

Since the Tennessee Aquarium announced our new Serve & Protect sustainable seafood initiative in summer 2011, we've made steady progress in advancing the sustainable seafood conversation in Chattanooga. Our restaurant partners continue to work with us for staff trainings and guidance on sustainable seafood sourcing, we have established meaningful educational programs for schools and community groups and we have developed a strategic vision to deepen the program's impact in the coming years. We are sincerely grateful for the help and support we have received from celebrity chef Alton Brown and for the overwhelmingly positive response to the program from our community. Below is a summary of our successes to date and our plans for the near future.



RESTAURANT PARTNERSHIPS: Aquarium educators and restaurant staff have focused their efforts on behind-the-scenes work to help lead Chattanooga to healthier seafood choices. Working together with area restaurants, we are identifying new sustainable seafood options that can be featured on local menus year-round. We have added Serve & Protect signage at many restaurant locations and some have agreed to feature *Serve & Protect* on their daily menus. Our partner restaurants are committed to sourcing seafood from the US, and one has made a commitment to completely discontinue its offering of an unsustainable seafood choice, Chilean sea bass. While we are saddened that one of our partners, Table 2, has closed its doors, we are excited that Niko's Southside Grill has joined this initiative. Overall, we have been gratified to see our partner restaurants embrace the sustainable seafood recommendations developed through this program, and we look forward to working with them as we continue this effort into the future.

EDUCATIONAL OUTREACH: In addition to our work with restaurant partners, the Aquarium has made great strides in our efforts to increase awareness throughout our community. Our on-site exhibits are helping Aquarium visitors learn about seafood options and the causes and consequences of the unsustainable practices. They can also call in for special Alton Brown cell phone audio tour stops near each exhibit that



features our *Serve & Protect* species. We have also worked to develop educational programs that help bring this message to the younger decision makers in our community. Because we know that teens and tweens can have a big influence on family dinner choices, we have conducted more than a dozen outreach programs in the first few months of this program. We have already reached more than 1,500 students in the past school year alone and continue to book additional programs. Not only do these programs help students understand the complex challenges we face in terms of sustainable seafood, but they also help many students discover additional careers they might pursue to fill their interest in practical applications of science and technology.

In addition to these efforts, we have hosted several on-site programs for restaurants, teachers and school groups, and have several more member programs planned for the future. We have introduced programs for people to learn about sustainable seafood directly from one of our local trout providers, Pickett's Farm, and we have begun our Sensational Sustainable Seafood Dinner series in which participants enjoy great food,

informational conversation and a cooking demonstration at each partner restaurant. We have established a "Shop with the Chef" program with Whole Foods, to help participants learn how to select, prepare and serve sustainable seafood at home. As we look to the summer, we are also excited to launch a sustainability-focused summer camp for high school students, Conservation Leadership Academy Week (C.L.A.W), which will guide teens to integrate conservation activities into their daily lives.

QUALITY COMMUNITY CONVERSATION: In addition to thousands of Aquarium visitors, our on-site events, outreach programs and activities with our partner restaurants have directly reached nearly 4,000 people with sustainable seafood messaging in the first year of this program. Surveys collected several weeks after the September 22nd kickoff event indicated that 87% of respondents shared information they learned at the event with their friends and family. While we have not collected data on the number of patrons visiting our partner restaurants for the full six months, we have received anecdotal information from their managers about the success of the program in terms of both questions asked by patrons and increased sales of sustainable seafood options. In fact, one of our partner restaurants sold out of all sustainable seafood options within the first weekend of the program.

In addition, our communications have spread far and wide through online articles, blogs and social media efforts. Our program was featured both on the cover and in a full-page article in *Relish* magazine, a weekly publication that reaches 45 million people nationwide. We have had inquiries from other aquariums, including the Aquarium of the Americas in New Orleans, as to how they can be a part of this successful program.

MOVING FORWARD FOR THE FUTURE:

While we have made great progress in the first year of this program, we have many more exciting activities planned. We are actively seeking funding to outfit a genetics lab in which local high school students will be trained to identify and endorse seafood purchased by our partner restaurants. The students advance in science, and the restaurants get what they paid for. Once funded and launched, this program has great potential to be replicated in other parts the country. We are also investigating an aquaponic system with Crabtree Farms, through which they hope to develop another local source for sustainable seafood. As we look forward to another spectacular fundraising event with Alton Brown on September 13, 2012, we are also exploring options to enhance our on-site exhibit messaging with technology. We continue to seek funding to move forward with a mobile application that can help integrate *Serve & Protect* into the daily decision making practices for people in Chattanooga and beyond. We look forward to developing additional ways to measure how often people in our community are asking where their seafood came from and how it was caught or raised, as we continue to help people make choices that are healthiest for our ocean.

relish | food hero

Alton's Gold Fish

When it comes to fish, Alton Brown wants you to buy American.



ALTON BROWN is best known for his colorful food antics on the long-running *Good Eats* show. But when he isn't deconstructing a turkey or analyzing gelatin, he's thinking about seafood—particularly the dwindling supply in our oceans. To bring that message to our plates, Brown teamed up with the Tennessee Aquarium in Chattanooga to promote his program "Serve and Protect."

His quest: To get Americans eating fish raised and caught in the United States—particularly the species of small fish that are native, sustainable and renewable.

"Americans like steak, and they like to eat fish that resemble a steak, which is why we eat big slabs of things like swordfish and tuna and salmon," says Brown. As a result, according to Brown, we've depleted these species and upset the balance of nature at a great cost not only to the ocean, but land animals as well. The solution? Eat small species that are renewable and native. ♪

ALTON BROWN'S "GOLD" FISH
Eat these small, renewable fish for your health and the health of the oceans and rivers:
Channel catfish
Rainbow trout
Yellowtail snapper
Oysters
American lobster



Alton Brown launched his campaign at the Tennessee Aquarium in Chattanooga with a seminar and cooking demo on sustainable seafood, followed by a dinner prepared by area chefs using these fish. With 10,000 animals and 13 major exhibit areas, the aquarium draws 1 million visitors a year. Freshwater and saltwater fish are the main attractions. The aquarium is housed in two buildings in Ross's Landing Park and Plaza on the banks of the Tennessee River in downtown Chattanooga. For more information on "Serve and Protect" and recipes from the program, go to tnaqua.org.



Pecan-Crusted Trout

- 2 ounces finely chopped pecans
 - 1 ounce panko breadcrumbs
 - 1 teaspoon chopped fresh parsley
 - 1 teaspoon chopped fresh dill
 - ½ teaspoon coarse salt
 - ½ teaspoon freshly ground black pepper
 - 2 tablespoons unsalted butter, cold and cut into small pieces
 - 4 (4- to 6-ounce) U.S. farmed rainbow trout fillets, boneless, skin-on
1. Preheat oven to 400F.
 2. Place pecans, panko, parsley, dill, salt and pepper in a small mixing bowl and stir to combine.
 3. Mix butter into pecan mixture, using your fingers, until well incorporated.
 4. Place fillets on a parchment-lined rimmed baking sheet.
 5. Sprinkle pecan mixture evenly onto fillets and press down to cover.
 6. Bake 10 to 12 minutes, until fish is opaque, firm and flaky. The pecan crust should be lightly browned. Serves 4.

Per serving: 334 calories, 22g fat, 82mg chol., 26g prot., 7g carbs., 2g fiber, 360mg sodium.

Recipe courtesy of Alton Brown.

For more recipes using Brown's "gold" fish, go to relish.com/serveandprotect