded and chopped
8 oz chopped red onion
2 oz chopped garlic
½ cup Dijon mustard
½ cup Balsamic Vinegar
4 cups olive oil blend
½ cup chopped basil leaves
Salt and pepper to taste**

Instructions:

1. For the Polenta: Bring chicken stock to a boil. Slowly pour in polenta and reduce heat. Stir until polenta is absorbed and well incorporated (roughly 20 minutes). Add cheese, butter and corn. Spread out onto a greased sheet pan about to ¾ inch thickness. Then chill in refrigerator for 2 hours until firm.
2. For the Vinaigrette: Blend all ingredients together in a blender and puree until smooth.
3. Grill fish until 145° internal temperature is reached.
4. Cut polenta into triangles and grill for about 3 minutes per side.
5. Top the fish with the vinaigrette.

Sustainability:

White Sea Bass are large, highly prized members of the croaker family, found in waters off the west coasts of California and Mexico. Similar to Redfish, their Gulf of Mexico cousins, they possess a moist tender white meat with a mild flavor. White Sea Bass off California have recovered from low population levels with the help of farmed fish from the Hubbs-Seaworld Research Institute, which has released more than 1.4 million juvenile white seabass since 1983. This type of program, known as stock enhancement, is used with Alaskan Salmon populations, where farmed fish are released as juveniles and caught later by local fishermen. Stock enhancement programs support fish farming, natural ecosystem conservation and local fishermen at the same time.



Western Fishboat Owners Association



The Western Fishboat Owners Association (WFOA) is a non-profit, commercial fishing association representing more than 400 family-owned albacore fishing vessels and supporting coastal businesses. Members generally fish Northern Pacific waters and are based in California, Oregon, Washington, Alaska, Hawaii, New Zealand, and British Columbia. WFOA is involved in fisheries management issues at the state, federal, and international level. Chief among their concerns is maintaining a sustainable fishery for future generations.

The seafood industry of the Pacific Northwest contributes thousands of jobs and millions of dollars to the economies of California, Oregon and Washington, annually. WFOA vessels and processors provide career opportunities for qualified workers, from entry level to vessel operations and ownership.

Over 50% of the fishery resources of the United States are harvested in the Pacific Northwest. Maintaining healthy oceans and sustainable fisheries is the WFOA's number one priority. WFOA is dedicated to educating the public on the health and nutritional benefits of its sustainably caught product.

Albacore Tuna Niçoise Salad

Courtesy of Chef Patricia Unterman, Hayes Street Grill and Western Fishboat Owner's Association

Vinaigrette:

1/2 cup lemon juice
3/4 cup extra-virgin olive oil
2 cloves of garlic, minced
1 teaspoon Dijon mustard
Salt and freshly ground black pepper

Salad:

2 grilled U.S. troll-caught albacore tuna steaks (8 oz each)
or 2-3 cans of custom-canned albacore
6 hard-boiled eggs, peeled and either halved or quartered
10 small new red potatoes scrubbed and quartered
3 large ripe tomatoes, cored and cut into wedges or an
equivalent amount of ripe cherry tomatoes, halved, or a
mixture of the two
1 small red onion, sliced very thin, soaked in salt and
lemon juice
8 ounces green beans, stem ends trimmed
1/4 cup niçoise olives
8 anchovies (optional)
Salt and freshly ground black pepper

Instructions:

1. Marinate tuna steaks in a little olive oil for an hour. Heat a large skillet on medium high heat, or place on a hot grill. Cook the steaks 2 to 3 minutes on each side until medium rare or rare in the middle.
2. For the dressing; in a medium bowl, mash chopped garlic with salt and pepper. Add mustard. Whisk in lemon juice and taste for balance. Whisk in olive oil and set aside.
3. Bring potatoes and 4 quarts cold water to boil in a large pot. Add 1 tablespoon salt and cook until potatoes are tender, 5 to 8 minutes. Transfer potatoes to a medium bowl with a slotted spoon (do not discard boiling water). Toss warm potatoes with 1/4 cup vinaigrette; set aside.
4. Return water to boil; add green beans. Cook until tender but crisp, 3 to 5 minutes. Drain beans, transfer to reserved ice water, and let stand until just cool, about 30 seconds; dry beans well.
5. Toss tomatoes, red onions, beans and potatoes with a generous amount of vinaigrette. Add salt and pepper to taste. Pile this mixture on a platter.
6. Cut tuna into 1/2-inch thick slices, coat with vinaigrette and arrange on top of vegetables. Arrange hard-boiled eggs, olives, and anchovies (if using) around the salad. Drizzle eggs with dressing and serve.

Flavor and Cooking:

Wild Pacific Albacore is a premium tuna, sustainably troll-caught by members of the Western Fishboat Owner's Association in the Northern Pacific. It is a superior tuna with a mild, rich flavor and firm flesh and is available fresh, frozen or canned.

This recipe is flexible; use whatever vegetables are in season, such as peppers, radishes, cucumber, arugula, and frisee. Look for what's freshest and where possible, use locally grown ingredients.

Sustainability:

WFOA vessels harvest Wild Pacific Albacore by trolling small, barbless hooks or "jigs" behind a slow-moving boat. They have used this low-impact, environmentally responsible fishing technique to catch albacore for nearly a century. There is near-zero by-catch with this method of fishing. WFOA is involved in fisheries management issues at the state, federal, and international level. Chief among our concerns is maintaining a sustainable fishery for future generations.





Chef Michael Poompan
Renaissance Long Beach Hotel

Chef Michael Poompan makes it his goal to source only the freshest most sustainable seafood. Quiz him on the particulars of his seafood, and he will not just provide you with the specifications of the species itself, but also the method of catch, how it is responsible and how it can be simply prepared. Truly a culinary wizard, Chef Michael exemplifies the idea behind *Inspired CHOICES*.

Trained at the Ritz-Carlton Laguna Niguel, moving to Napa, and returning to Southern California, Chef Michael brings a minimalist Mediterranean cooking philosophy to the Renaissance Long Beach. Assisting in bringing a sustainable program to the hotel, not only through the restaurant, but also through catering events. Michael uses farm-fresh ingredients with a progressive movement towards sustainability to ensure the highest quality while still supporting environmentally friendly industry practices. Poompan sources the freshest produce from local farmer's markets (often hand-selecting it himself.) "I'm always talking to the farmers to find out what's available next season to build my menus, and extensively researching ingredients and flavors," says Poompan. "But what inspires me most of all when creating new specialty dishes is bringing people together where food is used to unify, just like in my own home."

Crispy Striped Bass

Spiced Carrot Slaw, Yogurt and Olive Oil Dressing

Serves 4

Chef Michael's Notes:

Vindaloo is an Indian spice blend that is known for presenting a mix of sweet and spicy. You can make the spice blend yourself, but because it has many ingredients and you need so little, it is better to buy a good blend from a reputable spice store (such as Penzey's or your local Indian market). It is important to make sure you are buying a sweet carrot for this recipe, preferably from a local farmers market. Look for Weiser Family Farms that sell at a few markets, and specializes in carrots. Don't use the jumbo carrots you see stacked at the grocery store; they have no sugar content, and won't balance the spice.

This recipe works especially well as carrots were originally cultivated in the Middle East, where the spice blend arrives from.

Carrot Slaw:

4 medium-size carrots
2 tablespoons olive oil
1 ¼ teaspoon vindaloo spice
3 tablespoons golden raisins
1 tablespoons brown sugar
½ tablespoons apple cider vinegar
Kosher salt

1. Peel the carrots, and use a mandoline with teeth to julienne. Alternatively slice the carrots thin, and then cross cut into julienne strips.
2. Heat the olive oil in a sauté pan until very hot, drop in carrots, sprinkle with vindaloo spice, and a pinch of salt.
3. When the carrots begin to wilt, add golden raisins, and brown sugar.
4. De glaze with vinegar and set aside.

Yogurt and Olive Oil Dressing

⅓ cup Greek style yogurt, plain
½ lemon zest
1 lemon wedge
1 teaspoon chopped parsley
1 tablespoon olive oil
Kosher salt

Mix zest and squeeze of juice from the lemon wedge with yogurt, slowly drizzle in oil while mixing. Add a pinch of salt, and parsley.

Fish:

4 pieces striped bass, 5-6oz, skin on, (Wild or Farmed are both great choices for sustainability)
1 tablespoons wondra flour (found at any grocery)
Kosher salt
2 tablespoons olive oil

1. Dry fish with paper towels, and season with salt.
2. Sprinkle the flour over the skin side of the fish.
3. Heat a sauté pan with the olive oil until very hot.
4. Place the fish skin side down, press down firmly with a spatula to avoid curling of the fish.
5. When the edges start to crisp, and brown (3 minutes), flip fish over and allow finishing cooking (2-3 minutes).

Plating:

Spoon yogurt dressing on the bottom of the plate, and place ¼ of the carrot mixture in a stack. Top with the fish, and a drizzle of good olive oil.

Sustainability:

Hybrid Striped Bass are the result of crossing White Bass with Striped Bass and are preferred because they grow faster and are more resistant to disease and changes in their environment. This means that fewer chemicals are used to raise them and makes them a healthy choice. Hybrid Striped Bass are commonly raised in inland tank systems.

Lake Superior Whitefish

with Roasted Cauliflower Puree, Piquillo Pepper "Béarnaise"

Serves 4





Chef Arthur Gonzalez

McKenna's on the Bay

Chef Arthur Gonzalez dispels the notion that chefs are grumpy temper-driven tyrants. Walking into McKenna's on the Bay, you are virtually guaranteed to find Chef Arthur working the stove with a smile, ready to engage his guests and personally invite them back. Chef Arthur is always available to answer questions about his seafood species, how it was sourced and, more importantly, how he makes it taste so amazing. As a teacher and partner of Seafood for the Future, his talents go beyond the kitchen. Chef Arthur always makes it his mission to establish awareness for delicious lesser-known species of seafood, from Trout to Whitefish and everything in between.

Chef Arthur's life hasn't completely unfolded in the kitchen. In his 20s he became a fireman, a childhood dream and where he first discovered that he enjoyed cooking for a large group in the station's kitchen. Then, at twenty-six an on-the-job injury forced a career change, so Arthur took this as a cue to go for what he had always enjoyed - cooking. Starting in the dish pit at local Spaghettini restaurant, traveling to Sante Fe, New Mexico to train under the master tutelage of James Beard award-winning chef Eric DiStefano at his famed Geronimo restaurant, to his current position as Executive Chef of McKenna's on the Bay and front man for many of the Aquarium's sustainable seafood events, Chef Arthur is a wizard with seafood.

Arthur promotes a cuisine that is clean and simple. His range of culinary skills weaves simple fusion through dishes such as Porcini Dusted Day Boat Scallops and Blue Corn Crusted Hawaiian Mahi Mahi. He makes burrata cheese fresh in his kitchen and hand makes different pasta for his often-changing seasonally focused menu. Here at Seafood for the Future we are still trying to figure out when Chef Arthur even sleeps.

Flavor and Cooking:

Lake Superior Whitefish has a very delicate taste and relatively mild flavor with a bold flake. The fish is delicious pan fried, battered and served as fish and chips, poached, baked and grilled. Similar to sea bass, as a result of the mild flavor, whitefish is best served with simple "acid based" sauces. The richness of the béarnaise in this recipe serves as a wonderful palette for the whitefish while the spicy and acidic flavor components in the sauce balance out the profile.

Roasted Cauliflower Puree:

½ lb cauliflower florets, chopped
(2 ⅔ cups)

1 garlic clove, minced

½ teaspoon salt

1 cup hot heavy cream

1 teaspoon unsalted butter

1 tablespoon parmesan

1 tablespoon extra-virgin olive oil

1. Pre-Heat Oven to 350°
2. Toss cauliflower, with garlic, olive oil, and salt. Roast for about 15 minutes. Put cauliflower into blender; add cream, butter, salt, and parmesan. Puree until smooth.
3. Strain the puree for refinement and season to taste.

Piquillo Pepper "Béarnaise":

2 tablespoons chopped fresh oregano

2 shallots chopped

¼ cup sherry vinegar

3 egg yolks

1 stick butter melted

6 Piquillo Peppers

4. Take the shallots, 1 tablespoon oregano, vinegar, and bring to a boil, cool.
5. Add yolks and chilled vinegar mixture to a blender, add peppers blend and strain.
6. Put the strained mixture back into the blender on the slowest setting. In a slow and steady stream add the melted butter, when half is incorporated, turn on high, add the rest of the butter and oregano. Season to taste.

Sustainability:

Lake Superior fishery is strictly regulated and scientifically managed by tribal, state, federal, and Canadian governments who employ professional fisheries biologists. Fishing is conducted primarily with gill nets from both the large tugs and small boats. Some fishermen also harvest fish with trap nets. While the majority of the fishery is comprised of small boats, large boats take the majority of the harvest.

For the Fish:

4 - 6 oz. pieces of

Lake Superior Whitefish

2 tablespoons clarified butter

½ cup of toasted breadcrumbs with herbs

1. Coat 4 - 6 oz. pieces of Lake Superior Whitefish with flour on the skin side. Pan sear in clarified butter in a hot non-stick pan skin side down.
2. Flip fish, take off heat. This will finish cooking on its own.

To plate: Spoon the puree onto the plate, place florets on top of puree, place fish on top of florets. Sautee some cauliflower florets with butter and shallots. Sprinkle toasted herb breadcrumbs on top of fish and finish with béarnaise.

Pan Roasted Loch Duart Salmon

Foraged Mushrooms, Escarole, White Beans, Cream Mustard

Serves 6



Chef Greg Griffie 606 Congress in the Renaissance Boston Waterfront Hotel

Growing up in central Pennsylvania, Chef Gregory Griffie was raised on fresh, locally grown foods from his family's own land and nearby farms, and through this early indoctrination, he learned the rewards of cooking from scratch with top quality ingredients.

As executive chef of 606 Congress in the Renaissance Boston Waterfront Hotel in Boston, Chef Greg is leading the way in New England when it comes to sourcing and serving sustainable seafood. He has distinguished himself as a hotel restaurant pioneer as it relates to sourcing ingredients from the local farmers in the area. His visionary work in previous positions garnered him the ACE Award, recognizing culinary excellence across Marriott International. His menus feature only the best, responsibly sourced fish, both wild and farmed. His mission to investigate the source of all his seafood products sets a new bar for chefs nationwide.

When he is not in the kitchen, Griffie can be found hard at work (or play) in his home garden with his two daughters.

Flavor and Cooking:

Loch Duart Salmon represents the best of farmed salmon. The fish cooks well, stays moist and has a clean flavor that can be compared to some of the best tasting wild salmon. The fish is rich enough to handle bold flavors, such as the earthy foraged mushroom mix in this recipe. One key to working with such a high quality and decadent salmon product is to always weave distinct layers of flavor into the dish in order to create a foundation of flavor upon which the salmon can be presented. The use of various herbs, wines, vinegars and aromatics are wonderful culinary tools with this product.

White Beans:

1 cup white beans, soaked and rinsed
6 cups vegetable stock
Approx 1 ½ cup heavy cream,
enough to cover beans
4 tablespoons whole grain mustard
Chives for garnish
Salt to taste

1. Drain the beans and add to a sauce pan over medium heat.
2. Cover with vegetable stock and bring to a simmer, removing any foam that surfaces. Cook until just tender and drain.
3. Return the white beans to the saucepan and cover with heavy cream. Bring to a simmer and cook until the cream is reduced by half.
4. Remove from heat, finish with mustard, chopped chives, and season with salt.

Sauce:

1 each salmon, scaled, filets removed
½ large onion, diced
¼ fennel, large diced
¼ carrot, peeled and large diced
½ shallot, large diced
2 cups red wine, cabernet sauvignon
1 teaspoon fennel seeds
1 teaspoon black peppercorn
pinch crushed red chilies
3 tablespoons tomato paste
2 bay leaf
3 sprigs thyme
3 sprigs rosemary
1 quart veal stock
Water

1. In a large, deep pan heat oil, brown the salmon bodies, continually scraping the bottom of the pan to remove any pieces that may stick
2. Add the vegetables and allow to caramelize for approximately five minutes. Add tomato paste and continue stirring.
3. Add the spices and allow to toast for a minute. Add red wine and de glaze pan, scraping the bits off the bottom.
4. Add bay leaf, thyme and rosemary. Reduce liquid by half, add veal stock to cover the salmon ½ way.
5. Add water and bring the liquid to cover the bodies, bring to a simmer.
6. Allow to cook 45 minutes.
7. Strain through a chinois, reduce if needed.

Foraged Mushrooms and Escarole:

2 lbs mixed wild mushrooms,
(foraged hen of the woods, black trumpet, hon shemiji, etc preferred)
sautéed in grapeseed oil
2 head escarole, hand torn leaves,
washed
1 tablespoon butter
1 tablespoon finely diced shallots
1 teaspoon chopped tarragon
1 oz. chicken stock

1. In a hot pan, add grape seed oil, sauté the mushrooms, one variety at a time, allow to cool slightly and mix in a bowl.
2. Using the same pan as the mushrooms, add butter, render the shallots, and return the mushrooms. Add the escarole, heat through. De glaze with 1 oz of chicken stock, allow the escarole to wilt slightly, toss in the tarragon, add more butter if desired. Season with salt and pepper.

Salmon:

6 each 7 oz. skin-on salmon fillet
2 tablespoons blended oil
Salt and pepper to taste

Warm pan with oil, do not over heat. Place salmon in skin side down and slowly cook until the skin is completely crisp, approximately 6 minutes. (you may need to occasionally press with spatula) turn salmon over, remove from heat and allow to rest. Remove plate and serve.

Sustainability:

Loch Duart, an independently owned Scottish farm that was established in 1999, received a Scottish national honor in 2005, known as the Vision in Business for the Environment for Scotland award. It also was the first salmon farm to receive the Freedom Food certification from the Royal Society for the Prevention of Cruelty to Animals for its fish welfare practices. Loch Duart salmon farm is taking huge steps to protect the environment with a pioneering integrated aquaculture initiative which involves growing sea urchins and seaweed alongside their salmon. Sea urchins live comfortably alongside their fish, feeding on leftover fish food and cleaning algae off the sides of the pens.

Seaweed feeds on the nutrients that even the most sustainable salmon farming may add to sea lochs. The glory of integrated aquaculture is 'nutrient balancing', which is missing from most monoculture. Two types of indigenous seaweed are being grown at Loch Duart - *Palmaria palmate* (Dulse), often described as 'a vegetarian oyster' and *Laminaria saccharina* (Sugar Kelp). Both varieties are a delicious source of important minerals.

'Balancing' means removing at least as much nitrogen and phosphates as are put in by the salmon farm. In this way, Loch Duart is able to demonstrate that the farm has a neutral or even positive environmental impact. One of the benefits of the seaweed growth is carbon sequestration.





Chef Jesse Perez

Hotel Maya and Feugo Restaurant

Right across the water from the Aquarium of the Pacific, Chef Jesse Perez brings the authentic and traditional flavors of coastal Latin America to the table, infused with a modern twist and an excitement for the freshest sustainable seafood. Born in Texas to second generation Mexican American parents, Perez left the state to pursue a degree in ethnic and cultural history at the University of Michigan in Ann Arbor, aspiring to become a professor.

However, a new passion and culinary path emerged while working at restaurants during college. After earning his degree, Perez postponed his graduate school acceptances and, instead, began working at Francesca's at Sunset, an award-winning Southwestern restaurant at La Cantera Resort in San Antonio, TX. It was here that internationally recognized Southwestern food expert Chef Mark Miller, chef and owner of Coyote Café in Sante Fe, NM, worked with Perez as the consulting chef.

Perez quickly worked his way up the ranks at Francesca's and within a few years had earned the top spot in the restaurant's kitchen. Miller became Perez's mentor and the two - who share an enthusiasm for learning and innovating in the kitchen - worked closely both in and outside of Francesca's kitchen. Under Perez's leadership, the restaurant earned numerous accolades, including a spot on the "50 Best Hotel Restaurants in the U.S." list in USA Today.

A deep appreciation for culture and its influence on cuisine has continued to inspire Perez to seek new learning experiences through travel and relationships. He has spent time working with chef and author Susana Trilling at her cooking school in Oaxaca, Mexico, an experience he credits with helping him refine his training and techniques.

As a partner of Seafood for the Future and an avid scuba diver, Chef Jesse is applauded by us for being able to utilize his skills in ways that feature only the most responsibly sourced seafood.

Northwest Hawaiian Island Pink Snapper

New Mexican Potato Ensalada with Green & Red Chile Peppers Sauces

Serves 6

Flavor and Cooking:

Pink Snapper has a clear, light pink flesh that is firm in texture. Its delicate flavor has gained the pink snapper a reputation as Hawaii's premium table snapper. Pink snapper fillets are well suited for an array of preparations, including baking, poaching and sauteing. The delicate flavor of this fish is best served with bright flavors and minimal fats. Fresh peppers, chilis, citrus, herbs, and aromatic vegetables are all wonderful ways of creating a stage upon which Pink Snapper can shine.

Pink Snapper Marinade:

1 tablespoon orange zest
1 each garlic clove, minced
½ teaspoon salt
½ teaspoon red chile flakes
Pinch freshly ground black pepper
¼ cup extra virgin olive oil

Mix all ingredients and keep cool. Gently toss seafood in with marinade and let macerate for 30 minutes before cooking.

New Mexican Potato Ensalada:

¼ lb. fingerling potatoes, par cooked and halved
¼ cup English cucumber, thinly sliced
2 tablespoons roma tomato, diced
1 tablespoons red onion, minced
1 each red Fresno pepper, sliced
1 tablespoon toasted pumpkin seeds
¼ teaspoon toasted coriander, ground
½ lemon, juiced
2 tablespoons extra virgin olive oil
Pinch of salt and freshly ground black pepper

Gently fold all ingredients in medium bowl to combine flavors. Let salad sit for 10 minutes prior to plating for all flavors to meld.

Sustainability:

Pink Snapper is commonly known as Opakapaka in Hawaii. Although this species occurs throughout the tropical Pacific, nowhere does it grow as large as in the Hawaiian Islands.

Opakapaka is caught principally by vertical hook-and-line gear. Opakapaka are usually caught at depths between 180 and 600 ft. The bottomfish fishery is basically divided into the northwestern Hawaiian Islands and the main Hawaiian Islands. The Pink Snapper populations in the northwestern Hawaiian Islands are more abundant than those in the main Hawaiian Islands which have been severely depleted due to previous overfishing.

The northwestern Hawaiian Islands recently became a National Monument, and as a result of the protection associated with this, all fishing will end by 2011.

Green Chile Pepper Sauce:

6 each tomatillos
2 each garlic cloves
1 each jalapeno pepper, chopped
1 teaspoon salt
2 tablespoons lime juice
1 bunch cilantro, chopped

1. Place tomatillos, garlic, jalapeno, and salt in medium saucepot. Cover the ingredients in pan with cold water, just ½ an inch above.
2. Bring mixture to a light boil and then simmer for 10 minutes. Let mixture cool completely and then transfer to a blender.
3. Puree the mixture, adding the cilantro and lime juice to the sauce as it is working. Blend until a fine smooth puree is achieved and reserve for plating.

Red Chile Pepper Sauce:

2 each red bell peppers; roasted, seeded, cleaned
1 each garlic clove
2 tablespoons lemon juice
Pinch salt

Place prepared peppers, garlic, lemon juice, and salt in blender. Blend until a fine smooth puree is achieved and reserve for plating.



Created by:



Gently Spiced Trout BLT Appetizer

Serves 4

Flavor and Cooking:

Always cook trout with the skin on; it helps hold the meat together, as well as providing flavor (most of which is in the thin fat layer just under the skin). The skin is edible (the tiny scales are entirely edible) but some may prefer to leave it behind on the plate. As with other domesticated animals, the breeding and culture practices that have made trout so readily available have also bred some of the wild flavor out of this fish. The challenge in serving trout is to preserve and enhance its delicate flavor. Too heavy a hand with seasonings and you overwhelm the flavor of the fish; too subtle and it can come out bland.

About this Recipe:

This preparation can be utilized as an appetizer, an entrée or even as lunch. As an appetizer just use a base of toasted crostini, for lunch serve the entire filet on toasted sourdough and for dinner just serve over a light salad.

Ingredients:

2 full rainbow trout boned (4 fillets)
1 tablespoon grapeseed oil
12 toasted crostini

Spice Mix:

1 tablespoon ground fennel
1 teaspoon paprika
½ teaspoon chili powder
Salt and pepper to dust
4 pieces cooked bacon
4 leaves of butter lettuce
(cut into ribbons)
10 each cherry tomatoes
2 tablespoons capers
(lightly chopped)
1 tablespoon mayonnaise
1 teaspoon mustard
1 teaspoon chopped fresh thyme
2 teaspoons sherry wine vinegar

Instructions:

1. For the trout: In a hot pan or on an electric skillet heat the grapeseed oil until it is about to smoke or at a light shimmer. While the pan is heating dust the rainbow trout with a "snowfall seasoning" on the flesh side of the fish. Once the pan is hot enough place the trout into the pan seasoned side down. Cook on each side for about 4 minutes. The skin should crisp up a touch. Remove the trout, place on a plate and cover with a paper towel to keep warm.
2. Meanwhile, combine the sherry vinegar, capers, mustard and mayonnaise. Brush a touch of each mixture on the base of the crostini covering the bread from end to end. Top the crostini with a small amount of the sliced lettuce.
3. Slice the fish with a butter knife or fish fork into pieces that fit onto each crostini and place a single piece on top of the lettuce mixture. Top the trout piece with a light dollop of the caper mayonnaise mixtures, some chopped bacon and a slice of the cherry tomato. Garnish each piece with some fresh chopped thyme.
4. If you are making this as a full sandwich, follow the same procedure but use a piece of toasted sourdough bread in place of the crostini and don't cut the trout.

Sustainability:

Due to the environmental contamination of fresh water trout, there is nowhere in the United States to catch "clean" trout. Rainbow trout is one of many types of trout, a freshwater fish in the same family as salmon. It has orange-pink flesh that is firm but tender, and often has a mild nutty or earthy flavor. It is high in omega-3 fatty acids and has a moderate fat content, with about five grams of fat and 20 grams of protein per 100-gram serving. Rainbow trout farms in the United States are well managed, with ecologically responsible practices that involve continuously flowing water and responsible waste collection. There is low risk of escaped fish or of pollution from U.S. rainbow trout farms. The fish are available fresh and frozen, as both whole fish and fillets.



Sea Fare 2010

Local Flavor

Are you ready to Sea Fare?

Mark your calendars, bring your friends and come on down to the Aquarium of the Pacific on Saturday, October 16, 2010 from 7:00pm to 11:00pm to enjoy delicious tastes from over 20 local restaurant chefs - serving everything from delectable entrees to local brews, fine wines, and scrumptious desserts!

In addition to strolling through our Aquarium galleries, you can visit one of our open bars while listening to live music and bid on unique and one-of-a-kind items at our live and silent auctions! We even have a \$500 cash raffle and a "Go Fish" opportunity game where you can win incredible gift certificates, gift baskets, hotel stays, tickets to performances and more!

Tickets are only \$100 per person! All proceeds support our education and conservation initiatives.

For more information, visit our website at www.aquariumofpacific.org/seafare or call (562) 437-FISH



Sea Fare 2009



Aquarium of the Pacific

The Aquarium of the Pacific is the fourth largest aquarium in the nation. It displays over 11,000 animals in more than 50 exhibits that represent the diversity of the Pacific Ocean. Each year more than 1.5 million people visit the Aquarium. Beyond its world-class animal exhibits, the Aquarium offers educational programs for people of all ages from hands-on activities to lectures by leading scientists. Through these programs and a variety of multimedia experiences, the Aquarium provides opportunities to delve deeper into the ocean and learn more about our planet.

The Aquarium of the Pacific has redefined the modern aquarium. It is a community gathering place where diverse cultures and the arts are celebrated and a place where important topics facing our planet and our ocean are explored by scientists, policy-makers and stakeholders in the search for sustainable solutions.

The Aquarium of the Pacific was the first among museums, zoos, and aquariums in the nation to register its greenhouse gases and is a leader in green practices, including its LEED platinum Watershed classroom and its commitment to grow without increasing its carbon footprint.

In 2009 the Aquarium was awarded the Super Nova Star Award by the Alliance to Save Energy for being the nation's most energy-efficient business with revenues under \$50 million. It was proud to partner with the Pacific Life Foundation to launch Seafood for the Future in 2009.

To learn more about the Aquarium of the Pacific, please visit: www.aquariumofpacific.org





Pacific Life Foundation supports Seafood for the Future's efforts to protect the bluefin tuna and other exploited fish species.

SUPPORTING SUSTAINABLE SEAFOOD AND OCEAN CONSERVATION.

Pacific Life has long recognized the importance of helping communities address and resolve their problems and has a record of community involvement that spans the history of the Company. That commitment continues to the present day and is reflected in an annual charitable giving program, as well as in the generous volunteer activity of Pacific Life's employees.

The Pacific Life Foundation provides grants to nonprofit agencies that engage in the areas of arts & culture, civic, community, environment, education and health & human services. Overall, the Pacific Life Foundation has committed to provide \$5.5 million in charitable funding throughout 2010.

Through a generous grant from the Pacific Life Foundation, the Aquarium of the Pacific was able to create and implement Seafood for the Future, a non profit advisory program which promotes and educates the public and the food industry throughout Southern California on the consumption of seafood from sustainable sources - both wild caught and farm raised. With support of the Pacific Life Foundation, Seafood for the Future is working to expand awareness of sustainable seafood and ocean conservation.

To learn more about the Pacific Life Foundation, please visit www.pacificlife.com



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