





Why "Shellfish"?

- **Low on the food chain**
 - Eat the ocean's microscopic plants
 - Environmentally friendly
- **Nutritional Value**
 - High protein
 - Low fat, especially saturated fat
 - High in zinc, iron, copper and omega-3 fatty acids
- **Appreciated by gourmets, connoisseurs, and the 'bar crowd'**



"The American Heart Association recommends eating fish at least twice a week. However, some types of fish may contain high levels of mercury ..."

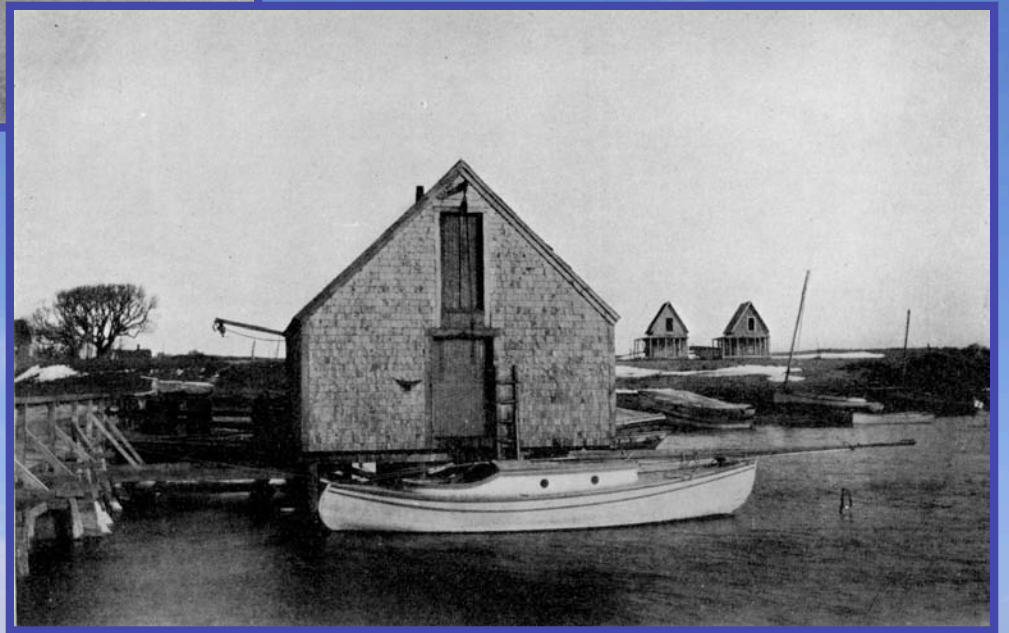
- Unlike many other types of seafood, clams and oysters **did not** have detectable levels of mercury



Why "Cultured"?

- **Consistent, high-quality product**
- **Know exactly where the shellfish come from**
 - Assured of clean, safe seafood
- **Avoids problems associated with harvest in the wild**
 - e.g., habitat damage from dragging
- **Shellfish aquaculture is relatively environmentally benign aquaculture (no fish food, no chemicals, etc.), and may benefit the environment**







"Snapshot" of Oyster Culture





June 28th



July 17th



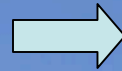
August 11th



November 10th

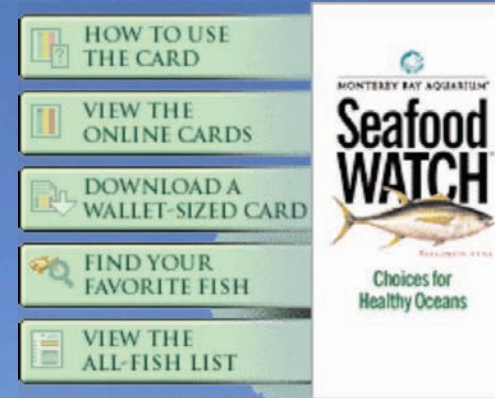


"Snapshot" of Clam Culture



Environmentally Responsible Seafood Choices

- Farmed shellfish are on the 'Best Choices' list of Seafood Watch
- Chefs Collaborative recommends replacing wild-caught shellfish with farmed shellfish in 'Seafood Solutions'



Why "Cape Cod and the Islands"?

- Excellent tasting shellfish throughout the region, with differences ranging from subtle to distinctive among embayments and even between shellfish farms
- History and tradition of shellfishing
- The region is prized for its clean, pristine waters
- Fresh, local seafood produced by local people

The 'Napa Valley of Shellfish'

