



*For immediate release*

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## **Restaurant Goers Love U.S. Farmed-Raised Fish and Shellfish**

Over two-thirds of all fish and shellfish consumption in the United States takes place in restaurants. From fast food to haute cuisine, fish is in the wrapper or on the plate. And as savvy chefs and restaurateurs have discovered, you had better keep fish and shellfish on the menu every day if you want to keep both your customers and your bottom line happy. But how can you plan ahead and maintain your profit margins, when seafood is subject to drastic swings in supply and price?

Buying United States farm-raised seafood is the answer. Aquaculture, the raising of finfish and shellfish under controlled conditions, makes keeping great tasting fish and shellfish selections on the menu easy and, better yet, cost effective. Menus, promotions, and daily specials can be planned well in advance because you know that the fish and shellfish will be ready when you are. Aquaculture quality, price, and supply tend to be consistent, allowing you to plan pricing strategies in advance and ensuring that profit margins are predictable.

Sourcing product from a U.S. grower allows you to understand exactly how the seafood is raised, handled, and harvested. You can also be sure that you are getting the exact product that you ordered. This eliminates the problem of species substitution which can result in negative press and customer dissatisfaction. U.S. growers are proud of the products that they raise and many welcome buyers to visit their farms. This provides the opportunity to see how the product is grown and the steps that are taken to ensure quality. More and more chefs and restaurateurs are using their relationships with local fish and shellfish growers as a way to promote the quality and sustainability of their menu offerings.

Aquaculture products are ideal for foodservice use. Some are available in portion-controlled; individually quick frozen forms that eliminate waste and ensure ease of preparation. For health care facilities, you couldn't ask for a better choice. Almost all fish and shellfish are easily digestible, high in protein, low in sodium, and low in fats and cholesterol. They are a great source of important vitamins and minerals, and provide important Omega-3 fatty acids.

Because of federal and state government oversight, you can meet your customers' expectations that the U.S. farm-raised you serve is sustainable, environmentally-friendly, high quality, and wholesome. That means that great tasting finfish and shellfish can be farmed without upsetting the ecological balance of an area. An added benefit of farm-raised fish and shellfish is that they can help meet the growing consumer demand for a healthy alternative supply of protein by supplementing wild harvest fisheries. This allows wild harvest fisheries to be managed to help ensure the availability of our fishery resources for future generations.

(more)

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U.S. Farm-raised fish are consistent in price, quality, and availability. The predictable supply of fish helps in menu planning and cost projection.

For additional information on farm-raised products and foodservice recipes, visit the National Aquaculture Association website at [www.thenaa.net](http://www.thenaa.net).

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