

# SWAP MEAT™

FOR ALASKA SEAFOOD

The Case for Less Meat  
and More Seafood in Foodservice.



## What is SWAP MEAT™?

**N**ow more than ever chefs and consumers alike care more about their food choices. They want to eat and menu healthy foods without sacrificing flavor, they want to know where their food comes from and they want to feel good about their choices for the environment. One of the smartest choices we can make today to answer these demands is to eat more seafood. There is mounting evidence that seafood is good for the body, the planet, not to mention, it's delicious which makes it good for the menu. Yet, Americans simply don't eat enough. Look at these per capita consumption statistics:

U.S. PER CAPITA CONSUMPTION			
	Beef	Chicken	Seafood
2000	67.7	78	15.2
2001	66.2	77.9	14.8
2002	67.6	82.2	15.6
2003	64.9	83	16.3
2004	66.1	85.5	16.6
2005	65.6	87.1	16.2
2006	65.8	87.7	16.5
2007	65.3	86.4	16.3
2008	62.7	84.8	16
2009	61.1	81	16
2010	59.6	83.7	15.8
2011	57.3	84.2	15
2012	57.4	81.8	14.4
2013	56.3	83.2	14.5

Source: USDA

Chefs have risen to prominence in today's world, providing tremendous influence for what customers should eat in order to sustain their health and the health of our planet. Chefs and the entire foodservice industry have the ability to bring together deliciousness with healthy, sustainable food choices.

The Alaska Seafood Marketing Institute (ASMI) believes chefs can use this influence to ensure the survival of the planet's resources. That's why ASMI is launching a new campaign, with the help of chefs like you, to encourage other chefs to SWAP Meat™ for Alaska Seafood.

# 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 recipes to Karl Johan Uri at [Kuri@alaskaseafood.org](mailto:Kuri@alaskaseafood.org) for a chance to be featured on [www.wildalaskaseafood.com](http://www.wildalaskaseafood.com) and ASMI's social media platforms.

