**Video Title:** Get Hooked on Sustainable Seafood: Start Your Sourcing Journey (video #1)

**Video Link:** <https://www.youtube.com/watch?v=M-ojjG8Dtyg>

**Transcript:**

Barton Seaver: Thank you for joining me and US Foods in this video series all about sustainable seafood. Now, sustainable seafood means a whole lot of different things, starting with, of course, our impact on ecosystems. But it also, importantly, includes how those ecosystems impact us and how our choices on our menus make a difference in the lives of the communities that produce seafood for us, as well as how seafood sustains those who eat it.

My name is Barton Seaver. I am a chef, I am an author, and a passionate advocate and champion for all things seafood, especially sustainable seafood.

I'll be taking you through some of the steps necessary in order to initiate a course of action for your business to approach sustainable seafood. I'll share some details, some science, and then we'll talk strategy, identifying both some of the barriers to success as well as identifying opportunities to achieve it. But most importantly, I'm here to help you get set up to succeed on your own terms.

And before we jump in, let me say this. Sustainability is ultimately about being a good neighbor, simply about thinking about others and acting in ways that help them and the environment that we share. When we understand sustainability simply like this, it beings to sure sound a lot like hospitality, taking care of others.

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.