

News Release

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Ed note: See end of release for course-viewing information.

Chefs Collaborative and Blue Ocean Institute Connecting Chefs with Seafood Solutions

*Green Chefs, Blue Ocean Gives Chefs Tools on How to
Buy, Cook and Promote Sustainable Seafood*

March 14, 2010. Boston, MA; Long Island, NY - Chefs Collaborative and Blue Ocean Institute announce the launch of **Green Chefs, Blue Ocean**, a unique program to educate chefs and culinary students about the state of global fisheries and how their sustainable seafood selections can improve the health of fish populations around the world. This effort centers around an online educational course that provides practical and user-friendly guidelines for creating ocean-friendly menus.

“These days, chefs have more than just flavor to think about in deciding what type of seafood they put on the plate. Is it responsibly caught? Is it endangered? Is it being farmed in a way that doesn’t harm the environment? We created Green Chefs, Blue Ocean to take the mystery out of sustainable seafood and give chefs practical tools that they can use on a daily basis when making menu choices,” said Melissa Kogut, Executive Director of Chefs Collaborative.



The Green Chefs, Blue Ocean course is comprised of a series of seven interactive lessons on subjects such as destructive fishing practices, preferred methods to catch wild fish and aquaculture, and working with purveyors to source sustainable seafood. Each tutorial is introduced by a short video from a chef known for implementing sustainable seafood solutions. These videos establish the context for the individual lessons and articulate the role of a chef in supporting sustainable seafood.

One chef profiled in the videos, Helene Kennan with Bon Appétit Management Company, explained, “Cooking with sustainable seafood is this century’s culinary challenge. I’m looking forward to having my entire staff use this tool to help build their level of knowledge and awareness of the issues.”

In addition to the expertise of Chefs Collaborative and Blue Ocean Institute, the project’s curriculum gained input from an Advisory Committee including known sustainable sourcing advocates, *Top Chef’s* Rick Moonen and *Esquire’s* “Chef of the Year” Barton Seaver. Also adding valued experience and expertise were influential chefs Christine Keff of Flying Fish, Seattle, Susan Spicer of Bayona Restaurant, New Orleans, Chicago’s Bruce Sherman, chef and partner at North Pond Restaurant and New York’s Peter Hoffman, chef of Savoy and Back Forty.



“By combining the expertise of our two organizations with the firsthand experience of working chefs, we were able to merge the power of science-based conservation with the practical needs of the food industry to create this educational tool,” added Kate McLaughlin, Blue Ocean Institute Seafood Program Director. “Participating chefs will soon have the knowledge to help ensure a steady supply of delicious and healthy seafood now and for generations to come.”



The demand for ocean-friendly choices has increased as more Americans become aware of global overfishing practices and the detrimental impact they have on ocean life. Seafood wallet guides, like the one produced by Blue Ocean Institute, have become a popular tool for consumers to make responsible choices in restaurants and at the supermarket. However, because the majority of seafood in the U.S. is consumed in restaurants, chefs have an enormous opportunity to be leaders in conservation by offering ocean-friendly choices to patrons who may or may not know what fish selection is best to order.

Restaurateurs like Dave Piasecki of Rolls ‘n Bowls, a casual sushi restaurant in Gainesville, Florida, will have his chefs go through the Green Chefs, Blue Ocean course because he sees sustainable seafood sourcing as necessary for the future of his business. "To ensure our children will know the same species we do today, menu changes need to be made. The Green Chefs, Blue Ocean project makes it easy for restaurants like mine to become part of the solution to make our oceans healthier and our fisheries more abundant."

Participating chefs will receive ongoing support from Chefs Collaborative and Blue Ocean Institute experts as they make their way through the course. Chefs receive a certificate upon completion of the course as a reminder of the commitment they have made to themselves and the environment.

When chefs put sustainability into practice, they help raise public awareness of the issues, which in turn can help strengthen the market for sustainable seafood. Both conservation organizations and participating chefs see this partnership as good for the long-term sustainability of both marine ecosystems and the fishing industry.

For more information visit: oceanfriendlychefs.org.

Reporters can access the course online at: <http://greenchefs.server.tracorp.com>

Username: media-access. Password: greenchefs

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This project has been made possible with support of the National Marine Sanctuary Foundation, the Claneil Foundation, the Code Blue Foundation and the David and Lucile Packard Foundation.

Chefs Collaborative is the leading nonprofit network of chefs that fosters a sustainable food system through advocacy, education, and collaboration with the broader food community.

Blue Ocean Institute uniquely works through science, art, and literature to inspire solutions and a deeper connection with nature. They share reliable information that enlightens personal choices, instills hope, and helps restore living abundance in the ocean.

