



The Freshest Fish on Land

The Catch



Fresh Fish Market Update

Just a Click Away!

An excellent source to review market conditions and sustainability ratings

Just a Click Away!

Fresh Seafood Market Updates

Available on our web site.

Updated every

Monday morning.

www.ccseafood.com



Employment Opportunities

Central Coast Seafood is currently recruiting for the following positions:

Resident Sales Associate, Santa Barbara Area

Resident Sales Associate, San Francisco/Bay Area

Production & Procurement Manager, Atascadero Facility

Please visit our website for a detailed description.

www.ccseafood.com

Go to "About Us" Section



Serving Up Sustainable Seafood

Giovanni Comin
President,
Central Coast Seafood

Central Coast Seafood is a key player in the supply chain of delivering fresh, healthy, sustainable seafood to customers throughout California. Although it is our responsibility to process the whole product to its saleable form and deliver it to our customers as quickly as possible, our job goes far beyond that.

I've been involved with seafood since my teens, and I've had the opportunity to witness quite an evolution over the years. As a major producer of California ground fish in the 80's and 90's, CCSF was hit hard by the reduction in ground fish quota and lack of product that began in the mid 90's and effectively ended trawl production by the start of the new millennium. That experience played a large part in shaping my personal beliefs and the direction of my company, Central Coast Seafood. I quickly realized that producing and distributing seafood that was among the highest quality available was just one component of many needed to drive our company forward in our ever changing

industry. We knew our business would need to be a leader and innovator to grow in the changing climate. Customer service, education, and responsible environmental management and business practices weren't new concepts, but they were somewhat foreign to our industry.

We completely overhauled our business model and focused on improving customer service, developing customer education programs aimed at keeping consumers informed of the many benefits of seafood consumption, and marketing which put focus on the many techniques we incorporate to differentiate ourselves from the competitors. Some of those differences that we possess are hand cutting, hand packing, no third-party processing, reusable containers, high efficiency delivery vehicles that run on bio diesel, and most importantly, we made a commitment to not only educate our customers on the benefits and need for consuming sustainable seafood but also to transition to a completely sustainable line by the end of the decade.



The opportunity to work closely on the

Article continued on Back Side

Here's Something Really Cool.....▶

Congratulations to:

Galley Seafood Bar & Grill
#1 of 53 Restaurants in Morro Bay

Cracked Crab
#1 of 59 Restaurants in Pismo Beach

Artisan
#1 of 90 restaurants in Paso Robles



Go to www.tripadvisor.com and see how your restaurant rates...



Save the Date

June 9th

Open House

Meet Our Staff & Guest Vendors
Tour Our Facility
Sample Our Newest Products
Wine Taste from Local Wineries

*Sustainable Seafood,
Continued from Front Side*

fisheries reform project in Morro Bay was in perfect synergy with our business model. We are continually educating our customers on the work being done there to reform a high volume, high environmental impact ground fish fleet into a lower volume, higher quality fleet producing top quality and sustainable product with minimal environmental impact.

We partnered with Fishwise™ to develop a sustainability program that was the first of its kind and signed a commitment to incrementally transition our entire product line to sustainable alternatives over a 3 year pace. While challenging, we're proud of the work we've done to this point and have already moved a third of our non-sustainable product to sustainable alternatives.

We're also fortunate to have the California Fisheries Fund (CFF), a Project of the Environmental Defense Fund (EDF), providing support and resources so we can continue to increase consumer awareness on sustainable seafood and transition our customers to low impact environmental products. Additionally, awareness of the work being done in Morro Bay continues to expand and reach end consumers garnering attention throughout the country.

We're proud of the relationship we've developed with CFF and EDF, and proud to be a major part in the advancement of Morro Bay fisheries and the advancement of the sustainable seafood movement.

Product Spotlight



Mussels are low in fat and sodium, high in B12 vitamins and Iron, and rich in healthy Omega 3 Fatty Acids.



Longline Black Bass

Green Rating by
FishWise™ & Seafood Watch

Also known as Alaskan Black Rockfish, Black Bass is incidental catch by Halibut boats in Alaska. This excellent fish carries a green rating by Seafood Watch and FishWise and averages approximately five pounds. An excellent substitute for Grouper, which carries a low sustainability rating, Black Bass is mild with a large flake and moderate texture and suitable to many applications where Grouper or Bluenose would be used. Additionally, Black Bass carries a far more appealing price point.

Penn Cove Black Mussels

Green Rating by
FishWise™ & Seafood Watch

From America's largest and oldest commercial mussel farm, these mussels have won international mussel taste contests. Penn Cove Mussels are mild in texture and full of sweet flavor, and they are grown to a market size of 2.5 to 3 inches in approximately one year's time. Many have claimed these mussels as being the sweetest, best tasting mussels they've ever had. Don't delay and order some Penn Cove Mussels today!

New Zealand Blue Abalone

 Presented by CleanFish®

Green Rating by
FishWise™ & Seafood Watch

One of the most amazing and prized foods nature has to offer, Abalone is subtle in taste and unique in texture. Farming abalone is the environmentally responsible answer to the increasing demand from consumers for this delicacy. Committed to supporting their local community and improving their environment, OceanNZ Blue Abalone farm cultivates abalone in the clear, blue waters of Bream Bay, New Zealand. Raised in all-natural, pristine conditions from start to finish, New Zealand Blue Abalone are prized for their high quality, excellent taste and beautiful appearance.



Abalone is an excellent source of protein, selenium, magnesium and iron.