**Video Title:** Get Hooked on Sustainable Seafood: Celebrate Seafood Sustainability Successes (video #5)

**Video Link:** <https://www.youtube.com/watch?v=XAXOBtyl3jU>

**Transcript:**

Barton Seaver: Hi, and thanks for joining us again on this journey towards sustainable seafood. I'm Barton Seaver, and I appreciate you coming back to us.

Now that you've been on this journey for a little while, and you've very likely (laughs) made some great strides towards improving the sustainability of your sourcing, the next step is, well, celebrating what you've done, right? I mean, you've put all this effort into it, that generates some interest in it within your own team so that you can begin to celebrate it, and use this as a tool to increase customer loyalty and satisfaction.

A great tool to train your front-of-the-house staff, and back-of-the-house staff, too, around sustainable seafood as regards the diversity of species that you serve and cook, is to host a blind tasting. Now, this is a really easy thing to do, no matter where in the country you are. Ask your purveyor for a small amount of eight to ten flakey white flesh fish. Now, I'm talking cod, halibut, hake, cusk, haddock, pollock, tilapia, catfish, I mean, you, you've heard of all these and they're very likely available to you.

Put them all on the same sheet tray. Just salt, a little oil. Throw it into an oven, then cook it all f- the same amount of time. And then, taste them blindly, and have everybody write down what they think. The sweetness, the, the aroma of it, the texture. And then have them vote on which ones they like best. And then, something I really like to do is then reveal the species, and also the price. And what's fun is that often times, what we find is that there is a story about each one of these species. Somebody that really likes it for this one reason, that they're gonna get excited about at a table, and can infuse the excitement for everybody on your staff.

And what you also find is that price doesn't necessarily drive quality perception. And this becomes something that you can use confidence internally, knowing that the best quality piece of fish that you found, that meets your sustainability criteria, can be put forth on a plate in a way that you absolutely are sure your guests are gonna come back for.

To learn more about sustainable seafood and how it can impact you and your operations, visit restaurant.org. And always, a big thank you to US Foods for sponsoring these videos on sustainable seafood.