

Green Chefs, Blue Ocean FREQUENTLY ASKED QUESTIONS

What is Green Chefs, Blue Ocean?

Green Chefs, Blue Ocean is a comprehensive, interactive online sustainable seafood training program that was developed jointly by culinary professionals and marine conservationists for chefs and culinary students. It is currently free and open to all chefs, chef instructors, culinary students and anyone interested in learning about sourcing sustainably. The seven lessons take about two hours to complete. Chefs receive a certificate upon completion of the course as a reminder of the commitment they have made to themselves and the environment. Enrollment takes less than a minute, simply visit: www.oceanfriendlychefs.org and click on Sustainable Seafood Course.



We all know sustainable seafood is an important issue. How can chefs make a difference?

An alarming number of the world's fish species are facing an uncertain future, whether due to overfishing, pollution, or unsustainable catch methods. Chefs are in a unique position to make an impact because 70% of the seafood purchases in this country are made in the food service industry. Chefs can make a huge difference by educating themselves, their staff and their customers; and by making responsible purchasing decisions. In this way, they can not only be a strong voice, but truly shape the availability of the seafood we love.

How is Green Chefs, Blue Ocean different than other sustainable seafood programs or consumer seafood guides?

We believe that seafood rankings are a place to begin when trying to understand the issues behind sustainable seafood, but that ultimately, chefs and culinary professionals should use them as a springboard to talk further with purveyors and peers about the issues.

Green Chefs, Blue Ocean is the only online sustainable seafood course designed specifically for chefs by chefs and the scientific community. By combining the expertise of Chefs Collaborative, Blue Ocean Institute and working chefs, Green Chefs, Blue Ocean helps take the mystery out of sustainable seafood and gives chefs practical tools for creating ocean-friendly menus.

What are some of the guidelines you recommend to help chefs determine whether a fish is ocean-friendly or not?

The Green Chefs, Blue Ocean course covers a number of factors that contribute to the environmental sustainability of fish, including population levels, bycatch, fishing regulations and the impact of fish farms and catch methods on the surrounding habitat. All of these factors contribute to seafood sustainability.



Does the program support aquaculture or fish farming?

Green Chefs, Blue Ocean addresses the positives and negatives of fish farming. For example, it's a concern that in some aquaculture systems, a large amount of wild-caught fish is used to create fishmeal for farmed fish. On the positive side there are bivalves (oysters, mussels, and clams), a great example of sustainably farmed seafood; they filter water – cleaning it in the process.

Does Green Chefs, Blue Ocean advocate removing certain species from restaurant menus?

Our position is that chefs must balance an understanding of marine conservation with the business demands of running a restaurant (all while responding to a shifting culinary landscape). We explore the nuances involved with sourcing sustainably and give chefs and culinary professionals the tools and information they need to make informed purchasing decisions and create culinary solutions to our ecological challenges.

How did this unique joint venture come about?

Blue Ocean Institute, a pioneer in marine conservation, and Chefs Collaborative, a leader in providing education for the culinary community, were both independently developing curricula for chefs and culinary students around sustainable seafood. Both organizations realized that combining expertise would result in a comprehensive and authoritative course that addresses the needs of chefs.

How can reporters check it out?

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

Username: media-access

Password: greenchefs

ABOUT US

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. Its Chefs Guide to Sourcing Sustainable Seafood has been recognized by leading chefs around the country as a valuable resource to have in the kitchen.

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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. Its transparent and authoritative products include the Guide to Ocean-Friendly Seafood and FishPhone, the first sustainable seafood text messaging service.

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