

Undercover Seafood Shopper Part 4 - Summer Quinn

I asked the man behind seafood counter number one, "What's that white stripe on the meat?"

"It comes in the shell," was his reply. As he answered, he was scooping a make believe scallop out of an invisible scallop shell. After he shared his first response I asked, "Why do all of the little ones have it and only some of the big ones?"

"They all have it," he said

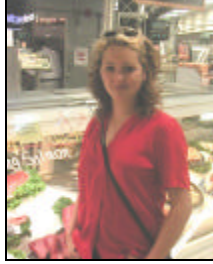
"Oh..." said I, "does it taste good?"

"Not alone, you need to cover them in sauce. Yeah, you need to add a lot of flavor."

Each time I go "secret shopping", customer service specialists never fail to amaze me with the way they talk down their own product. Food, of any variety, that has to be drenched in sauce to taste appealing would not tempt me to buy or eat it, especially if I had never tried it before.

This particular article of my Secret Shopper series was a lot of fun because I brought a friend along who has only the most basic knowledge of seafood.

While at counter two, she asked me what the orange round



thing on the Cod fillet was. I told her to ask the clerk, so she did.

"Is that fresh cod?"

"Yes."

"So it has never been frozen?"

"No, never. It came in fresh this morning."

"Where was it caught?" (The display sign read "ALASKAN COD".)

"Alaska, I think."

"What is that orange round thing on the meat?"

"That?" replied the counter attendant as she reached for the fillet, picked up the nematode and responded, "I am not sure. It looks like part of the scales to me." She then proceeded to roll the worm in her fingers and crushes it into the display ice.

"I don't feel like seafood tonight", I told my friend. The words quickly left my mouth and we walked away from the seafood counter.

Once we were out of earshot from the seafood display case, I told my friend that it was a parasite on the fillet. If I had not been there to shed light on the truth, my companion might have believed that Cod was covered with soft, circular orange scales.
YUM?

Tilapia, the second-most cultured group of fish in the world - Gertrud Gastel

Tilapia (*Oreochromis spp.*) Oreochromis is emerald green. Oreochromis honorum is black and white. Oreochromis mossambica has reddish coloring. The oreochromis aureus is white or silver. Red tilapia is a mix of species, but always carries the red gene from oreochromis mossambica. Tilapia are sometimes called sunshine snapper, cherry snapper, Nile perch, mouthbrooders and St. Peter's fish. (Legend has it that tilapia was the fish Jesus of Nazareth multiplied a thousandfold to feed masses)



Geography: Tracing its origin to the Nile River, tilapia has been farm raised for decades and is cultivated in warm waters all over the world. Tilapia comes mostly from Columbia, Honduras, Ecuador, Costa Rica, China, Taiwan, Thailand, Indonesia and Vietnam. All American-raised tilapia goes to the live market.

Product Profile: The mild, sweet tasting, lean-meated tilapia has a slightly firm, flaky texture. Raw meat is white to pinkish-white and may have a thin layer of darker muscle tissue just below the skin side of fillets. The cooked meat is white and lean with tender flakes.

Water quality and feed are critical to the raising of premium tilapia. Tilapia absorbs flavor from the water it's raised in, so buy fish from a reliable source. It should not have an off-flavor or a muddy, grassy taste. Shelf-life for fresh tilapia at 32° F is 2 weeks and for frozen product is 6 months.

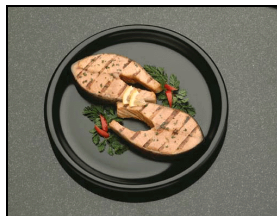
Seasonality: Year-round availability due to aquaculture.

Cooking Tips: Tilapia is very versatile and can be broiled, fried, grilled, poached, sautéed, or steamed. The tilapia's attractive skin – gold, red or black and white- should be featured but not eaten, as it can have a bitter taste.

www.surefish.com

Seafood Diet - Gertrud Gastel

Seafood is not only delicious but Nutritionists and Researchers have been saying in recent years that Seafood is very nutritious. High carb, low carb, high fat, low fat – with all the debate among health and food experts and the media today about the pros and cons of various diets, one food group continues to be an excellent choice – **SEAFOOD**.



Fish is a good source of protein and does not have the high saturated fat that fatty meat products have. Seafood is high in two kinds of "Omega-3 fatty acids", EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). Our body makes only a small amount of these important fatty acids which are thought to prevent heart disease by helping to reduce the inflammation involved in hardening of artery walls. They make the blood less likely to form clots that cause heart attacks, they may reduce blood pressure and protect against irregular heartbeats that cause sudden cardiac death. Omega-3s also are important to brain development and may reduce Alzheimer's disease. Consumption of oily fish may cut asthma symptoms roughly by half and may help fight breast cancer and chronic fatigue syndrome. Most seafood is also low in sodium and an excellent source of vitamins and minerals including iodine (essential for the thyroid gland to function); iron (assists in red blood cell formation); zinc (must be present for wounds to heal); niacin (contributes to healthy skin); vitamin A (healthy eyes, skin and hair) and vitamin D (strengthen bones and teeth). Researchers have found that vitamin C and taurine, an amino acid in fish, reversed abnormal blood vessel response associated with cigarette smoking, a discovery that

may provide insight into how smoking contributes to hardening of the arteries.

Additionally, if you are thinking of going on a diet, the Atkins diet embraces Seafood completely. It encourages its followers to eat seafood regularly. A lot of restaurants have added Atkins-friendly low-carb, high protein seafood items in the menu. One of my favorite low carb recipes is Shrimp Scampi.

Ingredients:

- 1 lb. cleaned and deveined shrimp*
- 2 Tablespoon butter*
- 2 Tablespoon olive oil*
- 4 large cloves garlic*
- Juice of ½ lemon*
- ½ cup dry white wine*
- Pinch of dried hot pepper flakes and parsley*
- Salt and pepper to taste*

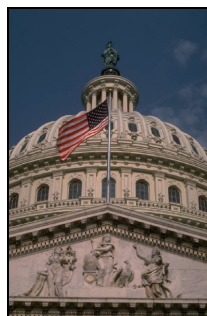
Heat the butter and oil in a skillet over medium heat till foam subsides. Add the garlic, parsley, lemon juice, wine, pepper flakes, salt and pepper. Bring to a boil, lower heat, and simmer for 3 minutes. Add shrimp and cook, stirring frequently, for 5-6 minutes till shrimp are pink. Remove from heat. Place on a serving plate and pour sauce over shrimp from the skillet. Serve Immediately. Makes 2 servings, 7 carbs per serving.

So enjoy your SEAFOOD and have a glass of red wine with your meal!

As you probably know French research groups found that men who drank red wine regularly had cholesterol that was richer in polyunsaturated phospholids and omega 3 fatty acids.

Bioterrorism Act Update - Allison Corcoran

The interim final rule for facility registration and prior notice under the Bioterrorism Act went into effect on December 12, 2003. The 'interim final rule' designation meant that while having the full force and effect of law, additional comments were allowed until December 24, and then the comments will be reviewed to determine if changes should be made to the final rule. By now, all facilities that are covered under the act should be registered with the FDA. The FDA recognizes that some companies still may need assistance understanding the interim final rule's requirements and how to comply even after the extensive outreach and educational activities that the FDA conducted before December 12th. For this, and other reasons, FDA has put into place, during the initial months following December 12th, a policy that emphasizes assisting covered entities in understanding the requirements and how to comply. FDA anticipates that it, or a state agency acting on its behalf, will discover a domestic facility's failure to be registered during a routine food safety inspection. Failure for a foreign facility to register will be discovered by the prior notice system, which requires the foreign facility's registration number. If you have questions regarding the Bioterrorism Act or how Surefish can act as your US Agent, please contact Allison at allison@surefish.com



Surefish Training:

Surefish offers FDA Required HACCP Training Equivalent of AFDO/Seafood HACCP Alliance Council

Seattle HACCP Class Schedule:

May 19 & 20, 2004

Please contact us for more details at 206-284-2686 or at surefish@surefish.com