



For immediate release

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Spring is the Time for U.S. Farm-Raised Seafood

As summer approaches, restaurant customers begin to think about choosing healthy dinners and cutting calories. Overwhelmingly, consumers view seafood as a healthy alternative. Most restaurants include at least a few fish options on their menus, but they are usually among the more expensive entrees. This is where U.S. farm-raised fish and shellfish can really shine. Because U.S. farm-raised seafood is consistent in price, supply, and quality, it can make menu planning a snap.

Diners know that fish and shellfish are low in calories and contain omega-3 fatty acids as well as other important nutrients. But restaurants sometimes hide those healthy attributes under breadings and sauces that add to the calorie count. Because most U.S. farm-raised fish is mild in flavor, it lends itself to a variety of great pairings with fruits, vegetables, and herbs all of which evoke the feeling of spring and the anticipation of summer. Skip the rich sauces and substitute fresh fruit and vegetable salsas. Salsas add the same pizzazz, but not the extra calories. Variations on seafood stews featuring clams, mussels, shrimp, and fish combined with fresh ingredients like tomatoes, peppers, parsley, basil, and zucchini can be a hit.

Try baked, broiled, poached, grilled and steamed options in place of the always popular, but often high calorie, fried seafood. Grilled fish accompanied by grilled spring vegetables can be sensational. Some restaurants offer both a regular version of a fish dish and a slimmed down version. The slimmed down version can have some low fat, low calorie substitutions and may even be a smaller portion with a lower price tag.

Try an attractive, colorful menu clip-on or table tent to induce your customers to order clams or oysters on the half shell as an appetizer. Mussels are another great starter. A simple broth preparation can be a low calorie choice, while offering several different types of sauces can help to expand your menu.

U.S. farm-raised fish and shellfish are naturally low in calories, saturated fats, cholesterol, and trans-fats. A three-ounce serving of shrimp contains about 84 calories, salmon 175, tilapia 109, catfish 129, and clams 126. Just stay away from fried, au gratin, scalloped, buttered, and creamed dishes especially if you post calorie count on your menu. Since diners expect seafood to be low in calories, meet their needs. U.S. farm-raised seafood is a star on its own,

If you would like to know more about U.S. farm-raised seafood, please visit us at www.thenaa.net. Our foodservice recipes have some novel twists and include nutritional information to help in menu planning.

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