



The Ultimate Guide to Buying Seafood

Buying seafood doesn't need to be complicated. Utilize this guide to find the perfect seafood to satisfy your taste, schedule, budget and diet.

I'M IN THE MOOD FOR:

- For a light, delicate fish, choose a lean fish, such as striped sea bass, cod, flounder, grouper, haddock, halibut, mahi mahi, perch, pollock, red snapper, rockfish, sole or yellowfin tuna.
- For a richer taste, choose a fattier fish usually with darker flesh, such as herring, mackerel, salmon, sardines, swordfish, trout or albacore tuna.

Tip LET FRESHNESS BE YOUR GUIDE. It's easy to substitute one fish for another in a recipe, so if the mahi mahi looks and smells fresher than the pompano, buy it instead. Also, keep in mind the frozen and canned sections offer the same health benefits and often a wider variety to choose from.

TO PREPARE AND COOK MY SEAFOOD, I'D LIKE TO:

- **Use my outdoor grill**
 - Many fish stand up to the heat, and it can bring out a delicious grilled flavor. Try salmon, snapper, tuna, mahi mahi, swordfish, catfish, scallops or shrimp.
- **Steam or poach it**
 - Try lean fish – mild-flavored with tender, white or pale flesh – such as sea bass, cod, flounder, grouper, haddock, halibut or pollock.
- **Broil or bake**
 - Try a medium-fat fish, such as bluefish, catfish, mullet, salmon or swordfish.
- **Eat it without having to cook it**
 - Choose a precooked fish that's frozen (so you just have to warm it up), or opt for canned tuna, salmon or crab.

ACROSS THE STORE

- **FRESH:** A great option if you're planning to eat fish today or tomorrow. Seafood should be consumed within one to two days when it's fresh or thawed. If you're eating it right away, prepared seafood is a quick and easy option, as well. Swing by the sushi station or prepared foods section for a meal on the run.
 - **For the wallet:** Seasonal or local fresh options tend to be more budget-friendly at your fish counter. Both farm-raised and wild fish are good nutritional choices, so talk to your seafood counter expert about best deals, what's freshest and recipe ideas.



- **FROZEN:** If you plan to save your seafood for a later date, this is the way to go. It's also great for fast family-friendly meals such as pre-seasoned fish that can be cooked quickly in the oven or even microwave. Frozen seafood is just as good for you, especially with today's flash-frozen-at-sea technologies and can be saved for up to six months.
 - **For the wallet:** Frozen seafood is often a budget-friendly option, especially if you can buy larger packages and store them. Check for sales and coupons for even better values.
- **CANNED, TINNED OR POUCHED:** There are many canned seafood options for a quick and easy meal or snack, and they serve as a great source of protein.



- **For the wallet:** Canned seafood is often the most budget-friendly option. Keep an eye out for sales and stock up on this shelf-stable pantry protein.



Additional Considerations

SUSTAINABILITY

- Sustainable means that seafood has been caught or farmed with minimal impact to the environment.
- The majority of U.S. retailers have sustainability practices in place. Always buy seafood from a reputable market where the employees are able to answer your questions.
- When at the store, look for a trusted certification such as Certified Sustainable Seafood from the Marine Stewardship Council or Best Aquaculture Practices administered by the Global Aquaculture Alliance.
- You can also download the Seafood Watch app from the Monterey Bay Aquarium or visit FishWatch.gov, both of which list sustainable seafood choices based on where the fish is from, how it was caught and other factors.

FARMED VS. WILD

- Both farmed and wild seafood are safe to eat.
- The two main types of seafood farming are marine, which is net enclosures in the open ocean or in tanks on land, and freshwater, usually man-made ponds. In the U.S., the most common farmed species include oysters, clams, mussels, and shrimp, and fish such as catfish, trout, salmon and black sea bass.
- Farming fish, shellfish and even seaweed helps produce food while restoring habitats, replenishing wild stocks, and rebuilding populations of threatened and endangered species.
- When it comes to the environment, both farmed and wild fish and shellfish can be harvested responsibly, or not, so it is best to find out the sustainability policy of your grocer or look for a trusted certification on the package.