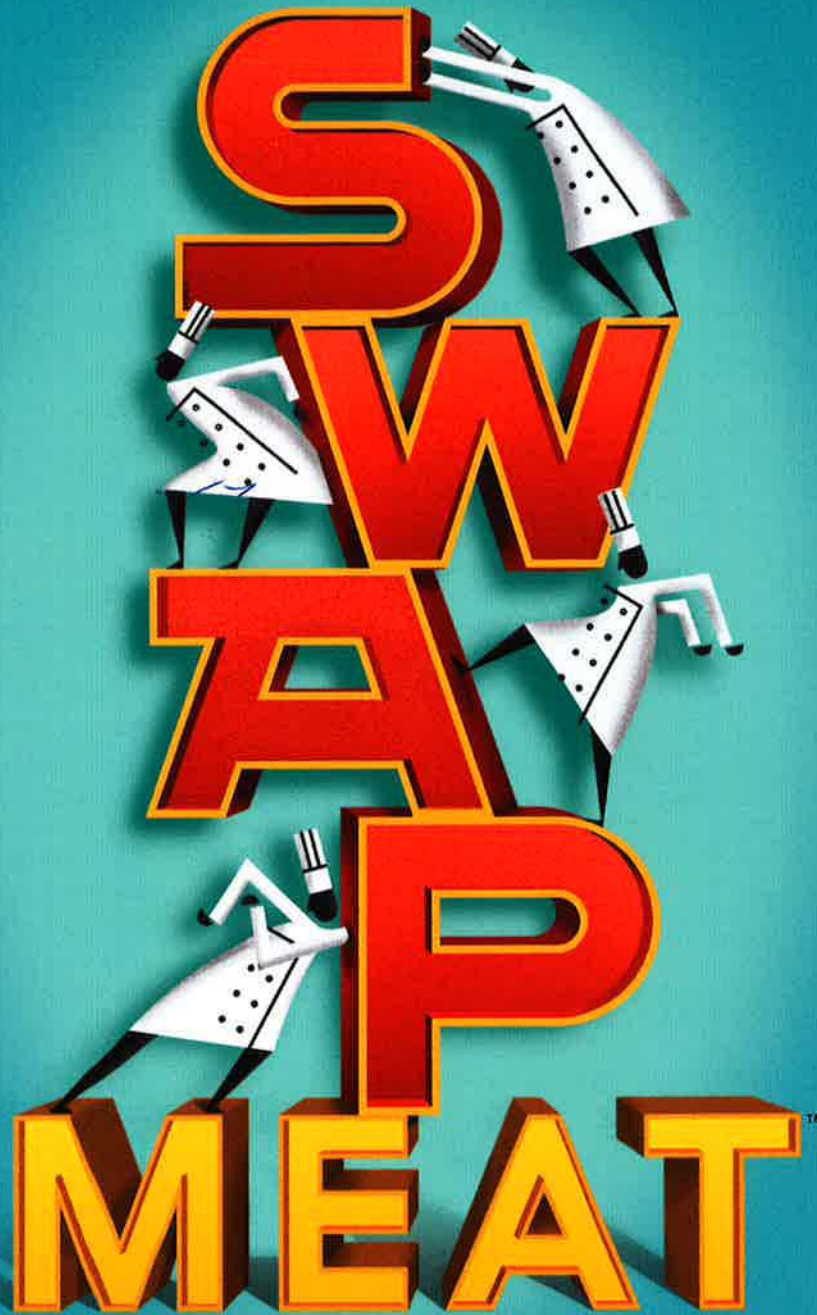




# Samuels Seafood Exclusive SWAP MEAT for Alaska Seafood Contest



FOR ALASKA SEAFOOD

The Case for Less Meat  
and More Seafood in Foodservice.



Wild, Natural & Sustainable®

# Why should I swap **MEAT** for Alaska Seafood?

## IT'S GOOD FOR THE BODY

Seafood's health benefits are just too numerous to count evidenced by the mountains of medical studies that show how seafood improves overall health. The United States Department of Agriculture (USDA), American Heart Association (AHA) and the World Health Organization (WHO) – all recommend two servings per week because it's high in protein and essential vitamins and minerals and low in saturated fat and calories. Additionally, the Dietary Guidelines Advisory Committee to the USDA and Department of Health and Human Services (HHS) recommends that the U.S. population consume a diet higher in vegetables, fruits, whole grains, low- or non-fat dairy, seafood, legumes, and nuts. They also encourage a diet that is lower in red and processed meat.



## IT'S GOOD FOR THE PLANET

For all the negative talk about the oceans, there are actually wonderful stories from well-managed fisheries like those in U.S., Alaska, Iceland, New Zealand, Australia and more. But did you know that, seafood is the most environmentally friendly of all the animal proteins? In a comparison of environmental costs of about 1.4 ounces (40 grams) of beef, chicken, pork, dairy and wild-capture fisheries, wild-capture fisheries have a miniscule cost vs. the other proteins.



## IT'S GOOD FOR THE MENU

Consumers' attitudes toward healthy eating are evolving, but the desire for food that makes your mouth water will always remain constant, especially at the foodservice level. Seafood is incredibly delicious and consumers turn to restaurants to eat it.

Americans spend about half their food budgets outside the home, and for seafood it's even more— 67% according to NOAA Fisheries. Clearly, consumers look to chefs and restaurants to make tasty yet healthy and responsible choices about what ends up on the menu, so that in turn they can make the same choices.

ENVIRONMENTAL COSTS PER 40g PROTEIN					
	Water (L)	Fertilizer (g)	Pesticides (mg)	Antibiotics (mg)	Soil Loss (k)
BEEF	2200	50	494	21	16
CHICKEN	1331	18	163	55	3
PORK	1331	46	422	53	8
DAIRY	1178	34	299	50	7
CAPTURE FISHERIES	1	0	0	0	0

Source: Professor Ray Hilborn, University of Washington



## How do I SWAP MEAT™

- 1 Identify a non-seafood protein dish that you regularly or seasonally menu, or create an original recipe. It can be across any daypart, menu part.
- 2 Swap out that protein and replace it with one of Alaska's many species of seafood, e.g. Chicken Picatta becomes Cod Picatta, Beef Sliders become Salmon Sliders, Spicy Beef with Sesame Noodles becomes Seared Spicy Sole with Sesame Noodles, Chicken Kabobs become Pistachio-Crusted Halibut Kabobs, Chicken Tortilla Soup becomes Snow Crab Tortilla Soup.  
**Salmon** – king, sockeye, coho, keta, pink  
**Whitefish** – pollock, cod, halibut, sablefish/black cod, rockfish, sole/flounder, surimi seafood  
**Shellfish** – crab (king, snow or dungeness), weathervane scallops, spot prawns
- 3 Submit your SWAP recipe and image to: [Marketing@SamuelsandSonSeafood.com](mailto:Marketing@SamuelsandSonSeafood.com) Include your name, business, name of dish along with your email and phone.



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