Bringing Sustainable Aquaculture to the Consumer

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FISH FOR GOOD
Love the Wild Striped Bass With Roasted Red Pepper Almond Sauce

Sustainable sourcing is only part of what makes this seafood meal a winner—its mouthwatering, nutritious sauce also wowed testers.
I LOVE LOVE LOVE THE WILD FISH PRODUCTS. I told my husband it was literally better fish than I’ve had at any nice restaurant in years!

- Christine E
Lordy B am I glad I did buy this product. I will certainly be buying more. This fish is the most tender fish I’ve ever put in my mouth.

- Kristen M.
Thank you for making dinner time the happiest time of day for me and my family. I travel to the only store that carries your fish just to stock up.

- Kelly
Omg! I just made the mango barramundi!!! AMAZING!! I sent the pics to all my friends and family. I typically make frozen fish and throw it out - THIS IS LIFE CHANGING!!! Thank you! I can't wait to try the others! Xoxo

- Mary R
I just found you guys at whole foods today, and omg, you complete me. Please don't ever change you packaging, the hearts made me the happiest I've been in awhile, thank you! ❤️❤️❤️❤️
@i.lovethewild is so easy to make, watch me do it drunk.
WE CAN MAKE A DIFFERENCE
JUST BY MAKING DINNER

WHERE IS THIS FISH FROM?

Species: lates calcarifer
Farm: Australis
Location: Van Phong Bay, Vietnam
Owner: Josh Goldman
Pen: Open Ocean Net Pen
Certification: Best Aquaculture Practices Certified (BAP)
Four-star

We’re so proud of our curated aquaculture suppliers, we tell you exactly who they are and why we chose them.

When you choose responsibly farmed fish, you’re supporting the lowest-impact form of animal protein on the planet.
AS A FISH FARMER: TALKING BARRAMUNDI WITH JOSH GOLDMAN OF AUSTRALIS BARRAMUNDI

This week, we’re getting the full scoop on the sustainable seabass that’s better for you and our planet with Josh Goldman, the Co-Founder and CEO of Australis Barramundi. He spent three years...

AS A FISH FARMER: TALKING RAINBOW TROUT WITH WESLEY “WES” EASON OF SUNBURST TROUT FARMS

Curious about farmed fish and the world of aquaculture? In our series, “Ask A Fish Farmer,” we’re exploring the fascinating and important work of growing fish by going right to the source and...

AS A FISH FARMER: TALKING STRIPED BASS WITH OMAR ALFI OF PACIFICO AQUACULTURE

Curious about farmed fish and the world of aquaculture? In our new series, “Ask A Fish Farmer,” we’re exploring the fascinating...
Splash Course Aquaculture

The farming in water of aquatic animals or plants for food

AQUACULTURE HAS BEEN AROUND FOR CENTURIES

6 AQUACULTURE SYSTEMS for farming fish, depending on the species.

Chinese raised carp 3,000 years ago

Ancient Romans salted oysters

Indonesians farmed mullet and milkfish for 700 years

AQUACULTURE TODAY ABOUT HALF OF ALL SEAFOOD FOR HUMAN consumption is produced through aquaculture. (NOAA)

Good for you

FISH IS LOADED WITH IMPORTANT NUTRIENTS such as protein and vitamin D, and is the world's best source of omega-3 fatty acids, which are incredibly important for your body and brain.

90% of Americans don't eat enough seafood. [USDA].

Plants contain the omega-3 ALA.

DHA & EPA are only found in fish and eggs. [Harvard]

FARME D FISH HAVE THE SAME OMEGA-3 CONTENT AS WILD FISH [Lipid journal], and your body processes and absorbs nutrients from wild and farm-raised fish in the same way [NOAA].

FREE FROM Drugs, chemicals & hormones are rarely used in aquaculture [NOAA]. Farmed fish can be completely free of PCBs, mercury, and other contaminants. (Washington State Department of Health)

AQUACULTURE HAS ZERO BYCATCH. No animals are unintentionally harmed by fishing lines and nets.

Good for the planet

DEMAND FOR ANIMAL PROTEIN WILL NEARLY DOUBLE BY 2050

FARME D FISH is the most resource efficient animal protein on the planet. [The Perfect Protein]

Aquaculture RELIEVES PRESSURE on wild fish stocks. Overfishing has reduced stocks 50% since 1970. [IWF]

WHEN DONE RIGHT aquaculture contributes to environmental health by sequestering nutrients and cleaning up the water. Waste is converted into fertilizer and food for algae and seaweed, mollusks, worms, crabs, and other fish. [NOAA]

Farmed fish

Feed Fresh Water

Salmon

1.2

1

Pounds

Gallons

Tuna

2.3

2,000

Pounds

Gallons

Beef

6

3,500

Pounds

Gallons

Chicken

13

2,500

Pounds

Gallons
i.lovethewild With our sustainably farmed fish, there is NO bycatch. No sea creatures are unintentionally harmed, so turtles like this fella can just keep happily swimming.

@benjhicks

i.lovethewild #LoveTheWild
GetYourFishOn #SustainableSeafood
SustainableFish SeaTurtle

thekellyrooney @jacklightonloggerhead
jandymane So proud of the work you gals and guys do. I greatly respect a company that holds the planet in alignment with the way they care for themselves. Although I don’t eat fish or meat, I love sharing sustainable companies like yours with friends and loved ones for the benefits of just good consumerism. Cheers to you all and Happy New Years🙏🏼❤️❤️

amypaulettehartman @mattmcree look

1,087 likes

JANUARY 10

Add a comment...
i.lovethewild These cubs will be cuddling with their mama bear for about two years, as they learn the skills needed to survive in the Arctic. Their biggest threat is climate change, so lowering your carbon footprint and opting for meals with a resource efficient protein like sustainably-farmed fish helps them out. 🧵: Quinn Chan

i.lovethewild #PolarBear #PolarBears #Bear #Cubs #PolarBearCubs #Cub #Cuties #LoveTheWild #ClimateChange #FarmedFish #SustainableAquaculture #ResponsibleAquaculture #Aquaculture #LowCarbonFootprint #CarbonFootprint #GetYourFishOn

juliannezimmerman1618 So nice to see. ✨
clutteringtortoise This is so welcoming after this heartbreaking pic 🤗
https://instagram.com/p/BceyHujELW/ hope

381 likes
DECEMBER 8, 2017
The end of the year is a time to reflect on the role we can play in protecting our planet. From reducing our carbon footprint to taking pressure off the ocean, there are immediate ways to make a difference. Eating fish is better for the environment than other meat protein, reducing both our carbon footprint and the pollution from industrial agriculture. Sustainable fish farms also take pressure off endangered ocean species so they can recover their populations. The health of our oceans is vital for the health of our planet.
We make bold food that’s good for you and good for the earth.

This isn't just the most delicious fish you’ve ever tasted; it's a chance to make sustainable aquaculture the norm rather than the exception.

We believe that the right choices for the planet are also the right choices for your plate.

Raise your fork and enjoy!