

# Sourcing and Marketing Sustainable Aquaculture

Daisy Berg





# Wild Salmon is King



**NEW SEASONS**  
MARKET

ALASKA SEAFOOD  
Wild, Natural & Sustainable™  
**100% Responsibly Sourced**  
Alaska Seafood is Certified Responsible by the  
FAO Code of Conduct for Responsible Fisheries  
& EcoLabeling of Fishery Products.





**NEW SEASONS**  
MARKET

# 5 MONTHS. 5 KINDS. Salmon

During salmon season, we buy as much as possible directly from small, family-owned fishing operations—bringing you the freshest wild salmon available, while making sure our hardworking partners receive a fair price. And since we buy all five Pacific Coast species, you'll be able to savor the salmon varieties you've always loved, while discovering a few you've never tried.

## CHINOOK

**AKA:** King

Chinook is rich, buttery and beautiful to behold. Slow roast a whole fillet for a truly special feast.

## SOCKEYE

**AKA:** Red, Blueback

Savored by fishermen, vibrant-red sockeye has a robust flavor that stands up well to assertive seasonings and smoke from the grill.

## COHO

**AKA:** Silver

This highly regarded salmon is milder in flavor and smaller in size, making it perfect for roasting or grilling whole.

## PINK

**AKA:** Humpy, Humpback

With a low fat content and subtle flavor profile, pink salmon might remind you of trout—but richer, juicier, and sized to feed a crowd.

## KETA

**AKA:** Silverbrite, Chum, Dog

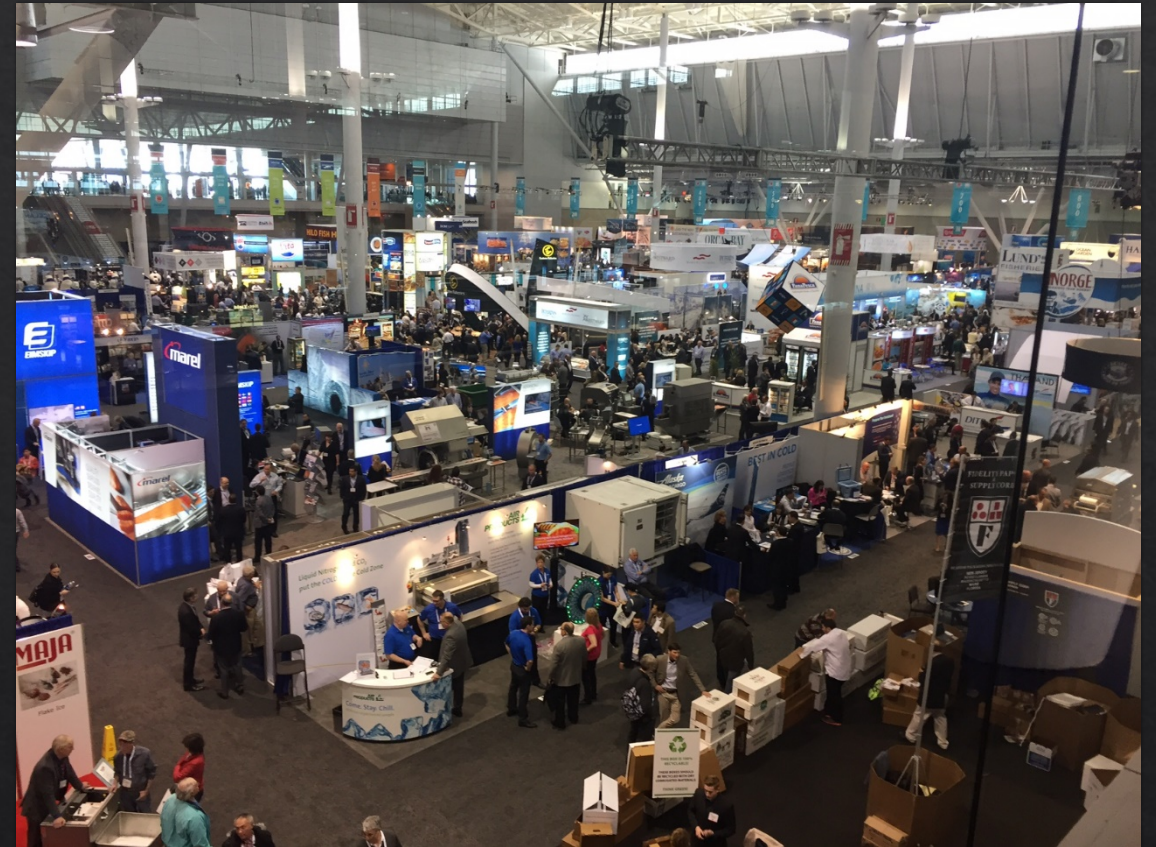
Smokers, picklers and creative chefs are rediscovering versatile keta, which has a mild and delicate flavor. The perfect "starter salmon."

**NEW SEASONS**  
MARKET

*The friendliest store in town.*



# Seafood Expo North America 2017





## NSM TO INTRODUCE MONTEREY BAY AQUARIUM SEAFOOD WATCH-ENDORSED FARM RAISED SALMON

TUESDAY OCT 3, 2017 AT 12:00PM

*Update: This post has been updated to include Daisy's presentation from the e-meeting she held on October 10th. See it at the bottom of this post. Important information from Meat & Seafood Category Director Alan Hummel, and Seafood Program & Category Manager Daisy Berg.*



Hey everyone,

We are happy to share that New Seasons locations in the Pacific Northwest will soon offer the first farmed Atlantic salmon to earn the highest rating (green, "Best Choice") from the **Monterey Bay Aquarium's (MBA) Seafood Watch program**. We'll be partnering with Atlantic Sapphire, which is the first company to receive the coveted green rating for farmed Atlantic salmon.

Since New Seasons opened, we have offered green-rated farmed fish (tilapia, trout, catfish and live shellfish) to our customers. We have also been very vocal about the problems in the farmed salmon industry. New Seasons Market has said that we would stay away from farmed Atlantic salmon until the industry made changes. After learning about innovations in the field over the last five years, the search for an acceptable salmon farmer began.

Farmed Atlantic salmon has been, for quite some time, a highly controversial and much criticized practice. Most farmed Atlantic salmon are raised in net pens in the ocean. There are concerns that this method is bad for the environment because it exposes the ocean to waste, disease, pesticides, hormones, and antibiotics.

One innovation in sustainable aquaculture (farming fish) focuses on closed land based systems, thus removing many of the issues that raise concerns. This is a significant shift in the world of aquaculture, and Atlantic Sapphire is a leader in the changes. After years of research into this approach, we are confident this is the right move for our company. The fish are never administered antibiotics, hormones, or pesticides. They're raised on land (no environmental impact). Water is filtered and recirculated; all waste is converted to fertilizer. In short, this green rating from Seafood Watch/FishWise signifies the future of



So much love for Johnny.  
Ask him about his sweet  
Iron Maiden tattoo! :-)...  
Billy Serocki  
Dec 12, 2017 1:45PM

What a remarkable, heart  
warming story. Thanks....  
Robb Testa  
Dec 6, 2017 10:40PM

I LOVE this so very very  
much! Nice work Chris,  
and thanks for introducing  
us to Johnny, Erin....  
Carlee Dempsey  
Dec 6, 2017 11:50AM

### Post Archives

November 2018 (9)

October 2018 (11)

September 2018 (6)

August 2018 (1)

July 2018 (3)

June 2018 (4)

May 2018 (1)

April 2018 (2)

March 2018 (2)

February 2018 (6)

January 2018 (1)

December 2017 (2)

October 2017 (3)

September 2017 (1)

# Staff Education

- ❖ Meat & Seafood staff education with representatives from Atlantic Sapphire
- ❖ Webinar for all New Seasons Market employees
- ❖ New Seasons Market intranet "The Pantry" reaches over 4000 employees

**NEW SEASONS**  
MARKET



New Seasons Market

November 9, 2017 · 🌐

Aquaculture has been in practice for over a century, but it's only recently emerged as a sustainable farming method for salmon that meets our high standards for seafood. We're excited to now offer Atlantic Sapphire salmon —rated a Green/Best Choice by Monterey Bay Aquarium's Seafood Watch program and produced with a land-based method of farming with no impact on wild species or the environment. Learn more here:

<https://www.newseasonsmarket.com/.../seafood/sustainablefarm.../>



👍❤️😄 Chris Tjersland, Adrean Cummings and 363 others · 20 Comments · 16 Shares



Like



Comment



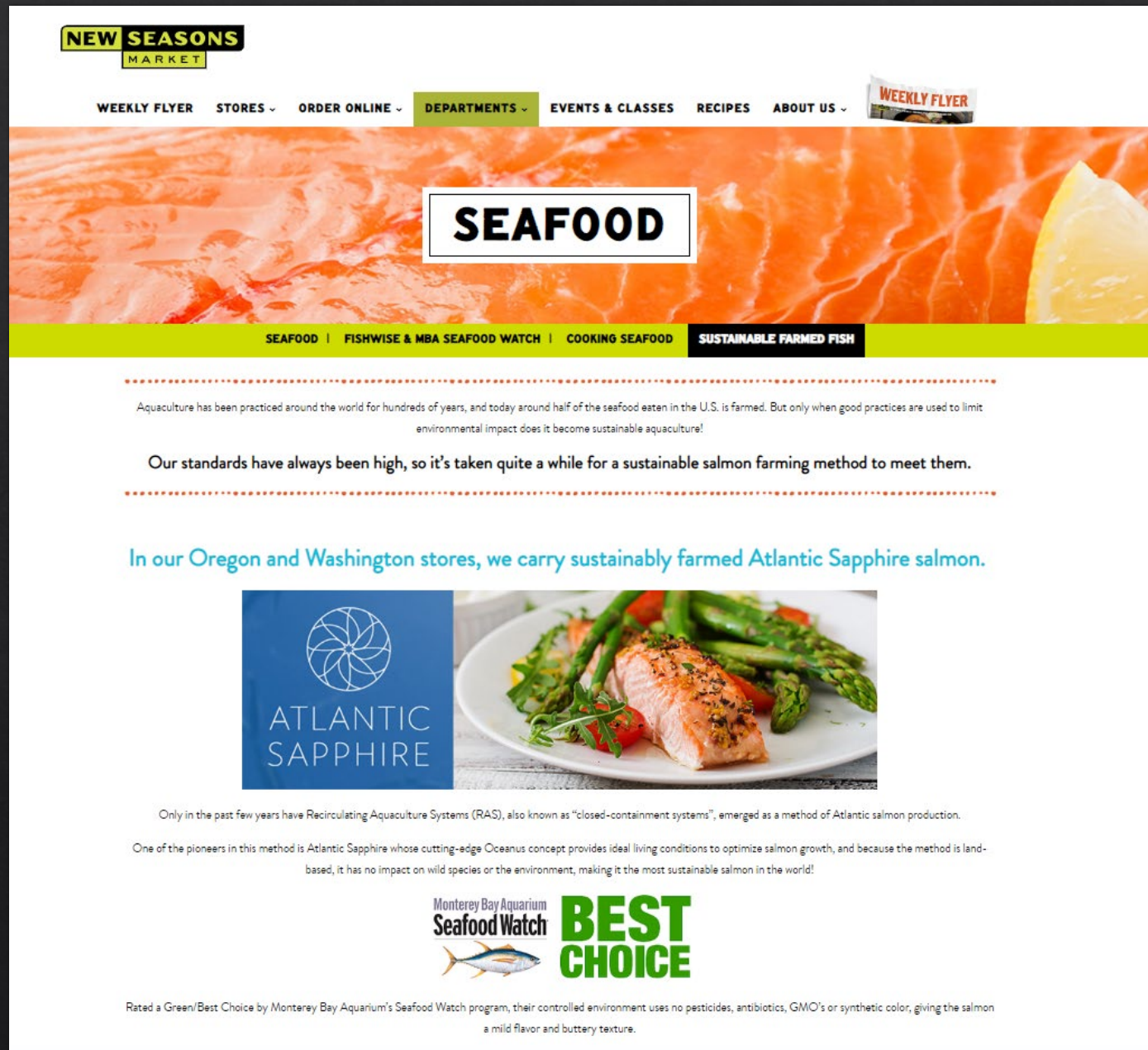
Share

# Social Media

- ❖ Social Media campaign reaching over 100K followers
  - ❖ Instagram
  - ❖ Facebook
  - ❖ Twitter
- ❖ Weekly email reaching over 230K







# Website

- ❖ New Seasons Market website
- ❖ Sustainable farmed fish tab on the Seafood Page
- ❖ Atlantic Sapphire story



ALL STORES OPEN DAILY ♥ FOR HOURS VISIT [NEWSEASONSMARKET.COM](http://NEWSEASONSMARKET.COM)



**THANK YOU, VETERANS!**

Our 10% military discount is also available on Veterans Day, Saturday, November 11.

# Tides Are CHANGING

Sustainably farm-raised salmon has finally arrived!

**NEW SEASONS MARKET**

ATLANTIC SAPPHIRE  
**SALMON FILLETS**  
**\$9.99**  
lb  
reg \$12.99/lb

DRAPER VALLEY FARMS  
**BONELESS SKINLESS CHICKEN BREAST**

Raised and processed in the Pacific Northwest, our free-range chickens are fed a vegetarian diet.  
reg \$6.99/lb



**SAVE \$1.00**  
**\$5.99**  
lb

CARMAN RANCH  
**95% LEAN GROUND BEEF**

Our grass-fed beef is pasture-raised in the Pacific Northwest by a co-op of family ranchers.  
reg \$8.99/lb



**SAVE \$1.00**  
**\$7.99**  
lb

**ORGANIC PURPLE FIESTA AND HUCKLEBERRY GOLD POTATOES**

Add some color to your favorite fall dishes!  
Wong Potatoes • Klamath Falls, OR  
reg \$2.99/lb



**\$1.49**  
lb

**ORGANIC ENVY APPLES**

One of the seasons very best! This new crop is tart and sweet with a great crunch.  
Dority Jones • Yakima, WA  
reg \$2.99/lb



**\$2.49**  
lb

**CRAZY GOOD DEAL**

TILLAMOOK  
**SPECIAL BATCH ICE CREAM**

Assorted Varieties  
reg \$5.99 to \$6.99



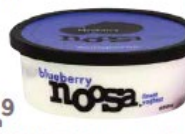
**SAVE \$2.00**

**\$3.99**  
ea

**CRAZY GOOD DEAL**

NOOSA  
**YOGHURT**

Assorted Varieties  
reg \$2.49 to \$2.99



**\$1.99**  
ea

**CRAZY GOOD DEAL**

PORTLAND ROASTING  
**COFFEE**

Assorted Varieties  
reg \$11.99 to \$12.49 12oz



**\$9.99**  
ea

**CRAZY GOOD DEAL**

**20% OFF BULK FOODS**

Look for signs on specially marked items. Limited to stock on hand. Sale excludes bulk coffee, tea, water and body care.

**NOVEMBER 10-12**

**PRICES GOOD NOVEMBER 8-NOVEMBER 14, 2017 WHILE SUPPLIES LAST**

10% MILITARY DISCOUNT EVERY TUESDAY, 10% SENIOR DISCOUNT EVERY WEDNESDAY ON ALMOST EVERYTHING. NO ADDITIONAL CASE DISCOUNTS. Because of space limitations, some products may be unavailable at some stores.

image: B&E

## Weekly Circular

- ◆ Weekly print ad reaching nearly 200K homes and an additional 230K digitally
- ◆ Farmed salmon introduction was the theme of the weekly ad
- ◆ Half page story on page 2 about Atlantic Sapphire

**NEW SEASONS MARKET**



## FROM OUR MEAT & SEAFOOD DEPARTMENT

# Awesome AQUACULTURE

Even though aquaculture has been practiced for over a century, only recently has a sustainable farming method for salmon emerged that meets our high standards.

Recirculating Aquaculture Systems (RAS), also known as "closed-containment systems", were developed as a method of fish production and a pioneer of this method is **Atlantic Sapphire**, whose salmon is the most sustainable in the world!

- Rated a **Green/Best Choice** by Monterey Bay Aquarium's Seafood Watch program.
- This land-based method has **no impact on wild species or the environment**.
- The controlled environment uses **no pesticides, antibiotics, GMOs, or synthetic color**, making the salmon **mild and delicious**.

ATLANTIC SAPPHIRE  
**SALMON  
FILLETS**

reg \$12.99/lb

**\$9.99**  
lb

## PACIFIC COD FILLET

Light, mild and flaky, this fresh Pacific cod is harvested in Alaska. Delicious baked with lemon and butter.

reg \$10.99/lb

**SAVE \$2.00**

**\$8.99**  
lb



## OREGON COUNTRY BEEF TOP SIRLOIN STEAKS

From a co-op of Oregon ranchers, this beef is range-raised without the use of antibiotics or added hormones.

reg \$10.99/lb

**SAVE \$2.00**

**\$8.99**  
lb



## NEW SEASONS MARKET CHICKEN PARMESAN

Thin-sliced boneless, skinless chicken breasts are lightly breaded with Parmesan, seasoned panko and spices. Pop in the oven for a quick weeknight meal.

reg \$8.99/lb

**SAVE \$1.00**

**\$7.99**  
lb



## BRAND SPANKIN' NEW FIRST LIGHT WAGYU GRASS-FED NEW YORK STEAKS

This unique co-op of ranchers raises grass-fed Wagyu beef in New Zealand.

reg \$22.99/lb

**SAVE \$3.00**

**\$19.99**  
lb



## FROM OUR PRODUCE DEPARTMENT

## ORGANIC FINGERLING POTATOES

Choose between Russian, French, Ruby and mixed Fingerling Potatoes.

reg \$3.99/1.5lb bag



## ORGANIC HASS AVOCADOS

Their small size makes them a perfect "single-serving" avocado!

Calavo Growers • Mexico

reg 3/\$5



## ORGANIC LEEKS

Try braised, grilled, or as the center of a hearty soup!

Springhill Farm • Albany, OR

reg \$2.99/b



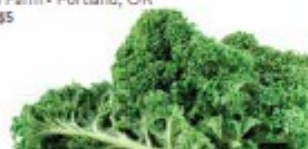
## ORGANIC KALE

Choose between Green, Redbor, and Lacinato kale varieties!

Springhill Farm • Albany, OR

Big B Farm • Portland, OR

reg 2/\$5



**NEW SEASONS  
MARKET**



# Seafood Displays







**NEW SEASONS**  
**MARKET**



# In store signage



## CATCH THE NEW ATLANTIC SAPPHERE SALMON

- The only farmed Atlantic salmon rated green "Best Choice" by MBA Seafood Watch.
- No antibiotics, no pesticides, & no growth hormones.
- Sustainably farmed on land with no impact on native species or the environment.

