

Seafood

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10 Upfront

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POINT OF SALE

Craft-raised salmon

Grieg Seafood in November announced the launch of its new Skuna Bay brand of what it calls “craft-raised” salmon.

Skuna Bay farms, it said, are set-up in isolated locations in British Columbia, Canada, where waters are glacier-fed, with perfect salinity and strong tidal currents creating a constant flow of fresh, pristine ocean water.

The fish are harvested in small batches and then quickly transferred to a local, family-owned processor.

Skuna Bay salmon are approaching a 1:1 fish-in-fish-out ratio, require only 1.25 lbs of feed to produce one pound of salmon and are reared in low-density farms.

Skuna Bay is partnering exclusively with Santa Monica Seafood to distribute the fish.

The Skuna Bay brand is part of a new trend of high-end farmed salmon, and is similar to AquaChile’s Verlasso brand of “harmoniously raised” salmon.

CASE STUDY

Promoting sustainability lifts Canadian retailer’s shellfish sales

Vancouver, Canada, fish market 1 Fish 2 Fish only has seven employees, but owner Heather Jenkins still likes to use any means she can to promote seafood sustainability.

Jenkins especially likes Ocean Wise, a program created a couple of years ago at the Vancouver Aquarium that teaches Canadian retailers how to offer sustainable products.

“We work with restaurants, we work with suppliers, we work with markets ... to make sure they have sustainable seafood options on their menu and on their shelves,” said Roxanne St-Pierre, Ocean Wise communications advisor.

St-Pierre said Ocean Wise also works with consumers to help them make sustainable choices at restaurants and grocery stores.

Jenkins wanted to bring awareness to her customers about Ocean Wise, so she decided to host an oyster and wine tasting event in 2010, which she dubbed Sip and Slurp.

“There are so many different options people can do that are sustainable,” Jenkins said.

Jenkins got local wineries on board, and a local caterer that purchases solely through 1 Fish 2 Fish prepared the oysters.

Sip and Slurp was a hit and had an unexpected bonus for Jenkins and her small, independent retail market: Oysters started flying off shelves.



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PHOTO: SHUIFISH 2 FISH

“It brought awareness to the shellfish we have available and we started selling more oysters,” she said.

Jenkins held the second Sip and Slurp on November 17, but said customers had been calling and asking her about the event months before.

“It was a good way to promote our business and promote Ocean Wise and sustainability and making good choices,” Jenkins said.

-- Avani Nadkarni