Gulf of Maine Research Institute
Sustainable Seafood Program

GOAL
An ecologically and economically sustainable seafood industry in the Gulf of Maine and beyond.
A Cluster of Focus on Sustainable Seafood
Delhaize America Partnership

Sophisticated sustainable seafood sourcing policy.
Gulf of Maine Responsibly Harvested Seal

- Place-based cooperative branding
- Criteria around sustainability and traceability
- Rewards continuous improvement
Culinary Partners Program

- Encourage local sourcing.
- Educate food service staff and the public.
Promoting Underutilized Seafood

- Low ex-vessel value
- Untapped allowable catch
- Well managed
- Attractive culinary attributes
Redfish And Mackerel, Traditionally Unpopular Seafood, Shown Respect In Maine

AP | By CLARKE CANFIELD
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FOOD NEWS
Letting Every Sustainable Fish Have Its Day on the Plate
5:10 PM / SEPTEMBER 17, 2012 / POSTED BY Sam Dean

June 6, 2012
Soup to Nuts: Let's give it up for ... redfish!

Restaurateurs and fishermen are touting a new program to promote the use of under-appreciated species in seafood menus. First up, the much-maligned 'lobster bait.'

By Meredith Good mgood@mainetoday.com
Staff Writer

PORTLAND — Peter Suellenfuss, executive chef at Grace, recalls that whenever he went fishing with his uncle as a kid, they always threw back any redfish that ended up on their lines.
Educational Materials

Mackerel

Fishery Information
• Atlantic mackerel is a migratory fish that can live up to 20 years and can be found throughout the northern Atlantic Ocean, ranging from North Carolina to Labrador in the western Atlantic. In the Gulf of Maine region, mackerel is harvested with a variety of methods, including trawl gear, hook and line, and fish weirs.
• Despite being one of the healthiest fish for human consumption, mackerel is considered one of the lowest valued fish in the Gulf of Maine, with New England harvesters receiving an average of $0.20/lb in 2010. Mackerel is rich in omega-3s and commands a higher price in European markets where it is sought after by consumers.
• Mackerel is an important food source to predatory fish such as tuna, striped bass, and cod, and it is often used as bait to target these species by both commercial and recreational fishermen.

Sustainability
• Atlantic mackerel is managed by the Mid-Atlantic Fishery Management Council in the United States and by the Department of Fisheries and Oceans in Canada. The stock was considered overfished in the 1970s, but managers implemented harvest limits and the stock has since rebuilt to healthy levels.
• In 2010, fishermen only harvested 10% of the total allowable catch of 100,000 metric tons in the Gulf of Maine region.

Seasonality/Availability
• Atlantic mackerel is typically abundant in the Gulf of Maine region between May and December.

For more information, contact Sam Grinley at sgrinley@gmri.org or (207) 228-1584.

scan the QR code with your smartphone.
Continuously Improving Sustainability
Thank you!