CHILEAN SEA BASS
BACK ON THE MENU

MOIST, EXOTIC, AND FULL OF FLAVOR.
A TRULY DELICIOUS FISH.
• The meat of the fish is firm, yet tender.
• The pearly white color barely changes during preparation, maintaining a slightly shiny appearance.
• Fat content around 16%. Good for the heart.

VERSATILE AND LOW MAINTENANCE, THE OPPORTUNITIES ARE ENDLESS.
• The properties, structure, flavor and visual impact of the raw ingredient provide a skilled chef with a wide range of cooking options.

TOP 10 SELLER IN WHOLE FOODS STORES ACROSS THE COUNTRY. “There’s been an open-armed response” to the reintroduction of Chilean sea bass, says David Pilat, national seafood coordinator for Whole Foods.  
San Francisco Chronical

LEGAL AND ENVIRONMENTALLY SUSTAINABLE... AS ENSURED BY 3 WELL-RESPECTED ORGANIZATIONS.

• Now in its 10th year, Marine Stewardship Council (MSC) is an internationally renowned organization that runs a rigorous science-based certification program that gives third-party assurance to buyers and consumers that their seafood comes from a well-managed and sustainable source. The South Georgia toothfish fishery became MSC-certified 2004. The Marine Stewardship Council’s distinctive blue ecolabel enables consumers to identify seafood that has come from a sustainable source.

• The Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR) supervises legal Patagonian toothfish harvesting everywhere.

• National Oceanic and Atmospheric Administration (NOAA) issues compliance numbers to vessels that legally catch Patagonian toothfish. All fish landed in the U.S. are required to show traceability records back to these boats or the fish will be seized and impounded.
CONSUMERS STAND BEHIND SUSTAINABILITY
In a recent survey involving 20,000 active consumers in ten markets and across various sectors:

48% of consumers said they would pay 10 percent more for sustainable goods.

80% claim they reward companies who demonstrate a commitment to sustainability.

70% believe it is the companies’ responsibility to find solutions to sustainability challenges.

In addition, a majority of those surveyed were skeptical of sustainability claims and seek substance as validation.

57% of people surveyed believe that eco-labeled seafood is safer to eat.

44% of people surveyed believe that eco-labeled seafood is of better quality.

55% of people surveyed believe that eco-labeled seafood is healthier.

Source: Havas Media, Sustainable Futures 09
Source: True North Salmon/IPSOS Reid - Consumer Research Survey Results, July 2007

FACT SHEET
- Name: Patagonian Toothfish
  Commercially traded in the U.S. as Chilean Sea Bass

- Weight: 10 to over 300 lbs, but mostly under 100 lbs.

- Location: At a depth of 5000ft along the coast of the Antarctic, edged by blue glaciers and crystal clear waters.

- Sustainable Fishing method: MSC & CCAMRL certified vessels:
  - Practice long line fishing with an integrated lead weight to achieve faster sink rate, dramatically limiting by-catch. South Georgia Fishery was endorsed by BirdLife International as "the premier example of best practice to which other comparable logline fisheries around the world should aspire."
  - Carry an independent biological observer on board at all times to ensure all protocols and conservation measures are followed.
  - On board GPS system captures and broadcasts fishing vessel's position by time, to monitors at CCAMLR, where data is stored.
  - The on board biological observers log the age and gender data of every set. This data is consolidated by CCAMLR to model-populations and adjust quotas.