



LOBSTER, MEGGAN DWYER



# SPECIES SUMMARIES

Each of the 52 New England seafood species studied in the Eat Like a Fish citizen science project faces unique opportunities and challenges when it comes to increasing its accessibility to New England customers. Not every species is in need of a marketing boost, but for those that are, understanding the current market availability and consumer response to these species is key to unlocking their latent marketing potential.

In the Species Summaries that follow, we present detailed data on each species' availability in the marketplace, treatment in the kitchen, and performance on the table during the 26-week study period. We pair these findings with observations about marketing opportunities, barriers, and recommendations gleaned from citizen scientists' Fish Stories and input from Eating with the Ecosystem's informal network of seafood harvesters, sellers, and eaters. Species Summaries are intended to serve as reference tools for wholesalers, retailers, chefs, eaters, fishermen, scientists, educators, economic developers, conservation groups, and all those interested in learning more about the market presence and untapped potential of local seafood species.

Species Summaries are arranged in alphabetical order according to each species' most common marketing name. Alternate common names and scientific names are presented for reference. A few profiles contain two or more closely related species that are often sold indistinguishably in the marketplace. The research team and citizen scientists treated these species groups as single units for the purposes of this project.

Each summary is divided into four subsections. The first three—At the Market, In the Kitchen, and On the Table—follow the same logic used in pages 17-41 of this report. While those earlier sections summarized citizen scientist data for all 52 species in aggregate, Species Summaries present information from the same data set in a species-by-species manner, focusing on what makes each species unique. A visual key the Species Summaries is presented on page 48 to assist readers in navigating the pages that follow.

The At the Market section of each summary presents data on the availability of each species in the New England retail marketplace and lists the states and market types where participants had greatest success finding each species. It also presents data on the prices that participants paid when purchasing each species. The In the Kitchen section of each summary presents data on how often participants sought advice for preparing each species (an indicator of familiarity), a list of preferred cooking methods, and a ranking showing how each species compared to others in terms of its culinary practicality. The On the Table section of each summary presents data on participants' impressions of each species' flavor and texture and a ranking showing how each species compared to others in terms of its gastronomic likability.

We did not include information in the In the Kitchen or On the Table sections for species that were prepared or eaten fewer than three times, respectively, as we did not have enough data to draw confident conclusions about their culinary and gastronomic characteristics. Only 41 species garnered enough data to be included in these sections.

In the Tips section of each Species Summary, we share observations about the marketing potential of each species and suggest some strategies to boost its availability and consumer appeal in the marketplace. The Tips sections offer succinct, preliminary guidance that should be built on through future work in collaboration with a range of seafood supply chain actors.

It is our hope that these Species Summaries will serve as a launching point for a broadscale regional effort to diversify New England's marketing of local species and to achieve a greater balance between the species composition of the waters that lap our shores and the markets that feed our people.

# KEY TO SPECIES SUMMARIES



The magnifying glass symbol contains a number indicating how many times each species was searched for by citizen scientists during the 26-week study period.



The location symbol contains a number indicating how many times each species was found by citizen scientists during the 26-week study period.

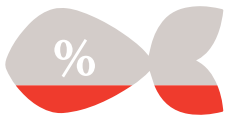


The plate symbol contains a number indicating how many times each species was prepared and eaten by citizen scientists during the 26-week study period.

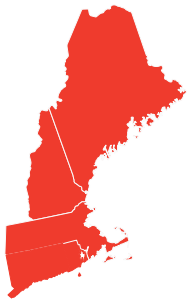
## AT THE MARKET



The prize ribbon symbol contains a number indicating how each species ranked against others in terms of its Market Availability Index (see below). As in a contest, lower-numbered rankings indicate greater MAI scores.



The fish symbol contains a percentage indicating each species' Market Availability Index (MAI). MAI was calculated by dividing the number of times a species was found by the number of times it was searched for during the 26-week period.



Each species summary includes an image of a New England state (Connecticut, Rhode Island, Massachusetts, New Hampshire, or Maine). This image represents the state where participants had the greatest luck finding each species when searching for it. A percentage in the text below the image displays how often participants found the species in that state.



Each species summary includes an image of a market type (seafood market, locavore market, specialty market, or supermarket). This image represents the market type where participants had the greatest luck finding each species when searching for it. A percentage in the text below the image displays how often participants found the species in that market type.



Each species summary contains a price tag, which displays the prices that participants paid for each species. Prices are often listed as ranges (minimum price paid to maximum price paid), for one or more product forms of the species.

## IN THE KITCHEN



Under the advice symbol, we present the percentage of time that participants sought advice on how to prepare each species (considered to be an indicator of how familiar each species was to participants).



Next to the cooking images, we present the most common cooking methods employed by citizen scientists when preparing each species.



Next to the preparation images, we present a number indicating how each species ranked against others in terms of its culinary practicality, determined by averaging and then ranking responses to the question, "On a scale from 1-5, how easy was it to prepare this species?" As in a contest, lower-numbered ranks indicate greater culinary practicality.

## ON THE TABLE



Under the tasting image, we present the words that participants used most often to describe the flavor of each species.



Under the seafood portion images, we present the words that participants used most often to describe the texture of each species.



Next to the thumbs-up symbol, we present a number indicating how each species ranked against others in terms of its gastronomic likability, determined by averaging and then ranking responses to the question, "On a scale from 1-5, how much did you enjoy eating this species?" As in a contest, lower-numbered ranks indicate greater gastronomic likability.

# ACADIAN REDFISH

## AKA OCEAN PERCH

*Sebastes fasciatus*

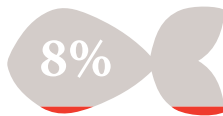
NUMBER OF TIMES ACADIAN REDFISH WAS...



### AT THE MARKET



Acadian redfish was the 26<sup>th</sup> most commonly found local species in this study.



Acadian redfish was searched for 242 times and found 20 times, a success rate of 8%.



Acadian redfish was most likely to be found when shopping in Maine (24%) and in locavore markets (29%).



Acadian redfish was most often found as fillets, but was occasionally found whole. Prices ranged from \$3.99-\$4.99/lb for whole fish and \$4.99-\$11.99/lb for fillets.

### IN THE KITCHEN



Participants sought advice on how to prepare Acadian redfish 42% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared Acadian redfish using a variety of cooking methods. The most popular were baked, broiled, pan seared, fried, and grilled.



Acadian redfish ranked 32<sup>nd</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of Acadian redfish as mild and sweet.



Participants described the texture of Acadian redfish as flaky, delicate, and soft.



Acadian redfish ranked 29<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Acadian redfish is a deep-water fish from the Gulf of Maine that was at one time overfished, but has since rebounded as a result of strict conservation measures. A smaller fish, Acadian redfish is often marketed whole. However, squeamish customers can have their fish filleted for them at the store. One of the most colorful New England fish, Acadian redfish stands out due to its attractive red skin. Its small fillets are not ideal for every preparation, but are the perfect size for fish tacos. A very affordable mild whitefish, Acadian redfish's chief selling points are its price and unique look.



# AMERICAN PLAICE

## AKA DABS OR AMERICAN DAB

*Hippoglossoides platessoides*

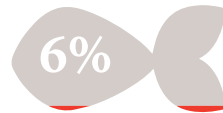


NUMBER OF TIMES AMERICAN PLAICE WAS...

### AT THE MARKET



American plaice was the 31<sup>st</sup> most commonly found local species in this study.



American plaice was searched for 248 times and found 14 times, a success rate of 6%.



American plaice was most likely to be found when shopping in New Hampshire (12%) and in seafood markets (10%).



American plaice was most often found as fillets, but was occasionally found whole. Prices ranged from \$8.99-\$13/lb for fillets and \$4.99/lb for whole fish.

### IN THE KITCHEN



Participants sought advice on how to prepare American plaice 20% of the time, indicating that this species was fairly familiar to them.



Participants prepared American plaice using a variety of cooking methods. The most popular were pan seared and grilled.



American plaice tied for 20<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of American plaice as mild, sweet, and buttery.



Participants described the texture of American plaice as soft, delicate, and flaky.



American plaice ranked 26<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

American plaice is a type of locally caught flounder. New England fishermen catch at least six types of flounder, which are largely interchangeable in terms of their culinary properties. Flounders are easy to prepare, having small thin fillets with delicate fine flakes and a subtly sweet flavor, making them very approachable for most eaters. Most flounders have multiple common names. This, and the fact that several species are landed locally, can cause confusion at the seafood counter. When marketing flounders, it is helpful to teach consumers which flounder species are local, what names they might go by, and that they can be used interchangeably in recipes.

# BLACK SEA BASS

*Centropristis striata*

NUMBER OF TIMES BLACK SEA BASS WAS...



## AT THE MARKET



Black sea bass was the 20<sup>th</sup> most commonly found local species in this study.



Black sea bass was searched for 273 times and found 29 times, a success rate of 11%.



Black sea bass was most likely to be found when shopping in Connecticut (24%) and in seafood markets (17%).



Black sea bass was most often found as fillets or whole. The price range was large, ranging from \$4.99-\$18.99/lb for whole fish and \$10.99-\$27.99/lb for fillets.

## IN THE KITCHEN



Participants sought advice on how to prepare black sea bass 41% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared black sea bass using a variety of cooking methods. The most popular were baked, grilled, pan seared, steamed, and raw.



Black sea bass ranked 31<sup>st</sup> out of 41 species in culinary practicality.

## ON THE TABLE



Participants described the flavor of black sea bass as mild, buttery, and sweet.



Participants described the texture of black sea bass as flaky, delicate, and meaty.



Black sea bass ranked 23<sup>rd</sup> out of 41 species in gastronomic likability.

## TIPS

Black sea bass is a species that is becoming increasingly abundant in New England waters due to warming water temperatures. Its diet of small lobsters, crabs, and other fish give it a sweet mild flavor that is well liked by consumers. This fish's shimmering black skin contrasts well with its pure white meat, and it is meaty yet still flaky. Black sea bass is a higher-priced fish that consumers are willing to pay more for. It is incredibly versatile and can be prepared many different ways, from whole roasted to pan seared and even raw. A beautiful fish, the chief selling points of black sea bass are its looks and versatility.



# BLUE CRAB

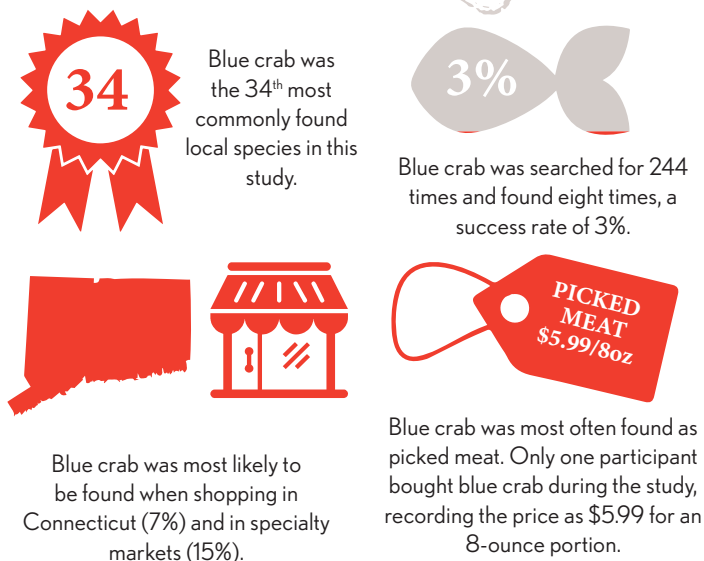
AKA CHESAPEAKE BLUE CRAB OR BLUE CLAW CRAB

*Callinectes sapidus*

NUMBER OF TIMES BLUE CRAB WAS...



## AT THE MARKET



## IN THE KITCHEN

**Insufficient data**  
**(blue crab was only prepared by one participant)**

## ON THE TABLE

**Insufficient data**  
**(blue crab was only eaten by one participant)**

## TIPS

Blue crabs are a Mid-Atlantic and southern species, with the largest fishery occurring in the Chesapeake Bay region, where they are sold as hard-shell crabs, soft-shell crabs, and picked meat. With warmer water temperatures, a northern fishery for blue crabs may grow. Development of a soft-shell crab fishery in New England industry would require infrastructure and knowledge development and may bring new regulatory challenges. Development of a picked crabmeat industry might bring labor challenges. Moreover, blue crabs have a strong fanbase in the Mid-Atlantic, but New England consumers need to be educated about this new species. All of these steps may be part of adapting to climate change. Blue crabs' major selling point is their taste!

# BLUEFISH



*Pomatomus saltatrix*

## NUMBER OF TIMES BLUEFISH WAS...



### AT THE MARKET



Bluefish was the 11<sup>th</sup> most commonly found local species in this study.



Bluefish was searched for 225 times and found 60 times, a success rate of 27%.



Bluefish was most likely to be found when shopping in Massachusetts (39%) and in locavore markets (44%).



Bluefish was most often found as fillets. However, it was also commonly found as value-added smoked products. Prices ranged from \$4.99-\$16.99/lb for fillets and \$12-18/lb for smoked products.

### IN THE KITCHEN



Participants sought advice on how to prepare bluefish 48% of the time, indicating that this species was fairly unfamiliar to them.

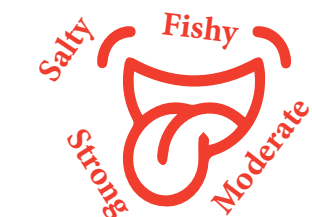


Participants prepared bluefish using a variety of cooking methods. The most popular were grilled, baked, broiled, pan seared, smoked, and fried.

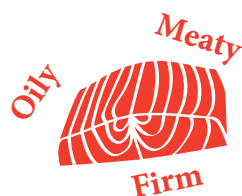


Bluefish ranked 25<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of bluefish as fishy, strong, salty, and moderate.



Participants described the texture of bluefish as meaty, oily, and firm.



Bluefish tied for 33<sup>rd</sup> out of 41 species in gastronomic likability.

### TIPS

Bluefish are voracious, fast-swimming predators that return to New England from lower latitudes each summer. This active lifestyle requires more oxygen in the bloodstream and gives their meat its characteristic blue-grey color and higher oil content. Known for being fishy or oily, bluefish requires proper handling at each step of the supply chain to maintain freshness. When handled properly, participants were surprised by how much they enjoyed the unique rich flavor of bluefish. Participants also appreciated preparation methods that remove some of the oils, such as grilling, smoking, and use of sauces. A great summertime fish, there is nothing else quite like bluefish. Therefore, highlighting its uniqueness alongside its affordability and seasonality is a winning marketing strategy.



# BONITO

AKA ATLANTIC BONITO OR HORSE MACKEREL



NUMBER OF TIMES BONITO WAS...

## AT THE MARKET



Bonito was the 51<sup>st</sup> most commonly found local species in this study.



Bonito was searched for 266 times and found only one time, a success rate of <1%.



Bonito was most likely to be found when shopping in Rhode Island (1%) and in locavore markets (6%).



Bonito was found once as a fillet, cubed for stir-fry. The price was \$5.40/lb.

## IN THE KITCHEN

***Insufficient data  
(bonito was only prepared by  
one participant)***

## ON THE TABLE

***Insufficient data  
(bonito was only eaten by one  
participant)***

## TIPS

Bonito are active, fast-swimming fish, related to tuna. Their active lifestyle requires more oxygen in the bloodstream and gives their meat a dark red color and higher oil content. A niche species for commercial fishermen, bonito are a less utilized tuna that are not commonly found in the marketplace. Bonito can be prepared similarly to other tunas and are often served raw or seared. The best way to market bonito is as a highly affordable variety of tuna.

# BUTTERFISH

AKA ATLANTIC BUTTERFISH OR AMERICAN BUTTERFISH

*Peprilus triacanthus*

NUMBER OF TIMES BUTTERFISH WAS...



## AT THE MARKET



Butterfish was the 36<sup>th</sup> most commonly found local species in this study.



Butterfish was searched for 268 times and found eight times, a success rate of 3%.



Butterfish was most likely to be found when shopping in Maine (10%) and at seafood markets (6%).



Butterfish was always found whole. Prices ranged from \$1.99-\$4.99/lb.

## IN THE KITCHEN



Participants sought advice on how to prepare butterfish 50% of the time, indicating that this species was fairly unfamiliar to them.

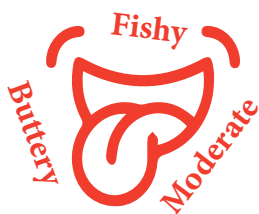


Participants prepared butterfish using a variety of cooking methods. The most popular were grilled, pan seared, and baked.



Butterfish tied for 37<sup>th</sup> out of 41 species in culinary practicality.

## ON THE TABLE



Participants described the flavor of butterfish as fishy, moderate, and buttery.



Participants described the texture of butterfish as delicate and flaky.



Butterfish ranked 40<sup>th</sup> out of 41 species in gastronomic likability.

## TIPS

Butterfish are small schooling fish that are caught along with squid. They are sometimes confused by consumers with an unrelated tropical species that goes by the same name and provokes indigestion. These cute little local fish have no ill effects, and are actually packed with healthy omega-3 fatty acids. Because of their small size, they are exclusively sold whole, and more than one fish is required to make a meal. Their lack of scales makes them easy to prepare, and their flaky white meat and buttery flavor is quite tasty. However, participants had difficulties eating these small fish. Training on how to prepare and eat them may be needed to increase market demand. Butterfish make a great entry-level whole fish at an inexpensive price point.



# COD

## AKA ATLANTIC CODFISH

*Gadus morhua*

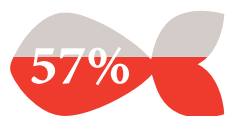
NUMBER OF TIMES COD WAS...



### AT THE MARKET



Cod was the 4<sup>th</sup> most commonly found local species in this study.



Cod was searched for 217 times and found 124 times, a success rate of 57%.



Cod was most likely to be found when shopping in Maine (77%) and in locavore markets (85%).



Cod was always found as fillets. Prices ranged from \$5.95-\$14.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare cod 15% of the time, indicating that this species was fairly familiar to them.



Participants prepared cod using a variety of cooking methods. The most popular were baked, fried, and pan-seared.



Cod ranked 11<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of cod as mild, buttery, and sweet.



Participants described the texture of cod as flaky, delicate, soft, firm, and meaty.



Cod ranked 9<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Cod is one of the most conventional New England species. With its quintessential flaky white flesh, cod is the fish to which all other fish are compared. Cod is familiar, mild, and easy to prepare. The biggest marketing challenge facing cod is not a lack of consumer interest, but the fact that such a small percentage of cod sold in New England is actually landed in the region. In markets, local cod competes with cod from Iceland, Norway, and other cold-water locations. Greatly reduced catch quotas for New England cod mean that increasing the volume of local cod sold in New England is a less important goal than increasing its value. To do this, markets should “sell the story” of the fish, relating the product to the fishermen who caught it.

# CROAKER

## AKA ATLANTIC CROAKER

*Micropogonias undulatus*

NUMBER OF TIMES CROAKER WAS...



### AT THE MARKET



Croaker was the 45<sup>th</sup> most commonly found local species in this study.



Croaker was searched for 176 times and found only two times, a success rate of 1%.



Croaker was most likely to be found when shopping in Rhode Island (3%) and at specialty markets (9%).

### IN THE KITCHEN

***Insufficient data  
(croaker was not prepared by  
any participants)***

### ON THE TABLE

***Insufficient data  
(croaker was not eaten by any  
participants)***

### TIPS

Croaker is an abundant fish in the Mid-Atlantic, with a well developed commercial fishery and consumer market in that region. However, with warmer water temperatures, the distribution of croaker is shifting northwards, and New England fishermen are likely to start catching croaker in commercial quantities at some point in the future. A small to medium sized fish, croaker is usually sold whole. Larger croaker can be found filleted. Croaker are unfamiliar to many New England consumers. They have flaky, white, tender meat with a mild, sweet flavor. In the Mid-Atlantic, they are popular fried. When marketing croaker to a New England audience, it is advisable to compare them to more familiar northern fish that share these characteristics.

# CUNNER

AKA CHOGGIES, CHOGSET, OR BERGALL

*Tautogolabrus adspersus*

NUMBER OF TIMES CUNNER WAS...



## AT THE MARKET



Cunner was the 50<sup>th</sup> most commonly found local species in this study.



Cunner was searched for 218 times and found only once, a success rate of <1%.



Croaker was most likely to be found when shopping in Rhode Island (2%) and in seafood markets (1%).



Cunner was only found once, as a whole fish for \$0.99/lb.

## IN THE KITCHEN

***Insufficient data***  
***(cunner was only prepared by one participant)***

## ON THE TABLE

***Insufficient data***  
***(cunner was only eaten by one participant)***

## TIPS

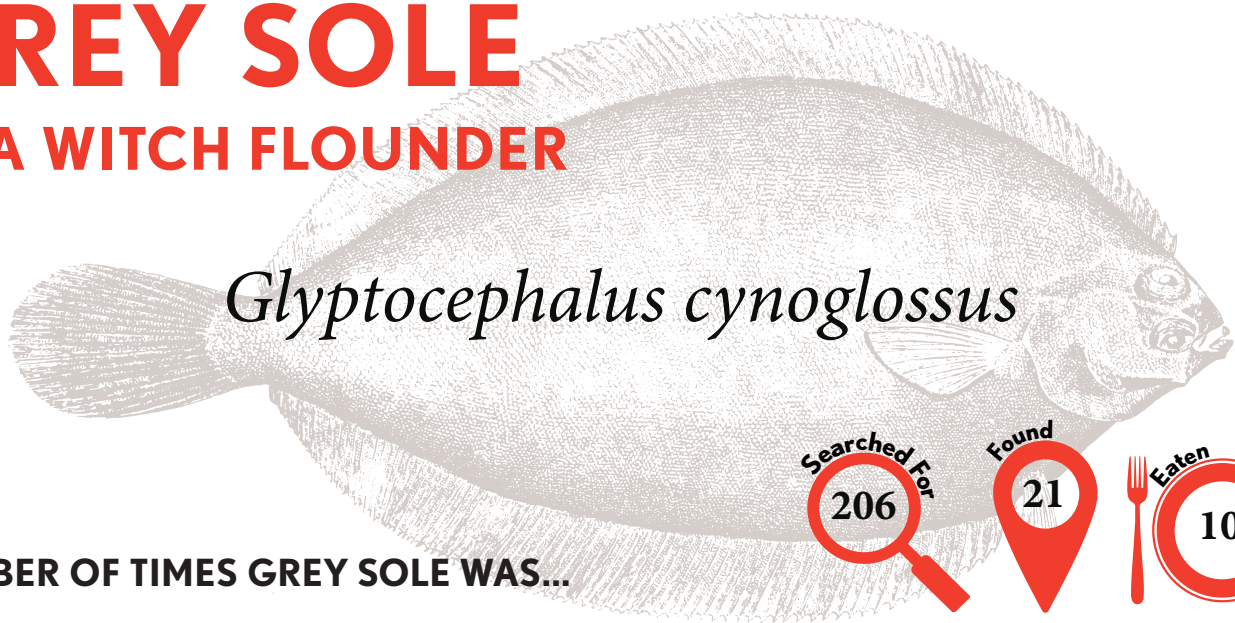
Cunner are aggressive omnivores and scavengers. They feed on barnacles, mollusks, shrimp, crabs, amphipods, small fish, and almost any other available food sources. They are a similar fish to tautog and have a sweet mild flavor and a flaky texture. Cunner are very affordable. They are usually sold whole and occasionally sold live. The market for cunner has room to grow. This species can be promoted as an undiscovered local fish whose selling points are its novelty and its comparability to the more expensive tautog.



# GREY SOLE

## AKA WITCH FLOUNDER

*Glyptocephalus cynoglossus*



NUMBER OF TIMES GREY SOLE WAS...

### AT THE MARKET



Grey sole was the 21<sup>st</sup> most commonly found local species in this study.



Grey sole was searched for 206 times and found 21 times, a success rate of 10%.



Grey sole was most likely to be found when shopping in Connecticut (23%) and in seafood markets (20%).



Grey sole was always found as fresh fillets. There was a dramatic price range of \$7.99-\$34.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare grey sole 20% of the time, indicating that this species was fairly familiar to them.



Participants prepared grey sole using a variety of cooking methods. The most popular method was baked.



Grey sole ranked 2<sup>nd</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of grey sole as mild, sweet, and buttery.



Participants described the texture of grey sole as delicate, flaky, and soft.



Grey sole tied for 7<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Grey sole is a type of locally caught flounder. New England fishermen catch at least six types of flounder, which are largely interchangeable in terms of their culinary properties. Flounders are easy to prepare, having small thin fillets with delicate fine flakes and a subtly sweet flavor, making them very approachable for most eaters. Most flounders have multiple common names. This, and the fact that several species are landed locally, can cause confusion at the seafood counter. When marketing flounders, it is helpful to teach consumers which flounder species are local, what names they might go by, and that they can be used interchangeably in recipes.

# HADDOCK

AKA ATLANTIC HADDOCK (SOMETIMES CALLED SCROD)

*Melanogrammus aeglefinus*

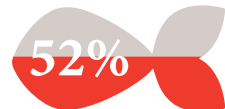
NUMBER OF TIMES HADDOCK WAS...



## AT THE MARKET



Haddock was the 5<sup>th</sup> most commonly found local species in this study.



Haddock was searched for 233 times and found 121 times, a success rate of 52%.



Haddock was most likely to be found when shopping in Maine (59%) and in seafood markets (69%).



Haddock was almost always found as fillets, but it was occasionally found whole. Prices ranged from \$5.99-\$15.99/lb for fillets and \$7/lb for whole fish.

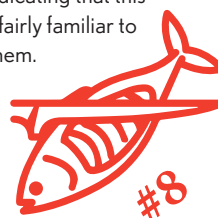
## IN THE KITCHEN



Participants sought advice on how to prepare haddock 15% of the time, indicating that this species was fairly familiar to them.



Participants prepared haddock using a variety of cooking methods. The most popular were baked, fried, pan seared, and broiled.



Haddock ranked 8<sup>th</sup> out of 41 species in culinary practicality.

## ON THE TABLE



Participants described the flavor of haddock as mild, sweet, and buttery.



Participants described the texture of haddock as flaky, delicate, and soft.



Haddock ranked 14<sup>th</sup> out of 41 species in gastronomic likability.

## TIPS

Haddock is a well known and conventional New England groundfish species. The local haddock population experiences occasional surges where there are huge year classes. When this happens, markets need to expand to absorb the larger volumes. Educating consumers about these surges in supply can help to maintain more stable markets for local haddock. The biggest market threat facing New England-caught haddock is imported haddock from other cold-water locations such as Iceland and Norway. To overcome this, markets should “sell the story” of the fish, relating the product to the fishermen who caught it. Haddock’s biggest selling points are that it is familiar, versatile, and a mild flaky white fish, similar to cod but less expensive.

# HALIBUT

## AKA ATLANTIC HALIBUT

*Hippoglossus hippoglossus*

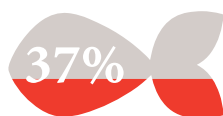
NUMBER OF TIMES HALIBUT WAS...



### AT THE MARKET



Halibut was the 8<sup>th</sup> most commonly found local species in this study.



Halibut was searched for 214 times and found 79 times, a success rate of 37%.



Halibut was most likely to be found when shopping in Maine (50%) and in seafood markets (54%).



Halibut was almost always found as fillets or steaks. Prices ranged from \$7.99-\$29.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare halibut 25% of the time, indicating that this species was fairly familiar to them.



Participants prepared halibut using a variety of cooking methods. The most popular were pan seared, baked, and grilled.



Halibut ranked 19<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of halibut as mild, sweet, and buttery.



Participants described the texture of halibut as meaty, flaky, and firm.



Halibut ranked 12<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Halibut is a large flatfish. Its meat is pure white and more dense and meaty than the average whitefish, making it quite popular with consumers. Because of this density, it is the only local flatfish that can stand up to grilling and incorporation into chowders. Halibut is a popular but pricey fish that doesn't need much marketing help. Its selling point is that it is a "boutique" fish perfect for special occasions. To help local halibut compete against Alaskan halibut, markets can "sell the story" of the fishermen who caught it.



# HERRING

AKA ATLANTIC HERRING OR SEA HERRING

*Clupea harengus*

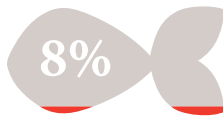


## NUMBER OF TIMES HERRING WAS...

### AT THE MARKET



Herring was the 25<sup>th</sup> most commonly found local species in this study.



Herring was searched for 227 times and found 19 times, a success rate of 8%.



Herring was most likely to be found when shopping in Maine (31%) and in specialty markets (10%).

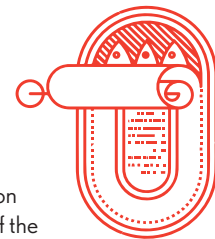


Herring was almost always found canned or tinned, but was also found prepared in sauces. Prices ranged from \$2.50-\$4.35/6oz can and \$6.99-\$8.99/lb for prepared herring in a sauce.

### IN THE KITCHEN



Participants sought advice on how to prepare herring 14% of the time, indicating that this species was fairly familiar to them.



Participants enjoyed herring a variety of ways. The most popular was pre-cooked out of the can.



Herring ranked 3<sup>rd</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of herring as salty, fishy, and strong.



Participants described the texture of herring as oily, soft, and meaty.



Herring ranked 32<sup>nd</sup> out of 41 species in gastronomic likability.

### TIPS

Herring are a small schooling forage fish that are primarily used as bait in other fisheries, especially lobster. Herring is unique in experiencing fierce competition from other uses. As a result, herring is not often seen in food markets, but it has a well developed local market and may not need help to achieve full utilization of the resource. Herring have very short shelf lives, and when they are found as food, it is typically in value-added products, such as canned or pickled applications. The main selling point of herring is their high nutritional value. Because they are most often found in markets in pre-prepared forms, herring can be a quick and easy meal for consumers with limited time.

# JOHN DORY

AKA SAINT PETER'S FISH OR AMERICAN DORY

*Zeus fabre*



## NUMBER OF TIMES JOHN DORY WAS...

### AT THE MARKET



John Dory was the 41<sup>st</sup> most commonly found local species in this study.



John Dory was searched for 260 times and found 4 times, a success rate of 2%.



John Dory was most likely to be found when shopping in Maine (6%) and in seafood markets (4%).



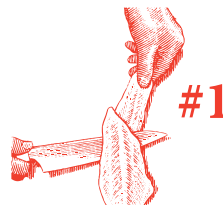
John Dory was only found as fresh fillets. Prices ranged from \$8.99-\$17.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare John Dory 67% of the time, indicating that this species was fairly unfamiliar to them.

Participants prepared John Dory by either pan searing or frying it.

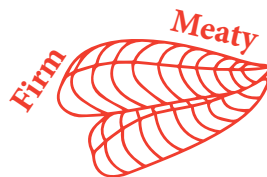


John Dory ranked 1<sup>st</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of John Dory as buttery and mild.



Participants described the texture of John Dory as meaty and firm.



John Dory ranked 1<sup>st</sup> out of 41 species in gastronomic likability.

### TIPS

John Dory is an unusual-looking fish that is caught in deep water as bycatch in other fisheries. Few consumers are familiar with this "mystery fish" and not much is known about it. Because it is not a targeted species with high landings volumes, it is not found in markets very often. Despite this, John Dory becomes a fast favorite among almost everyone who tries it. Its sales potential is high, but its market is limited by its small supply. John Dory is unique, the fillets looking almost like chicken breasts and having a very meaty, firm texture and sweet, buttery, and mild flavor. It can be prepared in many ways. Its chief selling points are its novelty, gastronomic likability, and culinary versatility.

# JONAH CRAB

## AKA ATLANTIC ROCK CRAB

*Cancer borealis*

### NUMBER OF TIMES JONAH CRAB WAS...



#### AT THE MARKET



Jonah crab was the 14<sup>th</sup> most commonly found local species in this study.



Jonah crab was searched for 243 times and found 43 times, a success rate of 18%.



Jonah crab was most likely to be found when shopping in Maine (30%) and in seafood markets (30%).



Jonah crab was found live, as cooked claws, and as picked meat. Prices ranged from \$1.99-\$4.99/lb for live crabs. It was bought for \$11.99/lb as claws and \$28.99/lb as picked meat.

#### IN THE KITCHEN



Participants sought advice on how to prepare Jonah crab 57% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared Jonah crab using a variety of cooking methods. The most popular were steamed or boiled.



Jonah crab ranked 36<sup>th</sup> out of 41 species in culinary practicality.

#### ON THE TABLE



Participants described the flavor of Jonah crab as sweet, mild, and buttery.



Participants described the texture of Jonah crab as delicate, meaty, and flaky.



Jonah crab ranked 10<sup>th</sup> out of 41 species in gastronomic likability.

#### TIPS

For many decades, Jonah crab was caught exclusively as bycatch within the lobster fishery. However, a recent increase in Jonah crab abundance and a surge in market price have led to the development of a thriving targeted fishery and heightened recognition by local consumers. Despite this, Jonah crab is still quite low in price when compared to lobster and other crabs. It is found in markets as live crabs, cooked claws, or picked meat. Like other crabs, whole live Jonah crabs are labor-intensive to pick. Therefore, markets can encourage consumers to make an event out of picking and enjoying whole Jonah crabs, or they can steer consumers towards picked meat. Jonah crabs' main selling point is their sweet flavor and affordable price.



# LOBSTER

AKA AMERICAN LOBSTER OR MAINE LOBSTER

*Homarus americanus*

NUMBER OF TIMES LOBSTER WAS...



## AT THE MARKET



Lobster was the most commonly found local species in this study.



Lobster was searched for 175 times and found 140 times, a success rate of 80%.



Lobster was most likely to be found when shopping in Maine (97%) and in seafood markets (94%).



Lobster was found both live and as picked meat. Prices ranged from \$4.99-\$14.99/lb for live lobsters and \$35-\$49.99/lb for picked meat.

## IN THE KITCHEN



Participants sought advice on how to prepare lobster 11% of the time, indicating that this species was fairly familiar to them.



Participants prepared lobster using a variety of cooking methods. The most popular were steamed and boiled.



Lobster ranked 28<sup>th</sup> out of 41 species in culinary practicality.

## ON THE TABLE



Participants described the flavor of lobster as sweet, buttery, salty, and mild.



Participants described the texture of lobster as meaty, firm, and chewy.



Lobster ranked 4<sup>th</sup> out of 41 species in gastronomic likability.

## TIPS

Lobster is one of the most quintessential New England seafood species. Practically every New Englander knows where to go to buy lobster, and this is reflected in the fact that it was the most commonly found species in this study. Nothing else really compares to lobster. Its buttery sweet flavor and tender yet meaty texture make it a favorite for locals as well as tourists. Running on the more expensive side of the seafood spectrum, lobster tends to be more of a special occasion item as opposed to an everyday purchase for most consumers. Unlike some other traditional species, lobster is currently an abundant species, whose numbers have been increasing in the Gulf of Maine. Therefore, lobster can be marketed as an old favorite that you can continue to love!

# MACKEREL

AKA ATLANTIC MACKEREL OR BOSTON MACKEREL

*Scomber scombrus*

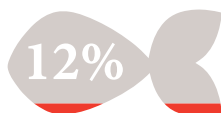


## NUMBER OF TIMES MACKEREL WAS...

### AT THE MARKET



Mackerel was the 19<sup>th</sup> most commonly found local species in this study.



Mackerel was searched for 227 times and found 28 times, a success rate of 12%.



Mackerel was most likely to be found when shopping in Rhode Island (18%) and in locavore markets (15%).



Mackerel was most often found whole or as fresh fillets. Prices ranged from \$2.25-\$6.99/lb for whole fish and \$6.99-\$11.99/lb for fillets.

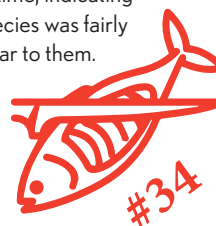
### IN THE KITCHEN



Participants sought advice on how to prepare mackerel 57% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared mackerel using a variety of cooking methods. The most popular were baked, grilled, and smoked.



Mackerel ranked 34<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of mackerel as fishy, salty, moderate, and strong.



Participants described the texture of mackerel as oily, flaky, and meaty.



Mackerel ranked 36<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Mackerel were once a favorite fish in New England, but they fell out of favor. They have a unique flavor that people seem to either love or hate. They are active, fast-swimming fish whose lifestyle requires a high level of oxygen in the bloodstream that gives mackerel meat its a dark color, high oil content, and rich flavor. Mackerel have a short shelf life, and proper handling is required to preserve freshness. Due to their small size, mackerel are typically sold whole, but they can also be found as smoked fish. A pretty fish, mackerel has striped blue and black skin that makes for a nice presentation. Mackerel are also very affordable. To enhance the market for local mackerel, markets can emphasize how unique and distinctive it is, while also being economical and traditional.

# MAHI MAHI

## AKA DOLPHINFISH

*Coryphaena hippurus*

### NUMBER OF TIMES MAHI MAHI WAS...



#### AT THE MARKET



Mahi mahi was the 39<sup>th</sup> most commonly found local species in this study.



Mahi mahi was searched for 226 times and found 5 times, a success rate of 2%.



Mahi mahi was most likely to be found when shopping in New Hampshire (7%) and in specialty markets (13%).



Mahi mahi was only found in fillet form. Prices ranged from \$10.99-\$14.99/lb.

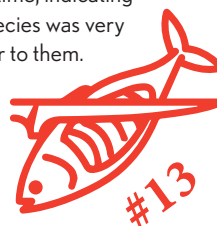
#### IN THE KITCHEN



Participants sought advice on how to prepare mahi mahi none of the time, indicating that this species was very familiar to them.



Participants prepared mahi mahi by baking and grilling it.



Mahi mahi tied for 13<sup>th</sup> out of 41 species in culinary practicality.

#### ON THE TABLE



Participants described the flavor of mahi mahi as mild and sweet.



Participants described the texture of mahi mahi as soft, delicate, and meaty.



Mahi mahi tied for 18<sup>th</sup> out of 41 species in gastronomic likability.

#### TIPS

Mahi mahi are large pelagic fish found in oceans throughout the world. They are caught in New England waters in the summer months. Their meat is lean and meaty, with large, moist flakes and a unique, sweet flavor that is a nice alternative to the classic flaky whitefishes so common in New England. Because of its meaty texture, mahi mahi holds up well to grilling and pan searing as well as baking and frying. At a medium price range, mahi mahi is a tasty summertime fish that adds variety to summer seafood diets. Its Hawaiian name and bright yellow skin often give New Englanders the mistaken impression that mahi mahi is an exotic, tropical fish. To boost local demand for mahi mahi, markets can educate consumers that this fish has a global distribution and is in fact landed locally.



# MONKFISH

## AKA GOOSEFISH

*Lophius americanus*

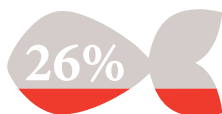
NUMBER OF TIMES MONKFISH WAS...



### AT THE MARKET



Monkfish was the 12<sup>th</sup> most commonly found local species in this study.



Monkfish was searched for 170 times and found 45 times, a success rate of 26%.



Monkfish was most likely to be found when shopping in Maine (42%) and in locavore markets (50%).



Monkfish was found as fillets or as tails. Prices ranged from \$6.99-\$18.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare monkfish 43% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared monkfish using a variety of cooking methods. The most popular were baked, pan seared, and grilled.



Monkfish ranked 35<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of monkfish as mild, sweet, and buttery.



Participants described the texture of monkfish as meaty, firm, and chewy.



Monkfish ranked 25<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Monkfish may not be the most beautiful fish, but what it lacks in beauty, it makes up for in taste. A sweet, mild fish with a firm, meaty texture, monkfish historically earned the nickname of "poor man's lobster." However, it has since developed a reputation in its own right, and it can now be found in menus and markets around the region, priced as high or higher than other local fish. Fishermen generally remove its large head at sea, saving only the tail and liver for market. It is typically sold as a boneless fillet, with a grey-blue membrane that needs to be removed before preparing. Consumers may struggle with this, and markets are advised to remove the membrane prior to sale or to educate consumers on performing this step at home. Selling points for monkfish are its flavor and meatiness, which can stand up to many different preparations.

# MUSSELS

## AKA BLUE MUSSELS

*Mytilus edulis*

NUMBER OF TIMES MUSSELS WERE...



### AT THE MARKET



Mussels were the 10<sup>th</sup> most commonly found local species in this study.



Mussels were searched for 203 times and found 61 times, a success rate of 30%.



Mussels were most likely to be found when shopping in Massachusetts (44%) and in specialty markets (50%).



Mussels were typically found live. They were also occasionally found smoked. Prices ranged from \$1.75-\$5.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare mussels 21% of the time, indicating that this species was fairly familiar to them.



Participants prepared mussels using a variety of cooking methods. The most popular were steamed and in stews or soups.



Mussels ranked 26<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of mussels as salty, sweet, and buttery with mineral characteristics.



Participants described the texture of mussels as chewy, soft, and meaty.



Mussels ranked 16<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Mussels are filter feeding shellfish that grow in beds on hard substrate such as rocks. For this study, participants were asked to search for wild caught mussels. However, the same species of mussels are also farmed in New England, and both the wild and farmed mussels are found in markets. Mussels are sold live. Their shells are thinner than those of clams and oysters, and they do not clamp shut as tightly as these other species. Therefore, proper handling is important for making sure that mussels stay fresh. A traditional New England species, mussels have beautiful blue shells and distinctively rich, sweet flavor. They are very affordable and easy to prepare.

# OCEAN QUAHOGS

## AKA MAHOGANY CLAMS OR BLACK QUAHOGS

*Arctica islandica*

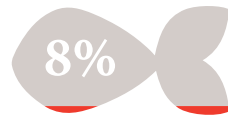
NUMBER OF TIMES OCEAN QUAHOGS WERE...



### AT THE MARKET



Ocean quahogs were the 27<sup>th</sup> most commonly found local species in this study.



Ocean quahogs were searched for 206 times and found 17 times, a success rate of 8%.



Ocean quahogs were most likely to be found when shopping in Maine (22%) and in supermarkets (10%).



Ocean quahogs were only found live. Prices ranged from \$0.99-\$6.99/lb.

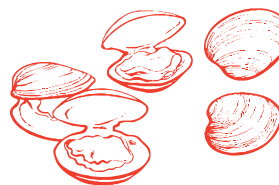
### IN THE KITCHEN



Participants sought advice on how to prepare ocean quahogs 42% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared ocean quahogs using a variety of cooking methods. The most popular were steamed and baked.



#13

Ocean quahogs tied for 13<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of ocean quahogs as mild to moderate flavor, salty, and sweet.



Participants described the texture of ocean quahogs as chewy and meaty.



Ocean quahogs tied for 30<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Ocean quahogs are a deep-water hardshell clam with a dark brown to black shell. Small ocean quahogs harvested in the Gulf of Maine are sold live and known as mahogany clams, while larger ocean quahogs from other areas are processed into chopped clams for use in value added products such as clam juice, chowders, and sauces. Ocean quahog meat is pinkish in color and firmer in texture than other clams with a somewhat stronger and richer clam flavor. Participants in this study found only live mahogany clams for sale in markets. These clams were not the most popular, and consumers seemed to prefer other types of clams instead. However, their lower price point can be considered a selling point.

# PEEKYTOE CRAB

## AKA SAND CRAB OR ROCK CRAB

*Cancer irroratus*

NUMBER OF TIMES PEEKYTOE CRAB WAS...



### AT THE MARKET



Peekytoe crab was the 22<sup>nd</sup> most commonly found local species in this study.



Peekytoe was searched for 239 times and found 24 times, a success rate of 10%.



Peekytoe crab was most likely to be found when shopping in Maine (37%) and in specialty markets (27%).



Peekytoe crab was found live and as picked meat. Prices ranged from \$12.99-\$26/lb for picked meat and it was found at \$1.25/lb as live crabs.

### IN THE KITCHEN



Participants sought advice on how to prepare peekytoe crab 15% of the time, indicating that this species was fairly familiar to them.



Participants prepared peekytoe crabs using a variety of cooking methods. The most popular were sautéed, fried, steamed and boiled.



Peekytoe crab ranked 9<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of peekytoe crab as sweet, mild, and buttery.



Participants described the texture of peekytoe crab as delicate, soft, and flaky.



Peekytoe ranked 28<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Peekytoe crab is a delicious New England crab similar to Jonah crab. It has recently begun to grow in popularity, as reflected in its affordable prices. These delicious crustaceans have many common names, which can be confusing to customers. In Maine they are often referred to as peekytoe crab because their meat needs to be picked from their legs (or toes). In other areas they are referred to as rock crabs or sand crabs. Peekytoe crabs can be prepared like other crabs, by steaming or boiling. As with most crabs, they can be labor-intensive to pick. Therefore, markets can encourage consumers to make an event out of picking and enjoying whole peekytoe crabs, or they can steer consumers towards picked meat. Peekytoe crabs' main selling point is their sweet flavor and affordable price.



# PERIWINKLES

## AKA WRINKLES

*Littorina littorea*

NUMBER OF TIMES PERIWINKLES WERE...



### AT THE MARKET



Periwinkles were the 42<sup>nd</sup> most commonly found local species in this study.



Periwinkles were searched for 196 times and found three times, a success rate of 2%.



Periwinkles were most likely to be found when shopping in Rhode Island (3%) and in seafood markets (3%).



Periwinkles were always found live. Prices ranged from \$1.49-\$4.99/lb.

### IN THE KITCHEN



Participants sought advice on how to prepare periwinkles 100% of the time, indicating that this species was very unfamiliar to them.



Participants prepared periwinkles by either boiling or sautéing them.



Periwinkles tied for 29<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of periwinkles as mild to moderate, sweet, and salty.



Participants seemed to disagree on the texture of periwinkles, describing them as both soft and delicate as well as tough and meaty.



Periwinkles ranked 41<sup>st</sup> out of 41 species in gastronomic likability.

### TIPS

Periwinkles are small snails that are found in the intertidal zone. Despite being a well-known coastal inhabitant, they are actually an invader from Europe and not a native species. They can be harvested by hand, and purchasing them supports ultra-small-scale fisheries. Periwinkles from Maine tend to be larger in size and therefore have higher market potential than those harvested in other areas. Periwinkles are easy to prepare, but can be more labor intensive to eat (hint: use a toothpick, small fork, or needle to remove the meat from the shells). Because of their small size, periwinkles make a better appetizer than an entree. Picking them can be a fun event for the whole family to take part in. Markets can boost demand by promoting periwinkles as an inexpensive local escargot.

# POLLOCK

## AKA ATLANTIC POLLOCK OR BLUE COD

*Pollachius virens*

NUMBER OF TIMES POLLOCK WAS...



### AT THE MARKET



Pollock was the 16<sup>th</sup> most commonly found local species in this study.



Pollock was searched for 205 times and found 31 times, a success rate of 15%.



Pollock was most likely to be found when shopping in Rhode Island (27%) and in locavore markets (47%).



Pollock was almost always found as fillets, but was also found whole. Prices were \$2.99/lb for whole fish and ranged from \$2.99-\$15/lb for fillets.

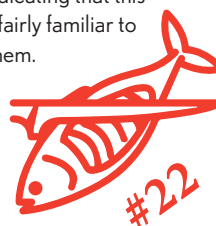
### IN THE KITCHEN



Participants sought advice on how to prepare pollock 9% of the time, indicating that this species was fairly familiar to them.



Participants prepared pollock using a variety of cooking methods. The most popular were baked, fried, and pan seared.



Pollock ranked 22<sup>nd</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of pollock as mild, buttery, and sweet.



Participants described the texture of pollock as flaky, soft, and delicate.



Pollock ranked 21<sup>st</sup> out of 41 species in gastronomic likability.

### TIPS

Of the many groundfish species that inhabit New England waters, pollock is a less familiar yet abundant species. Like its more popular relatives such as cod and haddock, pollock is a mild-flavored, flaky whitefish. Typically sold in markets as fillets, its color when raw is not as pure white as other groundfish, which can be less appealing to consumers. However, when cooked, it turns white and is almost indistinguishable from its relatives. Pollock is easy to prepare and can be substituted in any recipe that calls for cod or haddock. Pollock's biggest selling point is that it is an inexpensive, flaky whitefish.

# QUAHOGS

AKA HARDSHELL CLAMS, CHERRYSTONES, LITTLENECKS, TOPNECKS, OR CHOWDER CLAMS

*Mercenaria mercenaria*

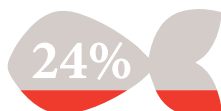
NUMBER OF TIMES QUAHOGS WERE...



## AT THE MARKET



Quahogs were the 13<sup>th</sup> most commonly found local species in this study.



Quahogs were searched for 238 times and found 57 times, a success rate of 24%.



Quahogs were most likely to be found when shopping in Rhode Island (55%) and in seafood markets (42%).



Quahogs were primarily found live, but they were also found prepared. Prices ranged from \$0.99-\$7.99/lb for live clams and \$3.25-\$4.99/clam for prepared clams such as stuffies.

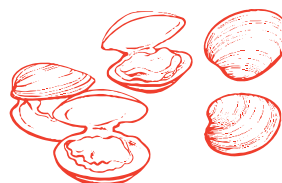
## IN THE KITCHEN



Participants sought advice on how to prepare quahogs 32% of the time, indicating that this species was fairly familiar to them.



Participants prepared quahogs using a variety of cooking methods. The most popular were steamed, baked, and boiled.



#12

Quahogs ranked 12<sup>th</sup> out of 41 species in culinary practicality.

## ON THE TABLE



Participants described the flavor of quahogs as salty, sweet, buttery, and mild.



Participants described the texture of quahogs as chewy, meaty, and firm.



Quahogs ranked 20<sup>th</sup> out of 41 species in gastronomic likability.

## TIPS

Quahogs are a classic New England species and many people have fond memories of harvesting quahogs with their families. These hardshell clams are usually sold by size category, ranging from littlenecks to topnecks to cherrystones to chowders. These multiple names can be confusing to consumers. Quahogs are harvested year-round and sold live. Unlike soft-shell clams, quahogs can close their shells completely, giving them a longer shelf life out of water. Wild caught New England quahogs complete with farmed quahogs from elsewhere, but have the advantage of a longer shelf life and better flavor—aspects that can be leveraged to promote this species. Quahogs can be prepared many ways and also have a large raw bar market. Their biggest selling points are their versatility and the fond memories people have of harvesting them.

# RAZOR CLAMS

AKA ATLANTIC RAZOR CLAM OR AMERICAN JACKKNIFE CLAM

*Ensis directus*

NUMBER OF TIMES RAZOR CLAMS WERE...



## AT THE MARKET



Razor clams were the 37<sup>th</sup> most commonly found local species in this study.



Razor clams were searched for 206 times and found six times, a success rate of 3%.



Razor clams were most likely to be found when shopping in Maine (11%) and in specialty markets (9%).



Razor clams were only found live. Prices ranged from \$9.99-\$14.99/lb.

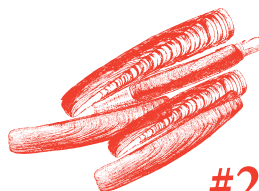
## IN THE KITCHEN



Participants sought advice on how to prepare razor clams 67% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared razor clams by steaming or frying them.



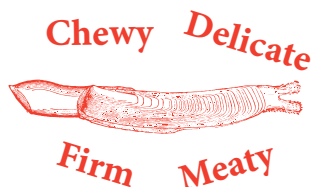
#29

Razor clams tied for 29<sup>th</sup> out of 41 species in culinary practicality.

## ON THE TABLE



Participants described the flavor of razor clams as sweet, buttery, nutty, and mild.



Participants described the texture of razor clams as chewy, meaty, delicate, and firm.



Razor clams ranked 35<sup>th</sup> out of 41 species in gastronomic likability.

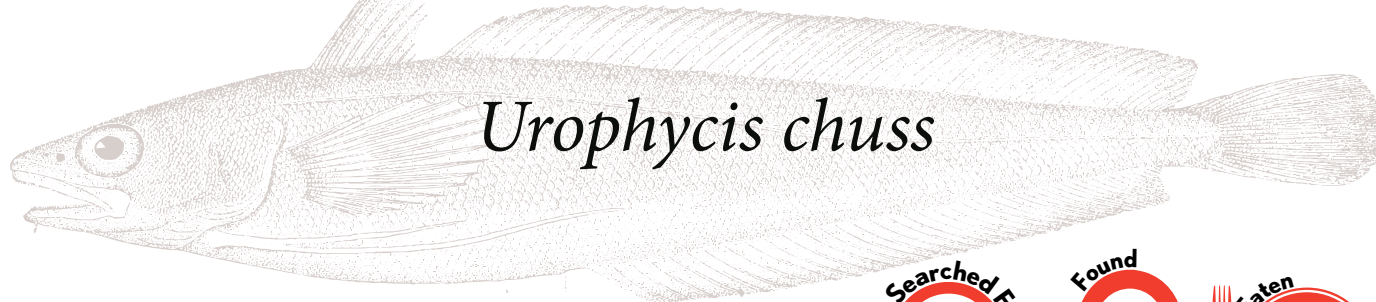
## TIPS

Razor clams are a unique bivalve named for their shells' resemblance to an old-fashioned straight-edge razor. They have a sweet, mild flavor and can be used in just about any recipe that calls for clams. Razor clams have brittle shells and are typically harvested through hand harvesting rather than the use of rakes or other tools. They live in the lowest part of the tidal flats and can only be accessed at the lowest of low tides. These tides coincide with the full moon or new moon, meaning that razor clams can only be harvested a few days each month. Because of this, their supply is limited. Therefore, markets should encourage customers to purchase them when they see them, because they might not be available for long. This ephemerality can be a selling point!



# RED HAKE

AKA SQUIRREL HAKE OR LING



*Urophycis chuss*

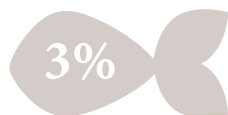


## NUMBER OF TIMES RED HAKE WAS...

### AT THE MARKET



Red hake was the 35<sup>th</sup> most commonly found local species in this study.



Red hake was searched for 199 times and found six times, a success rate of 3%.



Red hake was most likely to be found when shopping in Maine (11%) and in seafood markets (7%).



Red hake was always found as fillets. Prices ranged from \$9.99-\$12.99/lb for fillets.

### IN THE KITCHEN



Participants sought advice on how to prepare red hake 60% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared red hake using a variety of cooking methods. The most popular were pan seared, broiled, and fried.



Red hake tied for 20<sup>th</sup> out of 41 species in culinary practicality.

### ON THE TABLE



Participants described the flavor of red hake as mild, buttery, and sweet.



Participants described the texture of red hake as flaky, meaty, and delicate.



Red hake ranked 38<sup>th</sup> out of 41 species in gastronomic likability.

### TIPS

Red hake is a lesser known New England groundfish species. Multiple kinds of hake are landed in New England waters. All of them can be described as mild whitefish with a delicate texture that is a bit softer and less flaky than cod or haddock, but otherwise very similar. Red hake is easy to prepare and can be substituted in any recipe that calls for cod, haddock, or pollock. Like all whitefish, adding flavorful sauces or seasonings can make red hake more interesting. Red hake is a very approachable new fish for consumers who are looking to diversify their seafood diets and try new species.