

SCULPIN

AKA LONGHORN OR SHORTHORN SCULPIN

Myoxocephalus octodecimspinosus &
Myoxocephalus scorpius

NUMBER OF TIMES SCULPIN WAS...



AT THE MARKET



Sculpin was the least found local species in this study.



Sculpin was searched for 196 times and never found, a success rate of 0%.

IN THE KITCHEN

Insufficient data
(sculpin was not prepared by any participants)

ON THE TABLE

Insufficient data
(sculpin was not eaten by any participants)

TIPS

Sculpin was the only species that was never found in this study. There are two species of sculpin found in New England waters, the longhorn sculpin (*Myoxocephalus octodecimspinosus*) and shorthorn sculpin (*Myoxocephalus scorpius*). Though fishermen do occasionally catch sculpin, they rarely bring it to market. Not much is known about the culinary properties and market potential of sculpin, but it is said to be a mild-tasting, firm-fleshed fish.

SCUP

AKA PORGY, SEA BREAM, OR SILVER SNAPPER

Stenotomus chrysops

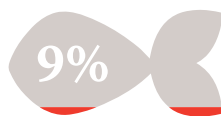
NUMBER OF TIMES SCUP WAS...



AT THE MARKET



Scup was the 23rd most commonly found local species in this study.



Scup was searched for 245 times and found 23 times, a success rate of 9%.



Scup was most likely to be found when shopping in Connecticut (20%) and in seafood markets (11%).



Scup was primarily found whole but was also found as fillets. Prices ranged from \$0.99-\$6/lb for whole fish and \$4.99-\$12.99/lb for fillets.

IN THE KITCHEN



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



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



Scup ranked 40th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of scup as both sweet and fishy and mild to moderate.



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



Scup ranked 27th out of 41 species in gastronomic likability.

TIPS

Scup is one of those fish that has an unwarranted bad reputation for being a “trash fish,” when in reality, it is a delicious and versatile fish with room to grow. Scup have a lean, flaky flesh and mild, sweet flavor that can be enjoyed in many different preparations, including raw. A small to medium sized fish, scup can be difficult to fillet. As a result, they are generally sold whole. For some consumers, this can be intimidating. Therefore, education about working with whole fish or development of processing technology for scup may be needed to increase market demand. Markets can offer to scale and gut the fish at the market to make cooking with the whole scup simpler for consumers. Scup is a great fish for people interested in working with whole fish. It is also very affordable when sold whole.

SEA ROBIN

AKA GURNARD

Prionotus carolinus

NUMBER OF TIMES SEA ROBIN WAS...



AT THE MARKET



Sea robin was the 44th most commonly found local species in this study.



Sea robin was searched for 236 times and found three times, a success rate of 1%.



Sea robin was most likely to be found when shopping in Connecticut (3%) and in locavore markets (10%).



Sea robin was always found whole. Prices ranged from \$6-\$6.50/lb.

IN THE KITCHEN

Insufficient data
(sea robin was only prepared by two participants)

ON THE TABLE

Insufficient data
(sea robin was only eaten by two participants)

TIPS

If you are a recreational angler, sea robin is the fish you always knew, but never knew you could eat. This infamous bait-stealer is unique in its appearance, with large “wings” that fan out underwater. Despite their lack of a market in New England, sea robin are have always been popular in France, where they often star in bouillabaisse. In recent years, a few high-end American chefs are beginning to work with this surprisingly delicious fish. When seen in markets, sea robin are typically sold whole. Sea robins have larger bony heads and the majority of meat comes from their tails. Because of their meaty texture, sea robin fillets hold up well in stews, but are also delicious raw or in ceviche.

SEA SCALLOPS

Placopecten magellanicus

NUMBER OF TIMES SEA SCALLOPS WERE...

Searched For
218

Found
150

Eaten
92

AT THE MARKET

2

Sea scallops were the 2nd most commonly found local species in this study.

69%

Sea scallops were searched for 218 times and found 150 times, a success rate of 69%.



Sea scallops were most likely to be found when shopping in Maine (94%) and in seafood markets (89%).



Sea scallops were only found shucked. Prices ranged from \$10-\$29.99/lb.

IN THE KITCHEN

13%

Participants sought advice on how to prepare sea scallops 13% of the time, indicating that this species was fairly familiar to them.



Participants prepared sea scallops using a variety of cooking methods. The most popular were pan seared and broiled.



#17

Sea scallops ranked 17th out of 41 species in culinary practicality.

ON THE TABLE



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



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



Sea scallops ranked 3rd out of 41 species in gastronomic likability.

TIPS

Known worldwide for their sweetness and firm texture, sea scallops are some of the most coveted of American shellfish and are unique to this region. Sea scallops were the second most commonly found species in the marketplace. Fortunately, they are also very common in the ecosystem, supporting large and valuable commercial fisheries. Universally loved, sea scallops are delicious and easy to prepare in a multitude of culinary applications. Enjoying them comes at a steep price, however, as they are one of the most expensive local species available. Despite this, sea scallops tend to sell themselves, and do not require much marketing help.

SEA URCHIN

AKA GREEN SEA URCHIN OR UNI

Strongylocentrotus droebachiensis

NUMBER OF TIMES SEA URCHINS WERE...



AT THE MARKET



Sea urchins were the 43rd most commonly found local species in this study.



Sea urchins were searched for 268 times and found four times, a success rate of 1%.



Sea urchins were most likely to be found when shopping in New Hampshire (4%) and in seafood market (3%).



Sea urchins were only found as uni (roe). Prices were \$12.99/lb and \$7.99/30 grams.

IN THE KITCHEN

Insufficient data
(sea urchin was only prepared by two participants)

ON THE TABLE

Insufficient data
(sea urchin was only eaten by two participants)

TIPS

Sea urchins are found along the coast of the Gulf of Maine, where they are primarily caught by divers in an ultra-small-scale and low-impact fishery. Sea urchins yield creamy “uni,” which is the roe of the sea urchin. A highly coveted product in Japan, sea urchin is a unique product that American consumers seem to either love or hate. Appealing primarily to foodies and sushi lovers, sea urchins are perfect for traditional sushi and sashimi dishes or can be used in sauces, omelets, soups and stews, over toast, or in hor d’oeuvres. Sea urchins can be found in markets whole or as boxes of cleaned roe. Learning how to extract the roe from whole sea urchins could be a fun and engaging experience for curious seafood lovers.

SKATE

AKA WINTER SKATE OR RAJA

Leucoraja ocellata

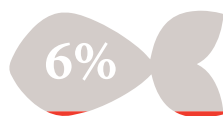
NUMBER OF TIMES SKATE WAS...



AT THE MARKET



Skate was the 32nd most commonly found local species in this study.



Skate was searched for 252 times and found 14 times, a success rate of 6%.



Skate was most likely to be found when shopping in Maine (21%) and in locavore markets (17%).



Skate was found as filleted skate wings. Prices ranged from \$5-\$12/lb.

IN THE KITCHEN



Participants sought advice on how to prepare skate 63% of the time, indicating that this species was fairly unfamiliar to them.



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



Skate ranked 18th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of skate as sweet, mineral, and moderate.



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



Skate ranked 13th out of 41 species in gastronomic likability.

TIPS

Celebrated on menus in some of the best restaurants in the country, skate is sold to consumers as a high-end French-inspired delicacy. Yet simultaneously, skate has the reputation of being a “trash fish” that is thrown back by anglers. As a result, it is inexpensive in the marketplace and rarely cooked at home. Skate has a sweet scallop-like flavor with a unique ribbed texture that is tender, stringy, boneless, and quite easy to prepare. Skate is typically sold as cleaned fillets, but can be sold as a whole, skin-on, cartilage-in, skate wing. Handling is critical with skate. As with other cartilaginous fish, its fillets can take on an ammonia scent if not properly stored. Even when properly handled, skate has a short shelf life and should be used as soon as possible to ensure freshness.

SMOOTH DOGFISH

AKA DUSKY SMOOTH-HOUND & DOG SHARK



NUMBER OF TIMES SMOOTH DOGFISH WAS...



AT THE MARKET



Smooth dogfish was the 46th most commonly found local species in this study.



Smooth dogfish was searched for 198 times and found twice, a success rate of 1%.



Smooth dogfish was most likely to be found when shopping in Connecticut (3%) and in seafood markets (1%).

Smooth dogfish was found in fillet form for \$5.99/lb.

IN THE KITCHEN

Insufficient data
(smooth dogfish was only prepared by one participant)

ON THE TABLE

Insufficient data
(smooth dogfish was only eaten by one participant)

TIPS

Smooth dogfish are a lesser known species of shark that is related to the spiny dogfish. There is a very small market for smooth dogfish, and fishermen rarely land their full allowable catch quota, due to the low prices that this species fetches (though they are said to be more valuable than their cousins, the spiny dogfish). The primary market for both smooth and spiny dogfish is Europe, where these fish are commonly used in fish and chips. Smooth dogfish was only eaten once during this study, but it was thoroughly enjoyed by the lucky person who found it. A very affordable fish with a mild flavor, meaty white flesh, and no bones, smooth dogfish has all the makings to be a consumer favorite if consumers can get past the name.

SOFT SHELL CLAMS

AKA STEAMER CLAMS

Mya arenaria

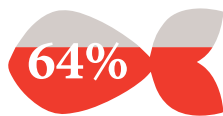


NUMBER OF TIMES SOFT SHELL CLAMS WERE...

AT THE MARKET



Soft shell clams were the 3rd most commonly found local species in this study.



Soft shell clams were searched for 212 times and found 135 times, a success rate of 64%.



Soft shell clams were most likely to be found when shopping in Connecticut (72%) and in seafood markets (79%).



Soft shell clams were found live. Prices ranged from \$3.99-\$9.99/lb for live clams.

IN THE KITCHEN



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



Participants prepared soft shell clams using a variety of cooking methods. The most popular were steamed, boiled, and fried.

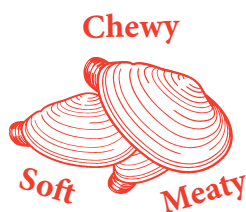


Soft shell clams ranked 16th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of soft shell clams as sweet, salty, and buttery.



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



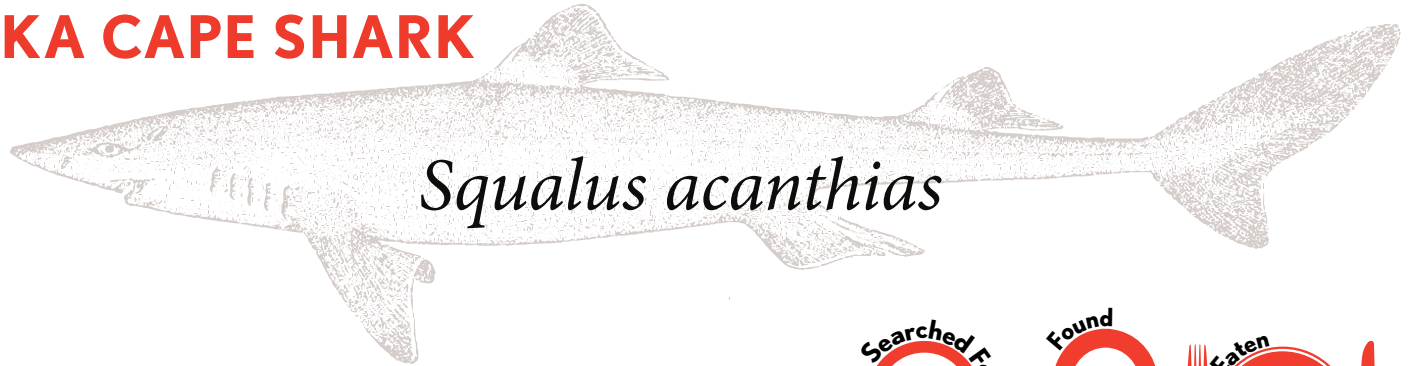
Soft shell clams ranked 22nd out of 41 species in gastronomic likability.

TIPS

Soft shell clams are a staple of New England cuisine. Also known as “steamers,” soft shell clams are typically steamed and served with clam broth and melted butter for dipping, or fried whole. Clammers harvest them from intertidal clam flats using clam forks and from subtidal areas by diving. Due to the fact that soft shell clams cannot close their shell completely (because of their protruding siphon), they require more care and have a shorter shelf life than their watertight hardshell relatives. Sand and mud can accumulate in them during harvest and clams need to be “purged” in salt water to remove grit. Soft shell clams are under threat from the invasive green crab. To help combat this, markets can promote green crabs alongside soft shell clams, and encourage consumers to eat “the predator as well as the prey.”

SPINY DOGFISH

AKA CAPE SHARK



Squalus acanthias

NUMBER OF TIMES SPINY DOGFISH WAS...



AT THE MARKET



Spiny dogfish was the 48th most commonly found local species in this study.



Spiny dogfish was searched for 276 times and found twice, a success rate of 1%.



Spiny dogfish was most likely to be found when shopping in Massachusetts (2%) and in seafood markets (2%).



Spiny dogfish was found in fillet form for \$5.99/lb.

IN THE KITCHEN

Insufficient data
(spiny dogfish was only prepared by one participant)

ON THE TABLE

Insufficient data
(spiny dogfish was only eaten by one participant)

TIPS

Spiny dogfish is one of the most plentiful fish in New England waters, yet one of the least common in the marketplace. An affordable fish with a mild flavor, meaty white flesh, and no bones, spiny dogfish possesses many of the attributes that local consumers are looking for. Yet despite this, most spiny dogfish landed in New England are exported to Europe, where they are used in fish and chips. Handling is critical for spiny dogfish, which needs to be bled and iced immediately and kept cold to preserve freshness. Dogfish has a short shelf life. Therefore, frozen dogfish fillets may be a good option for many markets, as this species' meaty texture holds up well to freezing. Spiny dogfish is inexpensive, abundant, tasty, and a feel-good species that can help support local fishing communities.

SPOT

AKA SPOT CROAKER OR NORFOLK SPOT

Leiostomus xanthurus

NUMBER OF TIMES SPOT WAS...



AT THE MARKET



Spot was the 47th most commonly found local species in this study.



Spot was searched for 202 times and found 2 times, a success rate of 1%.



Spot was most likely to be found in Maine (3%) as well as in specialty markets (11%).



Spot was found whole for \$2.99/lb.

IN THE KITCHEN

Insufficient data
(spot was only prepared by one participant)

ON THE TABLE

Insufficient data
(spot was only eaten by one participant)

TIPS

Spot is seldom seen in New England markets and was only found twice during the study. An abundant fish in the Mid-Atlantic, this fish may become more common in New England waters as water temperatures continue to warm. As spot becomes more abundant in this region, customers and supply chains will need to learn how to use it. A smaller fish, spot is usually sold whole. Its light, mild flavor and flaky texture allow it to be easily substituted for a wide variety of other fish such as trout or croaker. Educating New England consumers about this up-and-coming species can be accomplished through increased exposure and comparison with more familiar species.

SQUID

AKA LOLIGO SQUID OR LONGFIN SQUID

Doryteuthis pealeii

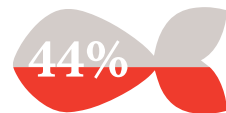


NUMBER OF TIMES SQUID WAS...

AT THE MARKET



Squid was the 7th most commonly found local species in this study.



Squid was searched for 232 times and found 102 times, a success rate of 44%.



Squid was most likely to be found when shopping in Rhode Island (62%) and in locavore markets (64%).



Squid was primarily found cleaned as tubes and tentacles, but was also found whole. Prices ranged from \$2.99-\$9.99/lb for whole squid and \$4.99-\$15.99/lb for cleaned squid.

IN THE KITCHEN



Participants sought advice on how to prepare squid 44% of the time, indicating that this species was fairly unfamiliar to them.



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



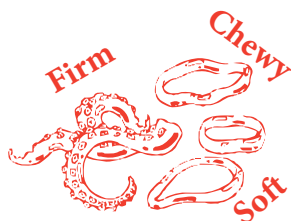
#33

Squid ranked 33rd out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of squid as being mild to moderate in flavor and sweet.



Participants described the texture of squid as chewy, firm, and soft.



Squid tied for 33rd out of 41 species in gastronomic likability.

TIPS

Squid is a highly abundant species that is available year-round. It can be found in markets as whole “dirty squid” or as cleaned tubes and tentacles. Cooked squid is mild in flavor, with a subtle sweetness, and the meat is firm yet tender. Squid is easy to over-cook, which makes it rubbery, but it is easy to prepare once proper timing is mastered. It should either be cooked very quickly or cooked for a long time. Most people are familiar with fried calamari, but there are many other, equally delicious ways to prepare squid. Consumers may benefit from tips on how to prepare squid and inspiration for alternative ways to enjoy it. With adequate instruction on cooking practices, squid can be a quick and easy meal and a good bang for one’s buck.

STRIPED BASS

AKA STRIPERS OR ROCKFISH

Morone saxatilis

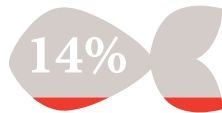
NUMBER OF TIMES STRIPED BASS WAS...



AT THE MARKET



Striped bass was the 18th most commonly found local species in this study.



Striped bass was searched for 260 times and found 37 times, a success rate of 14%.



Striped bass was most likely to be found when shopping in Connecticut (28%) and in locavore markets (36%).



Striped bass was most often found as fresh fillets, but was also found whole. Prices ranged from \$8.99-\$29.99/lb fillets and \$8.99/lb for whole fish.

IN THE KITCHEN



Participants sought advice on how to prepare striped bass 26% of the time, indicating that this species was fairly familiar to them.



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



Striped bass ranked 27th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of striped bass as sweet, mild, moderate, and buttery.



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



Striped bass ranked 2nd out of 41 species in gastronomic likability.

TIPS

Prized for its high quality meat, striped bass have long been immensely popular. A migratory fish, striped bass visit New England in the summer months, where they support an incredibly popular recreational fishery and a smaller commercial fishery. The commercial fishery for striped bass is tightly regulated, and in some New England states, the sale of striped bass is illegal. Despite this, striped bass was still the 18th most commonly found species in this study. Although striped bass is a relatively expensive fish, consumers seem to love the meaty yet flaky texture and mild to moderately sweet flavor that is perfect on the grill. This species requires no marketing help or consumer education to maximize its potential.

SUMMER FLOUNDER

AKA FLUKE

Paralichthys dentatus

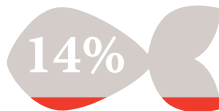
NUMBER OF TIMES SUMMER FLOUNDER WAS...



AT THE MARKET



Summer flounder was the 17th most commonly found local species in this study.



Summer flounder was searched for 251 times and found 36 times, a success rate of 14%.



Summer flounder was most likely to be found when shopping in Rhode Island (22%) and in locavore markets (29%).



Summer flounder was found as fresh or frozen fillets. Prices ranged from \$6.99-\$16.99/lb.

IN THE KITCHEN



Participants sought advice on how to prepare summer flounder 5% of the time, indicating that this species was very familiar to them.



Participants prepared summer flounder using a variety of cooking methods. The most popular were baked and pan seared.



Summer flounder tied for 6th out of 41 species in culinary practicality.

ON THE TABLE



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



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



Summer flounder ranked 17th out of 41 species in gastronomic likability.

TIPS

New England fishermen catch at least six types of flounder. Summer flounder stands out as an exceptional flounder. Its meat is firmer in texture and its fillets are thicker than most of the other flounders. In addition, sushi-grade summer flounder is often sold at higher prices to sashimi markets. Summer flounder is a species that is increasing in abundance in New England due to warmer water temperatures, and therefore a species that eaters can get excited about eating more of in the future. Most flounders have multiple common names, and summer flounder (fluke) is no exception. When marketing flounders, it is helpful to teach consumers which species are local, what names they might go by, and that they can be used interchangeably in recipes.

SURF CLAMS

AKA HEN CLAMS, SEA CLAMS, OR SKIMMERS

Spisula solidissima

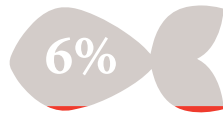
NUMBER OF TIMES SURF CLAMS WERE...



AT THE MARKET



Surf clams were the 28th most commonly found local species in this study.



Surf clams were searched for 232 times and found 14 times, a success rate of 6%.



Surf clams were most likely to be found in Rhode Island (13%) as well as in seafood market (11%).



Surf clams were found both live and as chopped clams. Prices ranged from \$4.99-\$8/lb for chopped clams and \$2.49/lb for live clams.

IN THE KITCHEN



Participants sought advice on how to prepare surf clams 33% of the time, indicating that this species was fairly familiar to them.



Participants prepared surf clams using a variety of cooking methods. The most popular were steamed, baked, pan seared, and in soups and stews.



#13

Surf clams ranked 13th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of surf clams as moderately strong and salty.



Participants described the texture of surf clams as chewy and meaty.



Surf clams tied for 18th out of 41 in gastronomic likability.

TIPS

Surf clams are one of the most important clam species, by volume, in the United States. They are typically harvested using hydraulic dredges. Most are shucked and processed into strips for fried clams, or chopped and minced to be used in chowders, stuffed clams, clam sauces, or any dish that requires clams. Despite its large fishery, this species is uncommon in the market, and only a few participants in this study were able to find surf clams. These clams are typically sold chopped or minced, but are also occasionally sold whole in Asian countries and Asian grocery stores in New England. The foot of the surf clam can be sliced thin and used as sushi.

SWORDFISH

Xiphias gladius



NUMBER OF TIMES SWORDFISH WAS...

AT THE MARKET



Swordfish was the 6th most commonly found local species in this study.



Swordfish was searched for 213 times and found 103 times, a success rate of 48%.



Swordfish was most likely to be found when shopping in Rhode Island (71%) and in locavore markets (69%).



Swordfish was most often found as fresh fillets or steak cuts. Prices ranged from \$9.99-\$21.95/lb.

IN THE KITCHEN



Participants sought advice on how to prepare swordfish 16% of the time, indicating that this species was fairly familiar to them.



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



Swordfish ranked 10th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of swordfish as mild, moderate, and sweet.



Participants described the texture of swordfish as meaty and firm.



Swordfish ranked 11th out of 41 species in gastronomic likability.

TIPS

Swordfish are found all over the world and are considered highly migratory species, traveling thousands of miles each year. Atlantic swordfish follow the Gulf Stream up to New England during summer and fall months. Therefore, local swordfish is typically only available in New England markets during this time. However, due to its meaty texture, swordfish freezes well, and some markets stock up on the local fish to sell frozen or previously frozen during the off season. Locally caught swordfish competes with imported swordfish and it is important to educate consumers about its origin. A meaty fish in both flavor and texture, swordfish is popular amongst consumers and perfect for the grill.

TAUTOG

AKA BLACKFISH

Tautoga onitis

NUMBER OF TIMES TAUTOG WAS...



AT THE MARKET



Tautog was the 38th most commonly found local species in this study.



Tautog was searched for 251 times and found six times, a success rate of 2%.



Tautog was most likely to be found when shopping in Connecticut (5%) and in seafood markets (6%).



Tautog was most often found as fresh fillets. Prices ranged from \$16.50-\$19.99/lb.

IN THE KITCHEN



Participants sought advice on how to prepare tautog 80% of the time, indicating that this species was fairly unfamiliar to them.



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

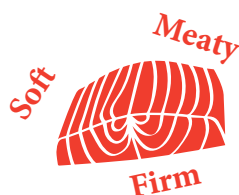


Tautog tied for 6th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of tautog as mild, sweet, and nutty.



Participants described the texture of tautog as meaty, soft, and firm.



Tautog tied for 7th out of 41 species in gastronomic likability.

TIPS

Tautog is a slow-growing fish, and because of this, it has to be managed carefully. Commercial fishing seasons for tautog are quite limited, leading to short windows for consumers to enjoy them. Tautog live in rocky inshore habitats and have powerful jaws and molar-like teeth that allow them to eat shellfish. Their shellfish diet gives their meat a sweet flavor. Tautog's delicious flavor and meaty texture make it a very versatile and popular fish for those who are familiar with it. Combined with its limited availability, this makes tautog a fairly high-priced fish. Tautog can be found in markets filleted or whole and are an easy whole fish to work with. Because of their limited availability, they can be celebrated as a "rare treat."

TILEFISH

AKA GOLDEN TILEFISH OR BLUE TILEFISH

Lopholatilus chamaeleonticeps & Caulolatilus microps

NUMBER OF TIMES TILEFISH WAS...



AT THE MARKET



Tilefish was the 40th most commonly found local species in this study.



Tilefish was searched for 234 times and found five times, a success rate of 2%.



Tilefish was most likely to be found when shopping in Rhode Island (5%) and in locavore markets (10%).



Tilefish was most often found as fresh fillets but was also found whole. Prices ranged from \$14.99- \$16.99/lb for fillets and \$5.99/lb for whole fish.

IN THE KITCHEN



Participants sought advice on how to prepare tilefish 67% of the time, indicating that these species were fairly unfamiliar to them.



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



Tilefish ranked 39th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of tilefish as mild, fishy, and buttery.



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



Tilefish tied for 30th out of 41 species in gastronomic likability.

TIPS

Tilefish is a deep-water fish that is frequently caught in the Mid-Atlantic but can also be caught in New England waters. Tilefish inhabit a narrow stretch of ocean floor in a band of warm water along the edge of the continental slope where they dine on crabs and other crustaceans. This shellfish diet gives tilefish a mild, sweet flavor that is often compared to lobster or crabs. Tilefish have a firm meaty texture that holds together well in many different preparations. An interesting-looking and attractive fish, tilefish is quite popular with chefs in restaurants but less commonly offered in markets. When found, it can be sold whole or as fillets, typically with the skin on. It tends to be a higher priced fish.

TUNA (ANY LOCALLY LANDED SPECIES)

AKA BLUEFIN, YELLOWFIN, BIGEYE, ALBACORE, & SKIPJACK TUNA

Thunnus thynnus, T. albacares, T. obesus, T. alalunga, & Katsuwonu pelamis

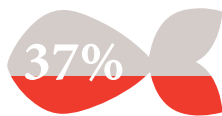
NUMBER OF TIMES TUNA WAS...



AT THE MARKET



Tuna was the 9th most commonly found local species in this study.



Tuna was searched for 189 times and found 69 times, a success rate of 37%.



Tuna was most likely to be found when shopping in Maine (50%) and in locavore markets (80%).



Tuna was most often found as fresh fillets or steak cuts. Prices ranged from \$11.99- \$25.99/lb.

IN THE KITCHEN



Participants sought advice on how to prepare tuna 34% of the time, indicating that these species were fairly familiar to them.



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



Tuna ranked 5th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of tuna as mild, moderate, and sweet.



Participants described the texture of tuna as meaty and firm.



Tuna ranked 24th out of 41 species in gastronomic likability.

TIPS

Tuna are highly migratory fish that travel thousands of miles and visit New England waters during summer and fall months. As a result, fresh local tuna is only available in New England markets at those times. However, tuna does freeze well, and some markets sell frozen or previously frozen fish during the off season. There are multiple species of tuna that can be landed in New England, including bluefin, yellowfin, bigeye, albacore, and skipjack. Some species are more abundant than others but are all managed closely. Consumer education may be needed to encourage shoppers to try some of the lesser known varieties. Locally caught tuna competes with imported tuna, and therefore it is also important to educate consumers about its origin.

WEAKFISH

AKA SQUETEAGUE OR SEA TROUT

Cynoscion regalis

NUMBER OF TIMES WEAKFISH WAS...



AT THE MARKET



Weakfish was the 49th most commonly found local species in this study.



Weakfish was searched for 212 times and only found once, a success rate of <1%.



Weakfish was most likely to be found when shopping in Connecticut (3%) and in seafood markets (1%).



Weakfish was found whole for \$5.99/lb.

IN THE KITCHEN

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

ON THE TABLE

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

TIPS

Weakfish is not very common in the ecosystem or the marketplace. It was only found once during this study. Rarely found north of Cape Cod, weakfish used to be more common in Southern New England waters than they are now. With warming waters, New Englanders may begin to see this warm-water fish in greater numbers again. It can be found in the marketplace whole or as fillets. It is a mild flavored, flaky whitefish that can be compared to pollock, haddock, trout, or cod. Weakfish is a great fish for consumers interested in trying something different or new, but it is similar enough to more well known fish to not be too intimidating.

WHELKS

AKA CONCHS OR SNAILS
(CHANNELED OR KNOBBED)

Busycotypus canaliculatus & *Busycon carica*

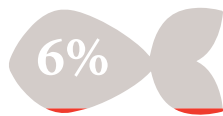
NUMBER OF TIMES WHELKS WERE...



AT THE MARKET



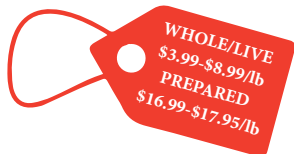
Wheelks were the 30th most commonly found local species in this study.



Wheelks were searched for 242 times and found 14 times, a success rate of 6%.



Wheelks were most likely to be found when shopping in Rhode Island (17%) and in specialty markets (13%).



Wheelks were most often found whole, but they were also found as value-added prepared products. The prices ranged from \$3.99-\$8.99/lb for whole and \$16.99-\$17.95/lb for prepared products.

IN THE KITCHEN



Participants sought advice on how to prepare wheelks 83% of the time, indicating that this species was fairly unfamiliar to them.



Participants prepared wheelks using a variety of cooking methods. The most popular were steamed or fried.

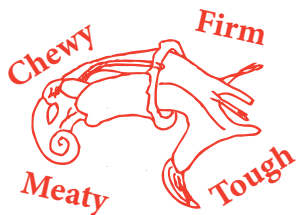


Wheelks ranked 41st out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of wheelks as mild and salty.



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



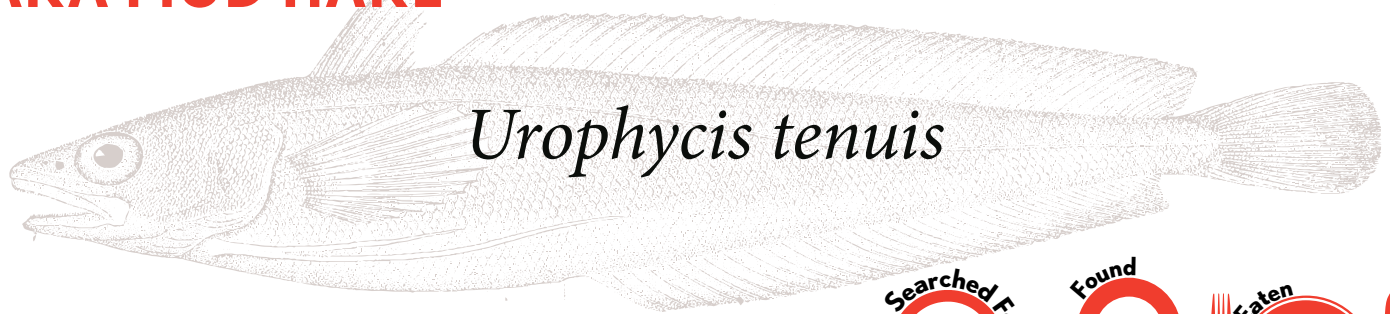
Wheelks ranked 39th out of 41 species in gastronomic likability.

TIPS

Channeled and knobbed wheelks are two different species. Channeled wheelks have a thinner shell and higher meat-to-shell ratio and are popular in Chinese cuisine. Knobbed wheelks are often used in Italian cuisine where they are referred to as scungilli. Both are part of a well developed fishery with large export markets. In many cases, local markets can't complete with the demand from export markets. In purely economic terms, wheelks may not need a marketing boost, as the fishery seems to be working well and is profitable for participants. For the typical New England consumer, wheelks are difficult to prepare at home, making a strong case for the marketing of prepared products such as snail salad.

WHITE HAKE

AKA MUD HAKE



Urophycis tenuis

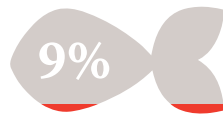


NUMBER OF TIMES WHITE HAKE WAS...

AT THE MARKET



White hake was the 24th most commonly found local species in this study.



White hake was searched for 274 times and found 24 times, a success rate of 9%.



White hake was most likely to be found when shopping in Maine (34%) and in specialty markets (23%).



White hake was almost always found as fresh fillets. Prices ranged from \$6.99-\$13/lb.

IN THE KITCHEN



Participants sought advice on how to prepare white hake 28% of the time, indicating that this species was fairly familiar to them.



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



White hake ranked 4th out of 41 species in culinary practicality.

ON THE TABLE



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



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



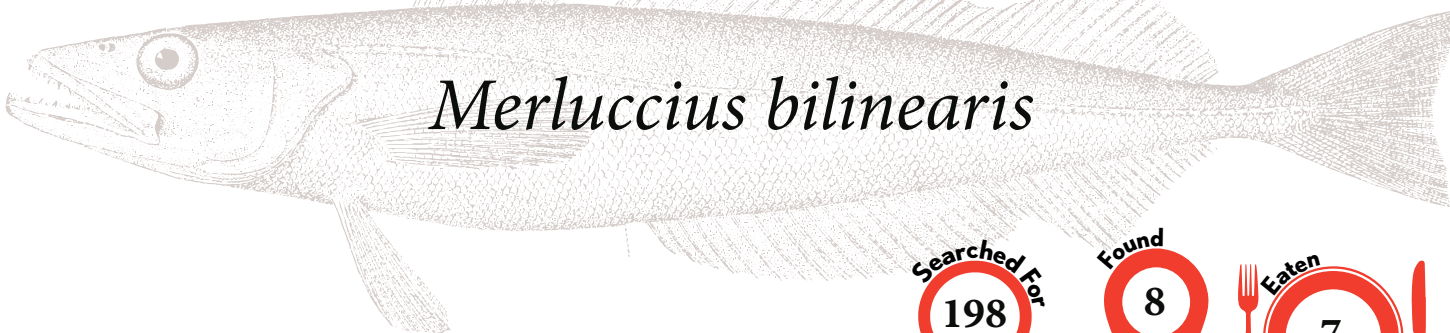
White hake ranked 6th out of 41 species in gastronomic likability.

TIPS

White hake is a lesser known New England groundfish species. Multiple kinds of hake are landed in New England waters, and they are all mild whitefish with delicate textures that are a bit softer and less flaky than cod or haddock, but otherwise very similar. Hake that is sold in the market it is most commonly white hake. White hake is easy to prepare and can be substituted in any recipe that calls for cod, haddock, or pollock. White hake is a very approachable new fish for consumers who are looking to diversify their seafood diets and try new species.

WHITING

AKA SILVER HAKE



NUMBER OF TIMES WHITING WAS...

AT THE MARKET



Whiting was the 33rd most commonly found local species in this study.



Whiting was searched for 198 times and found eight times, a success rate of 4%.



Whiting was most likely to be found when shopping in Maine (10%) and in seafood markets (8%).



Whiting was found both whole and as fillets. Prices ranged from \$3.99-\$7.99/lb for whole fish and \$5.99-\$8.99/lb for fillets.

IN THE KITCHEN



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



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



Whiting tied for 37th out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of whiting as mild and sweet.



Participants described the texture of whiting as flaky and delicate.



Whiting ranked 37th out of 41 species in gastronomic likability.

TIPS

Whiting is a small schooling species of hake that is very abundant in New England waters. Because it is typically a smaller fish, whiting is usually sold whole in markets. However, "king whiting," which are larger-sized whiting, can be found as fillets. Whiting is most commonly found in markets catering to clientèles of diverse cultural backgrounds. Despite its lack of familiarity, it has much to offer: slightly sweet-tasting white flesh with a delicate flaky texture. In order for more consumers to enjoy this underappreciated fish, education on cooking with whole fish is needed. Whiting is a very affordable, mild fish and a great introductory fish for consumers interesting in trying whole fish.

WINTER FLOUNDER

AKA BLACKBACK FLOUNDER OR LEMON SOLE

Pseudopleuronectes americanus

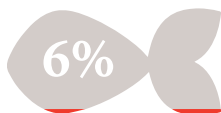
NUMBER OF TIMES WINTER FLOUNDER WAS...



AT THE MARKET



Winter flounder was the 29th most commonly found local species in this study.



Winter flounder was searched for 201 times and found 12 times, a success rate of 6%.



Winter flounder was most likely to be found when shopping in New Hampshire (10%) and in seafood markets (10%).



Winter flounder was primarily found as fillets but was also found whole. Prices ranged from \$10.99-\$15.99/lb for fillets. It was sold at \$5.99/lb for whole fish.

IN THE KITCHEN



Participants sought advice on how to prepare winter flounder 29% of the time, indicating that this species was fairly familiar to them.



Participants prepared winter flounder using a variety of cooking methods. The most popular were baked and pan seared.



Winter flounder ranked 23rd out of 41 species in culinary practicality.

ON THE TABLE



Participants described the flavor of winter flounder as mild and sweet.



Participants described the texture of winter flounder as flaky, delicate, and meaty.



Winter flounder ranked 5th out of 41 species in gastronomic likability.

TIPS

Winter flounder 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.

YELLOWTAIL FLOUNDER

AKA YELLOWTAIL

Limanda ferruginea

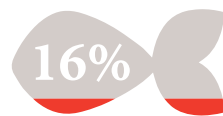


NUMBER OF TIMES YELLOWTAIL FLOUNDER WAS...

AT THE MARKET



Yellowtail flounder was the 15th most commonly found local species in this study.



Yellowtail flounder was searched for 238 times and found 39 times, a success rate of 16%.



Yellowtail flounder was most likely to be found when shopping in Rhode Island (22%) and in seafood markets (29%).



Yellowtail flounder was primarily found as fillets but was also found whole. Prices ranged from \$5.99-\$15.99/lb for fillets. It was sold at \$5.99/lb for whole fish.

IN THE KITCHEN



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



Participants prepared yellowtail flounder using a variety of cooking methods. The most popular were fried, simmered, and steamed.



Yellowtail flounder ranked 24th out of 41 species in culinary practicality.

ON THE TABLE



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



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



Yellowtail flounder ranked 15th out of 41 species in gastronomic likability.

TIPS

Yellowtail flounder 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.