


FishWise

FishWise is a not-for-profit sustainability consultancy dedicated to raising awareness about seafood choices and ocean conservation issues among the consumer public.

LEGEND:

Green: *Best Choices* are abundant, well-managed and caught or farmed in environmentally friendly ways.

Yellow: *Good Alternatives* are an option, but there are concerns with how they're caught or farmed – or with the health of their habitat due to other human impacts.

Red: *Avoid* for now as these items are caught or farmed in ways that harm other marine life or the environment.

- **Wahoo** is troll caught out of Hawaii and will be available throughout the week with prices increasing slightly. Our fish are air-freighted whole and cut to order to produce the highest quality product available. Hawaiian Wahoo carries a **Yellow** sustainability rating from FishWise and Monterey Bay Aquarium.
- **Fresh Albacore** out of Fiji & Hawaii will be available this week and prices are stable. Fijian Albacore is long-line caught, bled live for the ultimate in quality and is flown in daily for top notch freshness. Long-line Fijian Albacore carries a **Red** rating from FishWise, while Hawaiian Long-line Albacore carries a **Yellow** rating.
- **Local Snapper** and **Canadian Snapper** will be plentiful throughout the week. Prices are stable. We will feature both Canadian and Local product this week. Local, if available will be from the fishing vessel *Millennium* caught off of Morro Bay. Local fish will provide the highest quality while Canadian fish will be the least expensive. Local product is rated **Yellow** by FishWise and the Monterey Bay Aquarium Seafood Watch program. Canadian Rockfish carries a **Red** or avoid sustainability rating.
- **Petrale** is out of Canada and will be available for the weekend but tight early in the week. Prices are currently up. **Dover** out of Canada will be available throughout the week. Both are rated **Yellow**.
- **Local Trap Caught Black Cod (Sablefish)** is available throughout the week. As always, our fish are caught and held live on boats until off loading. The quality is incredible and Black Cod is exceptionally versatile. Black Cod carries a **Yellow** sustainability rating.
- **Tuna** will be available throughout the week and prices have stabilized. Quality and grade remains excellent. We are offering hand-line caught product from Hawaii for maximum quality, as well as sustainability rating and Troll caught product from Fiji due to the limited amount of Hawaiian supply. Central Coast Seafood does not sell Bluefin Tuna due to its poor sustainability rating and decreasing fish stocks. All of our Ahi is cut from Yellowfin or Bigeye. Hawaiian fish and Troll fish from Fiji carry a **Yellow** sustainability rating.
- **Swordfish** is available throughout the week. The price is starting to climb as the full moon slows fishing. We will be flying in long-line Sword from Hawaii and New Zealand throughout the week and fish has been excellent in terms of quality and freshness. Long-line Hawaiian Sword carries a **Yellow** rating.
- **Opah** availability will be stable this week. We expect additional fish for the weekend but cannot confirm supply until mid week. Price has dropped slightly. Our product is long-line caught locally as a by-catch with sea bass. Long-line Opah carries a **Yellow** sustainability rating.
- **Escolar** out of Hawaii will be available throughout the week and into the weekend with quality remaining excellent. Escolar, known and sold in Hawaii and Fiji as **Walu**, is exceptionally rich and versatile. Often marketed as White Tuna, Escolar is also often mistakenly called oil fish (a much lower quality and less expensive fish which is also misrepresented as Escolar). Escolar features a high oil content making it extremely versatile and forgiving. Hawaiian Escolar is rated **Yellow** by FishWise.
- **Mahi Mahi** price remains high and supply is limited. Our product is troll caught out of Mexico and long-line caught out of Hawaii. Mahi Mahi is rated **Yellow** for sustainability.
- **Australis Brand Barramundi** is only available by special request and *we do require a few days lead time*. Fatty, moist and delicious, barramundi have been compared to sea bass, striped bass and Tropical snapper. Australis Barramundi understands the connection between quality stewardship practices and a quality product. Through their innovative, eco-friendly operation, they have successfully brought Australia's premier fish to the United States. Prized for its exceptional taste and versatility, Australis Barramundi carries a "Best Choice" sustainability rating from FishWise™ and the Seafood Watch program and carries a **Green** rating for sustainability.
- **Local White Sea Bass** is available but price is up as fishing has slowed. Average size is in the 20# range and fish are delivered daily to ensure top quality. Santa Barbara fishermen; Pete Buompensiero, Manuel Martine and Tim Muichey will provide our product and all will be landed and delivered daily to meet our high quality standards. White Sea Bass is gill-net and long-line caught and carries a **Green** rating for sustainability.
- **Bluenose Sea Bass** is currently available. Fish quality has been exceptional. Bluenose is long-line caught in New Zealand and carries a **Yellow** sustainability rating.
- **Fresh Alaskan Halibut** season is open and prices remain strong. Boats are catching 10/20's, 20/40's, 40/60's and we will continue to defrost CCS high quality Alaskan Halibut this week with prices remaining reasonable. Alaskan Halibut carries a **Green** rating through FishWise/Seafood Watch.
- **Yellowtail** out of Mexico will be available throughout the week and continues to be an excellent buy. They are catching fish averaging close to 20# and are of exceptional quality. Our fish are long-line caught and handled with care. Yellowtail provides one of the best values available this week. Yellowtail is rated **Yellow** for sustainability.
- **California Halibut** out of Baja is an excellent buy and prices are down. It is an excellent alternative to the higher priced Alaskan Halibut. We will also feature limited amounts of local product, which while more expensive is the highest quality product available and caught with far more care for the marine environment. California Halibut is rated **Yellow** for sustainability.
- **Local Sushi Halibut** is available but very expensive. Local Halibut carries a **Yellow** sustainability rating through FishWise and Seafood Watch.
- **Trucod** out of Alaska will be available throughout the week. Our Trucod is flown in whole and cut to order for the ultimate in quality. Trucod carries a **Green** sustainability rating.

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- **Lingcod** will be available as long as the weather conditions hold. Our Lingcod is long-line caught, purchased whole and cut to order to produce the freshest product possible. Quality is exceptional. Lingcod carries a **Yellow** sustainability rating.
- **Wild Sockeye Salmon** will be available throughout the week. Our sockeyes will be from Cook Inlet, Alaska and the price has dropped slightly. As always fish are being flown in for freshness. Alaskan Sockeye carries a **Green** sustainability rating from FishWise/Seafood Watch.
- **Fresh Yukon River Wild Alaskan Keta Salmon** season is open and fish are available. While normally Keta is considered a lower end Salmon, Yukon River Keta are renowned as some of the finest Salmon available of the species. These fish have been exceptional in size, quality and flavor. Keta is one of the best values in wild Salmon and is a great buy for those seeking top value in wild fish. Keta has one of the highest fat contents of all wild Salmon giving them excellent flavor and versatility. It is **Green** rated and an excellent alternative to red rated farmed Salmon.
- **Farmed Natural Kings** out of Canada are available. Product quality is high and fish are hormone and anti-biotic free. As with all farmed salmon, farmed kings carry a **Red** sustainability rating.
- **Troll King Salmon** out of Alaska and the Columbia River and California Kings are available and have a **Green** rating. Prices are dropping.
- **Scottish Farmed Salmon** and **Huon Tasmanian Farmed Salmon** are available and market is stable. Our product is from farms that are renowned for their quality and exceptional approach to minimizing environmental impact as well as being hormone and anti-biotic free. As with all farmed salmon, Scottish and Tasmanian Farmed Salmon carry a **Red** sustainability rating.
- **Farmed Atlantic Salmon** market continues to drop. Central Coast Seafood will not carry Chilean product as the quality of that fish does not meet our specifications. As with all farmed salmon, Canadian Atlantic Salmon carries a **Red** sustainability rating.
- **Farmed Steelhead** out of Washington is available this week. They are a good alternative to Atlantic Farmed Salmon and carry a **Green** rating.
- **Bronzini** out of Greece will be available throughout the week. Prices have stabilized and most likely will come down over the next week. Both species are chill-killed to ensure maximum quality and farmed using environmentally sound practices. Bronzini and Dorade are both rated **Yellow** for sustainability.
- We are proud to feature **Regal Springs** brand **Fresh Tilapia** flown in daily from Ecuador. This exceptional mild whitefish is very versatile and provides a consistent quality product that is available year round. Tilapia is rated **Yellow** by FishWise™ and provides an exceptional value.
- **Arctic Char** will be available throughout the week and into the weekend. It is being flown in from the East Coast. Moist in flesh and delicate in flavor, **Arctic Char** is described as a cross between trout and salmon. Farmed Arctic Char is also rated **Green** by the Monterey Bay Aquarium and FishWise™. Slightly more mild than salmon, **Arctic Char** can be used in all applications suited for salmon and is an excellent alternative to farmed salmon.
- **Thresher Shark** out of Santa Barbara will be available all week. While Shark is rated **Red** through FishWise/Seafood Watch we try to use only common California Thresher and Mako shark which are from the best managed fisheries. We also only receive Thresher as an incidental catch species and do not ask our fishermen to target shark due to its poor sustainability rating.
- **Fresh** picked **Dungeness Meat** out of Washington is available in 5# and 1# containers. Prices will be on the rise this week as supplies tighten.
- **Laughing Bird Shrimp** from Belize will be available throughout the week. Years of thoughtful environmental design went into producing this remarkable, candy sweet shrimp that is favored by seafood lovers. Processed and chilled moments after harvest, these all natural, hormone free, anti-biotic free shrimp contain no preservatives. Each shrimp is hand peeled with care to ensure superior quality. Laughing Bird Shrimp carries a **Yellow** sustainability rating.
- **Scallops** will be available throughout the week but prices have strengthened significantly on the largest sizes due to the limited supply that is typical with this time of year. We have also added ½ gallon containers (4#) for those customers needing an alternative to full gallon size containers. We have obtained a new supplier and continue to buy direct and fly our product in for top quality and value. We feature Dry Pack (no preservatives added) as well as processed product.
- **Mexican Mano De Leon Scallops** will be available this week but prices have taken a large jump as only limited production is available over the next 2 months. Quality and freshness have been excellent. These extremely large scallops are also dry pack and diver caught for quality.
- **Fanny Bay, Chef Creek, Royal Myagi, Dabob, Malpaque, Bluepoint, Kushi** and **Beausoleil Oysters** will all be available this week. *While oysters, for the time being remain available the prices will increase due to the oil spill.*
- **Grassy Bar Oysters** out of Morro Bay are available. They are similar in size to a Large Kumo and are excellent quality.

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