



Sustaining the Livelihoods of American Fishermen

Boston • Chatham • Martha's Vineyard • New Bedford




www.redsbest.com

AGGREGATION AREAS & PROCESSING FACILITIES

Red's Best, headquartered on Boston's historic Fish Pier has three additional facilities locations on Cape Cod, Martha's Vineyard and New Bedford.

New England fishermen land at remote docks throughout the region. Having multiple hubs allow us to aggregate quickly taking exceptional care of the catch and to provide better services to fishermen.



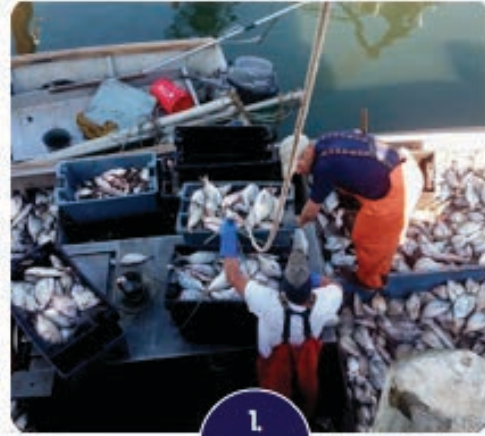


Red's Best's traceability software
tracks your fish back to the fisherman.

FISHERMAN Luna
VESSEL Vince Armand
PORT Hyannis
GEAR Rod + Reel
WE SUGGEST
Sushi!

FISHERMAN Bill McCann
VESSEL Shamrock
PORT New Bedford
GEAR Gillnet
WE SUGGEST
Brown butter
+ pepper sauce \$12

SUPPLY CHAIN



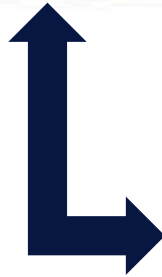
1. CATCH



2. OFFLOAD



3. FILLET



At the dock, Red's Best driver logs catch data [species, fisherman, vessel, port and gear] into Red's Best custom, proprietary software using waterproof tablet.

REAL TIME DATA COLLECTION

Our custom traceability software system electronically tracks catch from the moment a fisherman offloads their vessel. We take direct physical control and upload catch data into waterproof tablets at the dock, developing a chain of custody, so you can trust fish is caught locally, labeled correctly and subject to strict, quality control.



CATCH DATA ENTRY

Red's Best drivers meet fishermen at the dock with waterproof tablets.



SYNC TO CLOUD

While offloading vessels, our driver upload catch data [species, fisherman, vessel, port and gear] into Red's Best custom traceability software.



EFFICIENT DATA MANAGEMENT

- creates real time inventory
- streamlines regulation reporting
- traces catch back to the fleet



Fisherman : James Keding
Vessel : Zachary Nichols
Gear Type : Otter Trawl
Port Landed : Plymouth



Haddock

PACKAGED DATA

Each landing automatically generated is programmed to create a catch data label.



TRACEABILITY

Sharing catch data connects consumers to the person who caught their fish.

SHARING THE STORY

1




Fisherman : James Keding
Vessel : Zachary Nichols
Gear Type : Otter Trawl
Port Landed : Plymouth

2




3



Fisherman: James Keding - 166472
Haddock
Fishing Vessel: Zachary Nichols
Gear Type: Otter Trawl
Port Landed: Plymouth

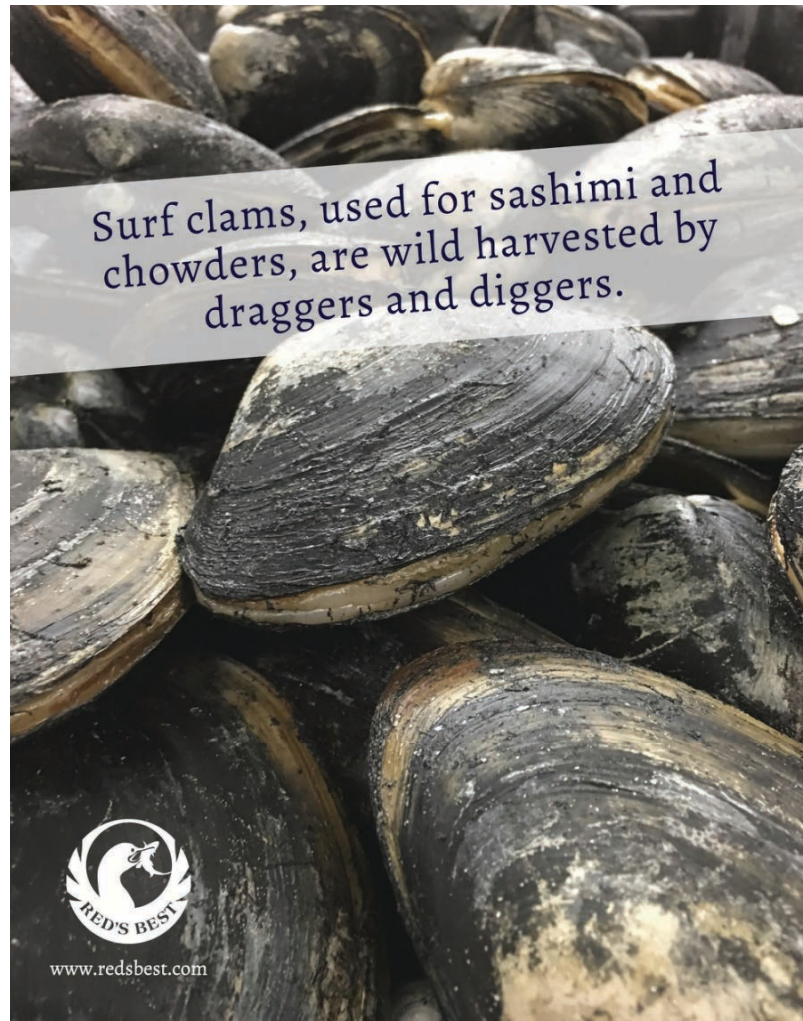
Red's Best is the industry leader in seafood traceable to American fishermen. Our proprietary technology allows us to efficiently unload large fleets of small fishing boats, providing you with top quality fish from our network of community based fishermen. We believe there is value in the story of who caught your fish, where and how, and to tell the story of each catch.



4



Red's Best technology and logistics platform reduces the distance between the fishermen and consumer.



www.redsbest.com



Sustaining the livelihoods
of American fishermen.





SKATE

Skate, *Leucoraja ocellata*, is regularly caught by New England fishermen. It is a nutritious, delicious option that help sustain livelihoods of our local fleet. Skate is a smart choice because it is sustainably managed and responsibly harvested under US regulations.

AVAILABILITY

Landed from Maine to North Carolina (mainly from MA and RI), skate is available year-round. Fishing rate is at recommended levels.

FLAVOR & TEXTURE

Considered a delicacy in many countries, skate is firm and stringy with mild flavor similar to scallops. Great for pan roasting and frying. Traditional preparation is dusted in flour and served in brown butter with capers.

HEALTH BENEFITS

Skate is a protein rich food low in cholesterol, sodium and fats.



MEET YOUR FISHERMAN

Fisherman: Bob Eldridge
Species: Skate Wings
Fishing Vessel: Unicorn
Gear Type: Gillnet
Port: Harwich, MA



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com



SPINY ATLANTIC DOGFISH

Dogfish, *Squalus acanthias*, is regularly caught by New England fishermen. It is a nutritious, delicious option that helps sustain the livelihoods of our local fleet. Dogfish is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Also known as Cape Shark, dogfish is landed from Massachusetts to North Carolina and available year-round. Fishing rate is at recommended levels with over 70k pounds of dogfish landed daily in Chatham, MA during summer months. Currently, 98% of dogfish is exported but strong efforts are in place to move dogfish into the American market.

MEET YOUR FISHERMAN

Fisherman: Doug Feeney
Species: Dogfish
Fishing Vessel: Noah
Gear Type: Long Line
Port: Chatham, MA



FLAVOR & TEXTURE

A mild, flaky white fish great for frying, baking, roasting, stewing and broiling. Dogfish is used for fish n' chips in the UK.

HEALTH BENEFITS

Dogfish is a low-fat source of protein and high in selenium, vitamins B6 and B12.

Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com



SQUID

Squid, *Doryteuthis (Amerigo) pealeii*, are wild-caught in late April and May by New England fishermen. They are a nutritious, delicious option that helps sustain livelihoods of our local fleet. Squid is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Landed from Massachusetts to Virginia, squid are available year-round but come close to shore in New England to spawn during April and May allowing smaller vessels access. Fishing rate is at recommended levels.

FLAVOR & TEXTURE

Squid are mild and slightly sweet with a firm texture. Known for calamari, squid are great for grilling, sautéing, steaming and marinating for a calamari salad.

HEALTH BENEFITS

Squid are an excellent source of selenium, riboflavin and vitamin B12.

MEET YOUR FISHERMEN

Fisherman: Lee Jackson
Species: Squid
Fishing Vessel: Besty Gals II
Gear Type: Ottertrawl
Port: Wood's Hole



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com

Small text at the bottom right corner of the squid card.



Meet James Keding

Look for Jim in Plymouth aboard the *Zachary Nichols* landing diverse groundfish such as flounder, flaky, white fish and monkfish.

“Let’s eat what the ocean provides.”





RED'S BEST FISHING WATERS: BOSTON HARBOR

ABOUT THE AREA

The City of Boston has been an important port since its founding in 1630. During colonial times, the city's economy was based on fishing, shipbuilding, and trade in and out of Boston Harbor. While fishing-related business is dwarfed by some of the other businesses, Boston still plays a key role in the New England fish trade.

ABOUT THE SPECIES

Key species include lobster, scallops, dogfish, Boston mackerel, pollock, cod, butterfish, summer flounder, scup, black sea bass, whiting, bluefish and striped bass.

ABOUT THE FLEET

In 2013 commercial fishing vessels that call Boston home landed 20 million pounds of fish. Boston ranked 42 in the nation in fish landings. Though overshadowed by skyscrapers, commercial boats are still found in the Harbor.

Fisherman: Michael Detzingo
Species: Bluefish
Fishing Vessel: Fish Bucket
Gear Type: Rod and Reel
Port Landed: Boston



CAPE SHARK/DOGFISH

SEA SCALLOPS

BLUEFISH



FLounder

POLLOCK

SEA URCHIN/UNI



RED'S BEST FISHING WATERS: BOSTON'S SOUTH SHORE

ABOUT THE AREA

Boston's South Shore, the area connects metro Boston with Cape Cod, paints a picture of American history and rich, picturesque fishing tradition. These ports, small and remote, include Plymouth, Duxbury, Kingston, Scituate and Green Harbor.

ABOUT THE SPECIES

Key species include razor clams, oysters, scallops, bluefish, striped bass, quahogs, surf clams, haddock, monkfish, flounder, sole, halibut, cod, dogfish and whiting.

ABOUT THE FLEET

Vessels on the South Shore are made up of a fleet using hook gear such as hand line, long line and rod n' reel. Diggers on shore harvest a variety of clams and famous oysters, quite a bit of aquaculture can be found. Plymouth, with a larger fleet than surrounding towns, has trawlers and gillnetters focusing on groundfish, scallops and monkfish.

BLUEFISH



MACKEREL



SURF CLAMS



OYSTERS



RAZOR CLAMS



Fisherman: Paul Krzyzewski
Species: Boston Mackerel
Fishing Vessel: Desperado
Gear Type: Hook Gear
Port Landed: Green Harbor







Cooking with Red's Best Chatham Mussels



Product Highlights

Wild harvested from the cold, pristine waters of Cape Cod Bay, Chatham mussels are purged and processed immediately resulting in ideal freshness. These Massachusetts mussels don't spawn during the summer months making them an excellent year round option. Cape Cod Mussels are your high end, low cost mussel solution.

Availability	Year Round
Flavor/Texture	Sweet, Tender
Abundance	★★★★★
Meat Fill	★★★★★
Size	★★★★★
Versatility	★★★★★
Cost	\$\$\$\$\$

Suggested Preparations

Mussels are perfect to accompany the main seafood entree or can act as the center of the plate protein. Excellent addition to fish stews.

- ✓ Sauté
- ✓ Steam
- ✓ Roast
- ✓ Grill



Cooking with Red's Best Skate



Fish Highlights

Considered a delicacy in many countries, skate wing is firm and stringy with a mild flavor similar to scallops. The cheeks, fluffy and tender, are becoming increasingly popular and generate added profit for fishermen. Skate is a delicious, sustainably managed fish that directly supports local fishermen.

Availability	Year Round
Flavor/Texture	Scallop-like
Versatility	Wings, Cheeks
Abundance	★★★★★
Cost	\$\$\$\$\$

Suggested Preparations

Traditional preparation for skate is to dust in flour and pan sear in brown butter and finish with capers and lemon.

- ✓ Fry
- ✓ Bake
- ✓ Braise
- ✓ Sauté
- ✓ Roast
- ✓ Pan Sear
- ✓ Broil
- ✓ Poach



Cooking with Red's Best Monkfish



Fish Highlights

Known as the poor man's lobster, monkfish is landed year round from Maine to North Carolina. While it is still primarily exported, monkfish is gaining major traction in the US market. It is probably the best example of a species that, after years of re-marketing, has seen the most increased local demand compared to its underutilized species counterparts. This comes as no surprise to those who adore monkfish for its versatility and decadent flavor and texture.

Availability	Year Round
Flavor/Texture	Mild, Firm, Lobster
Versatility	Loin / Tail, Cheeks
Abundance	★★★★★
Cost	\$\$\$\$\$

Suggested Preparations

With a meat that is firm, dense and similar to lobster, monkfish is versatile. Traditionally, monkfish is stewed with tomatoes and fennel.

- ✓ Fry
- ✓ Bake
- ✓ Stew
- ✓ Braise
- ✓ Sauté
- ✓ Grill
- ✓ Roast
- ✓ Pan Sear
- ✓ Broil
- ✓ Poach



Cooking with Red's Best Catch of the Day



Overview

Implementing Red's Best Catch of the Day Program? Your decision to remain flexible means access to the freshest possible catch while directly supporting your local fleet. But not sure how to prepare your culinary team for what to expect for each delivery? Fear not. Your kitchen will always receive a mild, flaky white fish that easily syncs with your existing recipe resources and hopefully inspires new, innovative dishes. You will receive either haddock, pollock, hake, whiting or cusk. These are all interchangeable!

Availability	Year Round
Flavor/Texture	Mild, Flaky
Cost	Low Fixed Rate
Versatility	★★★★★
Abundance	★★★★★

Suggested Preparations

Of course each species has its own unique qualities but all fish in this program are suited for flexible, simple preparations.

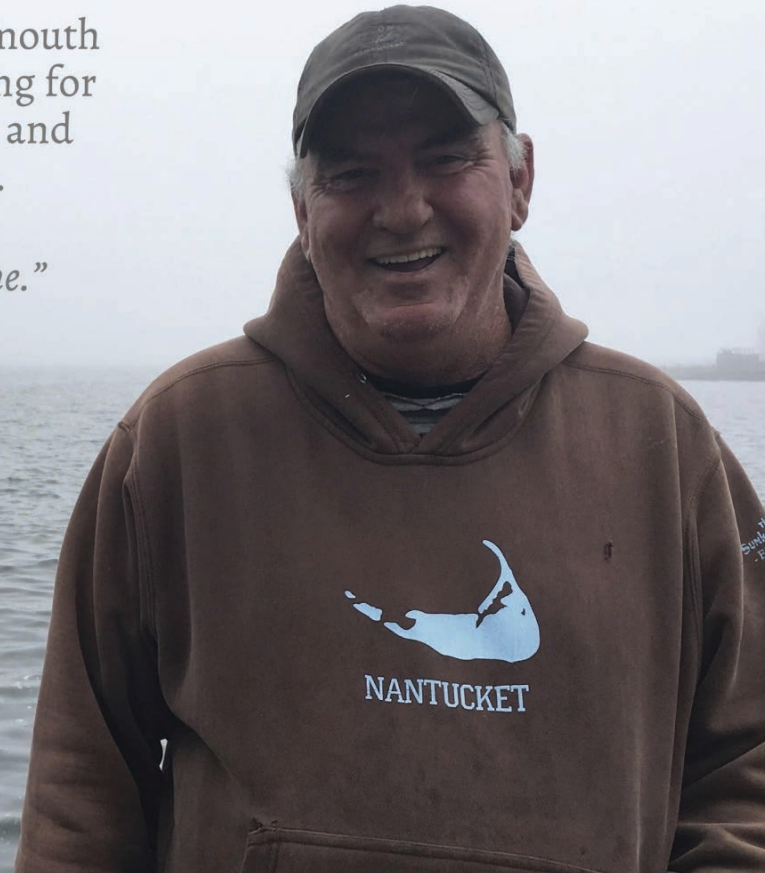
- ✓ Fry
- ✓ Bake
- ✓ Stew
- ✓ Braise
- ✓ Sauté
- ✓ Grill
- ✓ Roast
- ✓ Pan Sear
- ✓ Broil
- ✓ Poach



Meet Andy Mannix

Find Andy fishing near Falmouth
aboard the *Lady Jane* trawling for
black sea bass, fluke, scup and
setting pots for conch.

"My boat is my second home."



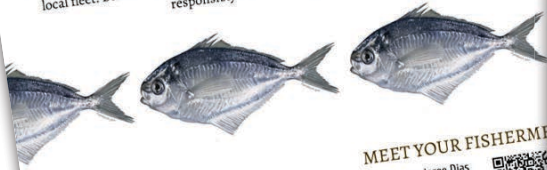


Scup, also called porgy, are mild flaky fish regularly landed by New England fishermen.



BUTTERFISH

Butterfish, *Peprilus triacanthus*, also called dollarfish or shiners, are regularly caught by East Coast fishermen. They are a nutritious, delicious option that helps sustain livelihoods of our local fleet. Butterfish is a smart seafood choice because they are sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Landed from Maine to South Carolina primary ports are RI, NY and MA. Butterfish are available year-round. Fishing rate is at recommended levels.

FLAVOR & TEXTURE

Petite 6-9" butterfish are fatty, oily and delicious. They are best pan fried whole.

HEALTH BENEFITS

Butterfish is a good source of niacin, vitamin B6, phosphorus, protein, vitamin B12, and selenium.

MEET YOUR FISHERMAN

Fisherman: Jorge Dias
Species: Butterfish
Vessel: Antonio Jorge
Gear Type: Otter Trawl
Port: Provincetown



Red's Best · Boston · Chatham · Martha's Vineyard · New Bedford · www.redsbest.com

SEA SCALLOPS

Dry packed sea scallops, *Placopecten magellanicus*, are wild-caught daily by New England fishermen. They are a nutritious, delicious option that help sustain livelihoods of our local fleet. Sea scallops are a smart seafood choice because they are sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Landed from Maine to North Carolina, sea scallops are available year-round. Fishing rate is at recommended levels.

FLAVOR & TEXTURE

Firm and lean, scallops have a sweet rich taste that can be mild or briny. Great for sashimi, ceviche, searing, frying and broiling.

HEALTH BENEFITS

Scallops are a good low-fat source of protein and are high in selenium and B vitamins.

MEET YOUR FISHERMAN

Fisherman: Brian Mello
Species: Sea Scallops
Fishing Vessel: TT Gillie
Gear Type: Dredge
Port: Provincetown, MA



Red's Best · Boston · Chatham · Martha's Vineyard · New Bedford · www.redsbest.com

GOLDEN TILEFISH

Golden tilefish, *Lopholatilus chamaeleonticeps*, are wild caught by New England fishermen. It is a nutritious, delicious option that helps sustain the livelihood of the local fleet. Golden tilefish is a smart seafood choice because it is sustainably managed and responsibly harvested under U.S. regulations.



AVAILABILITY

Landed from Massachusetts to Texas, this species is available year-round. Fishing rate for tilefish is above target population levels in the Mid-Atlantic and Gulf of Mexico and near target population levels in the South Atlantic.

FLAVOR & TEXTURE

Firm and flaky, tilefish has a mild flavor similar to lobster or crab.

HEALTH BENEFITS

Tilefish are low in sodium. They are a good source of niacin and phosphorus, and a very good source of protein, vitamin B12, and selenium.

MEET YOUR FISHERMAN

Fisherman: Tim Walsh
Species: Tilefish - Junbo
Vessel: Miss Lori
Gear Type: Rod and Reel
Port: Menemsha



Red's Best · Boston · Chatham · Martha's Vineyard · New Bedford · www.redsbest.com



Meet Doug Feeney

F/V Noah • Chatham, MA

Doug, an advocate for all small boat New England fishermen, sustains his livelihood landing dogfish, mackerel and tuna.

"We have access to the best seafood in the world right here in our backyard."



It takes a community to feed a community.



The Red's Best team is comprised of the most skilled people in the industry who collectively take great care of the fish that the local fleet lands. The expertise by each individual translates to the end consumer. Thank you for choosing to sustain the livelihoods of the local fleet and to everyone involved within the supply chain.

Jared Auerbach, CEO & Founder



ATLANTIC POLLOCK

Atlantic pollock, *Pollachius virens*, is regularly caught by New England fishermen. It is a nutritious and delicious option that helps sustain livelihoods of our local fleet. Pollock is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



MEET YOUR FISHERMEN

Fisherman: Stephen Weber
Species: Pollock
Vessel: Hotreels
Gear Type: Hand Line
Port: Green Harbor



AVAILABILITY

Landed from Maine to Virginia, pollock is available mostly year-round but peak landings are from November through January. Fishing rate is at recommended levels.

FLAVOR & TEXTURE

Sweet and delicate taste with a firm white flake, pollock is a great option for fish stews and chowders. Primarily a winter fish in New England, pollock is versatile and a great substitution for cod, haddock, hake.

HEALTH BENEFITS

Atlantic pollock is very low in saturated fat and is a very good source of protein, vitamin B12, phosphorous and selenium.



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com

STEAMER CLAMS

Steamers, *Mya arenaria*, are soft shell clams also known as Ipswich clams. These are hand dug by New England shellfish harvesters. They are a nutritious, delicious option that help sustain livelihoods of our local fleet. Steamer clams are a smart seafood choice because they are sustainably managed and responsibly harvested under US regulations.

AVAILABILITY

Dug from Maine to Cape Cod, this species is available year-round. Harvest rate for steamer clams is at recommended levels.

FLAVOR & TEXTURE

Tender and sweet, these clams are traditionally steamed and served with melted butter or fried served with tartar sauce.

HEALTH BENEFITS

A low-fat source of protein and selenium.



MEET YOUR FISHERMEN

Fisherman: Doug Benefit
Species: Clams - Steamers
Vessel: n/a
Gear Type: Digger
Port: Menemsha



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com

YELLOWTAIL FLOUNDER

Yellowtail flounder, *Limanda ferruginea*, is regularly caught by New England fishermen. It is a nutritious, delicious option that helps sustain livelihoods of our local fleet. Yellowtail flounder is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



MEET YOUR FISHERMEN

Fisherman: James Keding
Species: Yellowtail
Vessel: Zachary Nichols
Gear Type: Otter Trawl
Port: Plymouth



AVAILABILITY

Landed from Maine to New Jersey, this species is available year-round. Fishing rate is at reduced levels to end overfishing.

FLAVOR & TEXTURE

Very thin, delicate fillet. Lean, flaky and soft, yellowtail is mild in flavor.

HEALTH BENEFITS

Flounder is a good low-fat source of B vitamins and rich in niacin.



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com



Cooking with Red's Best Bluefish



Fish Highlights

Bluefish is regularly caught by New England fishermen. It is a nutritious, delicious option that help sustain livelihoods of our local fleet. Bluefish is a smart seafood choices because it is sustainably managed and responsibly harvested under US regulations. Landed from Massachusetts to Florida, this species is mostly available year-round but varies by area. Fishing rate for bluefish is at recommended levels.

Local Availability	May - November
Gear	Line Gear
Flavor	Full, Rich, Bold
Texture	Moist, Firm
Cost	\$\$\$\$\$

Suggested Preparations

Traditionally, bluefish is smoked for paté but with a moistness and richness similar to salmon, bluefish is extremely versatile.

- ✓ Fry ✓ Bake ✓ Smoke
- ✓ Braise ✓ Sauté ✓ Grill
- ✓ Roast ✓ Pan Sear
- ✓ Broil ✓ Poach



Cooking with Red's Best Dogfish



Fish Highlights

One of the most underutilized USA species, dogfish is wild caught from the cold, pristine waters of New England. Dogfish, also known as cape shark, rousette or rock salmon, is primarily exported overseas for fish and chips. It is a hidden ocean gem that is a delicious, sustainable flaky white fish and directly supports local fishermen.

Availability	Year Round
Flavor / Texture	Mild / Flaky
Abundance	★★★★★
Versatility	★★★★★
Cost	\$\$\$\$\$

Suggested Preparations

Dogfish is a great substitute for any recipe calling for a flaky white fish. It holds together well while cooking making it a nice stewing fish.

- ✓ Fry ✓ Bake
- ✓ Stew ✓ Sauté
- ✓ Roast ✓ Smoke
- ✓ Broil ✓ Pan Sear



Cooking with Red's Best Black Sea Bass



Fish Highlights

Landed from Massachusetts to Florida, this species has a tender yet firm texture with a mild, delicate flavor. Black sea bass is a good source of protein and magnesium. Black sea bass is available year round but varies by state. It is landed regularly by New England fishermen from May-November.

Availability	May - November
Flavor / Texture	Tender, mild
Versatility	Fillet, whole fish
Abundance	Recommended Levels
Cost	\$\$\$\$\$

Suggested Preparations

Black Sea Bass because of its delicate flavor pairs nicely with simple, bright flavors such as fresh herbs and citrus.

- ✓ Grill ✓ Pan Sear
- ✓ Roast ✓ Sushi
- ✓ Broil ✓ Smoke
- ✓ Poach ✓ Ceviche



Cooking with Red's Best Atlantic Pollock



Overview

Atlantic pollock is regularly caught by New England fishermen. It is a nutritious, delicious option that help sustain livelihoods of our local fleet. Pollock is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations. Fishing rate for pollock is at recommended levels.

Availability	Year Round (Nov-Jan peak)
Flavor	Mild White Fish
Texture	Flaky
Versatility	★★★★★
Abundance	★★★★★

Suggested Preparations

Pollock, like all flaky white fish, lends itself to a variety of preparations.

- ✓ Fry ✓ Bake ✓ Stew
- ✓ Braise ✓ Sauté ✓ Grill
- ✓ Roast ✓ Pan Sear ✓ Smoke
- ✓ Broil ✓ Poach



Meet Charlie Dodge

Charlie of Chatham, MA
gillnets for underutilized
species such as skate and
monkfish. Look for Charlie
aboard F/V *Lady Irene*,
Stranglehold or *Edward & Joseph*.

*"Fishing is part of me...
it's part of my family."*

#fishermenfirst

www.redsbest.com



Meet Richard Gibbs
*Richard enjoys being by
himself out on the water but
if you ask, he's happy to
share his story of landing
a 450 lb tuna.*

Know your fisherman.

www.redsbest.com



Meet Paul McDonald
Find Paul aboard the *Shearwater*
unloading lobsters in Menemsha
Harbor on Martha's Vineyard.



RED'S BEST FISHING WATERS: NEW BEDFORD, MASSACHUSETTS

OF THE COAST OF THE UNITED STATES



Fisherman: William McCann
Species: Hake
Fishing Vessel: Shamrock
Gear Type: Gillnet
Port Landed: New Bedford



SURF CLAMS



ABOUT THE AREA

This major commercial fishing port was once one of the largest whaling ports in the world in the early 1800s. It was home to over half of the entire United States whaling fleet, a total of over 700 ships. After the decline of the whaling industry, New Bedford turned its attention to fishing. Today, it proudly boasts as one of the top US ports in revenue from commercial fishing.

ABOUT THE SPECIES

New Bedford species include scallops, groundfish, monkfish, surf clams, quahogs, lobster, skate, mackerel, butterfish, hake, summer flounder, scup and black sea bass.

ABOUT THE FLEET

Most of New Bedford's commercial fishing revenue comes from the sale of scallops, but there is also a focus on groundfish. New Bedford has a diverse fleet make up - small, medium and large vessels.

SCALLOPS



SKATE



RED'S BEST FISHING WATERS: CHATHAM, MASSACHUSETTS

SEA COAST OF THE UNITED STATES

FROM THE BAY TO WASHINGTON STATE U.S.A.



Fisherman: Doug Feeney
Species: Cape Shark
Fishing Vessel: Noah
Gear Type: Hook Gear
Port Landed: Chatham, MA



ABOUT THE AREA

First settled in 1656, Chatham is a small coastal town on Cape Cod that still has descendants of some of the original Yankee settlers. One of these families, in fact, has the last remaining weir fishing operation in the region. Tourists can watch the unloading of the boats from an observation deck above Red's Best fish pier.

ABOUT THE SPECIES

Key species include dogfish, monkfish, mussels, sea scallops, fluke, conch, black seabass, bluefish, scup/porgy, tuna, razor clams, hardshell clams, codfish, haddock, pollock, skate, fluke and striped bass.

ABOUT THE FLEET

The elbow of the Cape, Chatham fishermen gillnet and use hook gear such as long line. Aquaculture and shellfish harvesting is also very common.

CHERRYSTONES



SKATE



CAPE SHARK/DOGFISH



CONCH



SCUP/PORGY



CHATHAM MUSSELS





CUSK

Cusk, *Brosme brosme*, is cod like fish and wild-caught by New England fishermen. It is a nutritious, delicious option that helps sustain livelihoods of our local fleet. Cusk is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Landed from Canada to Cape Cod, this species is primarily available in winter and spring months. Cusk is found in deeper colder waters than other flaky white fish. Fishing rate is at limited levels to end overfishing.

FLAVOR & TEXTURE

Extremely mild in taste, cusk has a firm texture great for chowders and braising.

HEALTH BENEFITS

Cusk, like cod, is low in saturated fat and sodium. It is a good source of protein and selenium.

MEET YOUR FISHERMEN

Fisherman: Scott McCallister
Species: Cusk
Vessel: Carol Marie
Gear Type: Gillnet
Port: Chatham, MA



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com

ACADIAN REDFISH

Redfish, *Sebastes fasciatus*, also known as ocean perch is regularly caught by New England fishermen. It is a nutritious, delicious option that helps sustain livelihoods of our local fleet. Redfish is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Landed from Maine to New York, this species is available year-round. Fishing rate is at recommended levels.

FLAVOR & TEXTURE

Mild, sweet, flaky white fish great for pan searing, roasting or frying. Great option for fish tacos.

HEALTH BENEFITS

Redfish is low in saturated fat. It's a good source of niacin, vitamins B6 and B12, calcium, protein, phosphorus and selenium.

MEET YOUR FISHERMEN

Fisherman: Scott McCallister
Species: Redfish
Vessel: Carol Marie
Gear Type: Gillnet
Port: Chatham, MA



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com

BLOOD CLAMS

Blood clams, *Tegillarca granosa*, are regularly harvested by New England fishermen. They are a nutritious, delicious option that help sustain livelihoods of our local fleet. Blood clams are a smart seafood choice because they are sustainably managed and responsibly harvested under US regulations.

AVAILABILITY

Wild harvested from Cape Cod to Virginia, this species is available year-round. Harvest rate is at recommended levels.

FLAVOR & TEXTURE

Considered a Chinese delicacy, blood clams have distinct burgundy liquor-less briny but more bold than littlenecks.

HEALTH BENEFITS

Clams are a good low-fat source of protein and selenium.



MEET YOUR FISHERMEN

Fisherman: Nathan Davis
Species: Blood Clams
Vessel: Sarah Belle
Gear Type: Dredge
Port: Chatham, MA



Red's Best - Boston - Chatham - Martha's Vineyard - New Bedford - www.redsbest.com

Meet Dave Gelfman

Find Dave in Chatham aboard F/V *Horse Mackerel* landing diverse species such as bluefish, dogfish, skate, mackerel and stripers with hook gear.





Dogfish are landed either with gillnets or hook gear such as longlines as seen here aboard the F/V Horse Mackerel in Chatham, MA.

Photo credit: Lather Bates F/V Singularity



STRIPED BASS

Striped bass, *Morone saxatilis*, are wild-caught by New England fishermen. They are a nutritious, delicious option that help sustain livelihoods of our local fleet. Striped bass are a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



AVAILABILITY

Landed from Maine to North Carolina, this species is available year-round depending on area. Fishing rate is at recommended levels. There is a moratorium in federal waters.

FLAVOR & TEXTURE

Stripers are highly sought after for their large, firm flakes and slightly sweet flavor.

HEALTH BENEFITS

Good source of low-fat protein and selenium. Consumption advisories vary state to state.

MEET YOUR FISHERMEN

Fisherman: David Jones
Species: Striped Bass
Vessel: n/a
Gear Type: Rod and Reel
Port: Sessuit, MA



Red's Best · Boston · Chatham · Martha's Vineyard · New Bedford · www.redsbest.com

SMELT

Rainbow smelt, *Osmerus mordax*, are anadromous landed both in fresh waters of the Great Lakes and off the coast of New Brunswick and Maine. Domestic smelt is a smart seafood choice sustainably managed and responsibly harvested under US regulations.

USDA National Nutrient Database for Standard Reference
Release 28 (slightly revised May 2016)

Basic Report 15099, Fish, smelt, rainbow, raw

Component	DBP	Value	Ref
Energy	g	161.17	0009
Total lipid	g	20.27	0002
Crude fiber	g	0.19	0003
Total protein	g	2.91	0008
Total carbohydrate	g	0.98	0004
Total ash	g	0.93	0005
Total alcohol-soluble	g	0.99	0006
Total acid-detergent	g	0.00	0007
Total lignin	g	0.00	0008
Total cellulose	g	0.00	0009
Total hemicellulose	g	0.00	0010
Total pectin	g	0.00	0011
Total cellulose + hemicellulose	g	0.00	0012
Total cellulose + hemicellulose + pectin	g	0.00	0013
Total cellulose + hemicellulose + pectin + lignin	g	0.00	0014
Total cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0015
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0016
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0017
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0018
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0019
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0020
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0021
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0022
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0023
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0024
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0025
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0026
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0027
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0028
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0029
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0030
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0031
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0032
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0033
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0034
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0035
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0036
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0037
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0038
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0039
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0040
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0041
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin	g	0.00	0042
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose	g	0.00	0043
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose	g	0.00	0044
Total cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin + lignin + cellulose + hemicellulose + pectin	g	0.00	0045



AVAILABILITY

Fishing rate for smelt varies by area. Peak seasons for smelt are spring and winter.

FLAVOR & TEXTURE

Typically 6" long, rainbow smelt are mild and delicate with lean white flesh and edible skin. Most commonly, smelts are cooked and eaten whole traditionally battered and pan-fried. Smaller fish have fine, edible bones whereas meat of larger smelt are typically butterflied after cooking.

HEALTH BENEFITS

Smelt is an excellent source of protein, niacin, vitamin D and B12.

Red's Best · Boston · Chatham · Martha's Vineyard · New Bedford · www.redsbest.com

DAB FLOUNDER

Dab flounder, *Hippoglossoides platessoides*, also called American plaice, is regularly caught by New England fishermen. It is a nutritious, delicious option that helps sustain livelihoods of our local fleet. Dab flounder is a smart seafood choice because it is sustainably managed and responsibly harvested under US regulations.



MEET YOUR FISHERMEN

Fisherman: Jeremy Davis
Species: Dab
Vessel: Karen Lynn I
Gear Type: Otter Trawl
Port: Portsmouth, NH



AVAILABILITY

Dab is landed from Gulf of Maine to George's Bank, dab is available year-round. Fishing rate is at recommended levels to end overfishing.

FLAVOR & TEXTURE

Dab flounder is flaky and firm, mild and versatile.

HEALTH BENEFITS

Dab flounder is a good low-fat source of protein and rich in niacin.

Red's Best · Boston · Chatham · Martha's Vineyard · New Bedford · www.redsbest.com



*"I fell in love with fishing...
you get back out what
you put in."*

Meet Greg Connors

Look for Greg aboard the
Constance Sea fishing for cod
and pollock near Chatham, MA.

www.redsbest.com



*"What I enjoy most about
being a fisherman is the
independence."*

Meet Ed Footer

Look for Ed fishing for dogfish
and monkfish near Cape Cod
aboard the *Dorothy Ann*.

www.redsbest.com

Meet Brad Doyle

Brad and his family run Old Cove
oyster farm in Duxbury Harbor.

*"We harvest all year different
ways depending on the tides."*





Harvesting shellfish sustains the livelihoods
of Massachusetts fishermen year round.



www.redsbest.com





RED'S BEST FISHING WATERS: POINT JUDITH, RHODE ISLAND

UNITED STATES
NARRAGANSETT BAY AND COAST

POINT JUDITH HARBOR

ABOUT THE AREA

This small, beautiful fishing village sits at the tip of Narragansett. Narragansett was originally inhabited by the Narragansett Indians until 1675. By the 1700s, there was a thriving ship building industry and a busy port. By the 1800s, many farmers began to supplement their income by fishing for alewife and sea bass. By the early 1900s, Point Judith's Port of Galilee became on the largest fishing ports on the east coast.

ABOUT THE SPECIES

With slightly warmer waters than Massachusetts, species availability near Point Judith offers great diversity and slightly longer seasons. Key species include mackerel, squid, butterfish, lobster, summer flounder, porgy/scup, black sea bass, groundfish, monkfish, scallops, skate, herring and dogfish.

ABOUT THE FLEET

In 2013, Point Judith ranked 25th in the United States in commercial fish landings with 55 million pounds.

Fisherman: Tim Caldwell
Species: Cape Shark
Fishing Vessel: CW Griswald
Gear Type: Gillnet
Port Landed: Point Judith



CAPE SHARK/DOGFISH



FLOUNDER



PORGY/SCUP



SQUID



LOBSTER



RED'S BEST FISHING WATERS: PORTSMOUTH, NEW HAMPSHIRE

ABOUT THE AREA

New Hampshire may have a small coastline and a small commercial fishery, but countless fishermen have been operating out of these ports for hundreds of years. Fishing, farming, shipbuilding, and coastal trade were the major industries throughout New Hampshire in the 1600s.

ABOUT THE SPECIES

Key species include groundfish, monkfish, lobster, dogfish, scallop, herring, haddock, dab sole, cod, sole and flounder.

ABOUT THE FLEET

New Hampshire's fleet is smaller than other coastal states, but well organized, starting one of the first Community Supported Fisheries in the country. Lobster and groundfish are the primary focus for the fleet using a variety of fishing gear.

Fisherman: Jeremy Davis
Species: Redfish
Fishing Vessel: Karen Lynn
Gear Type: Dredge
Port Landed: Portsmouth, NH



REDFISH



HERRING



MONKFISH



DAB SOLE



SCALLOPS

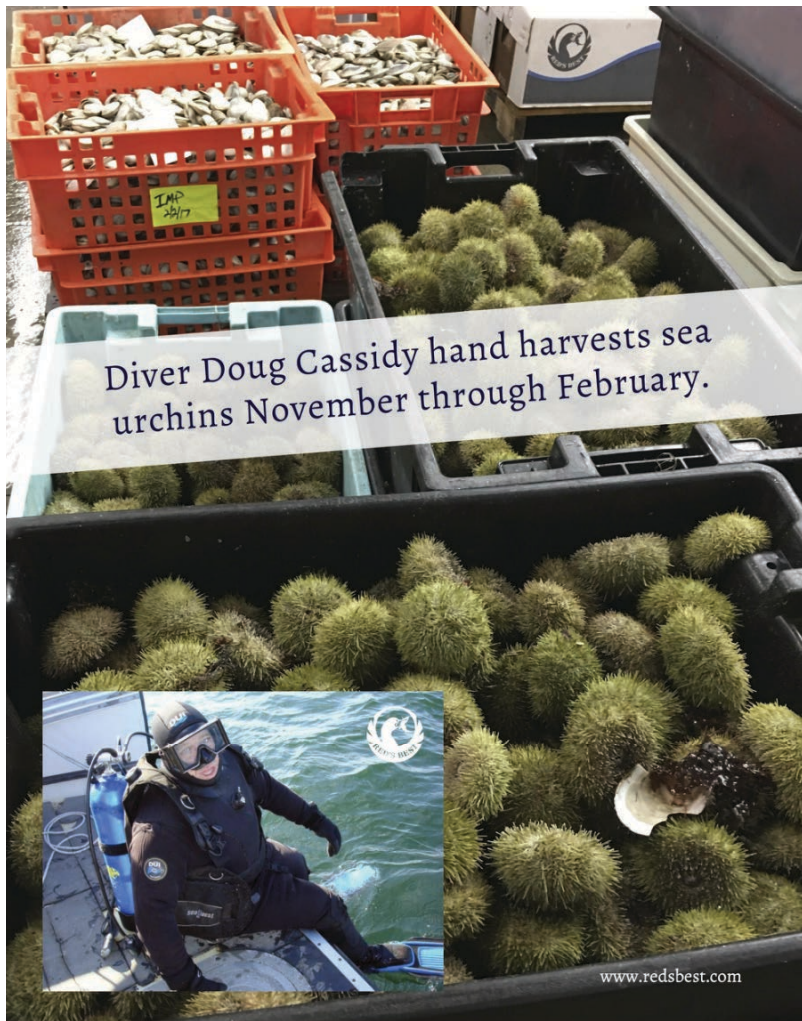




Meet Brian Mello

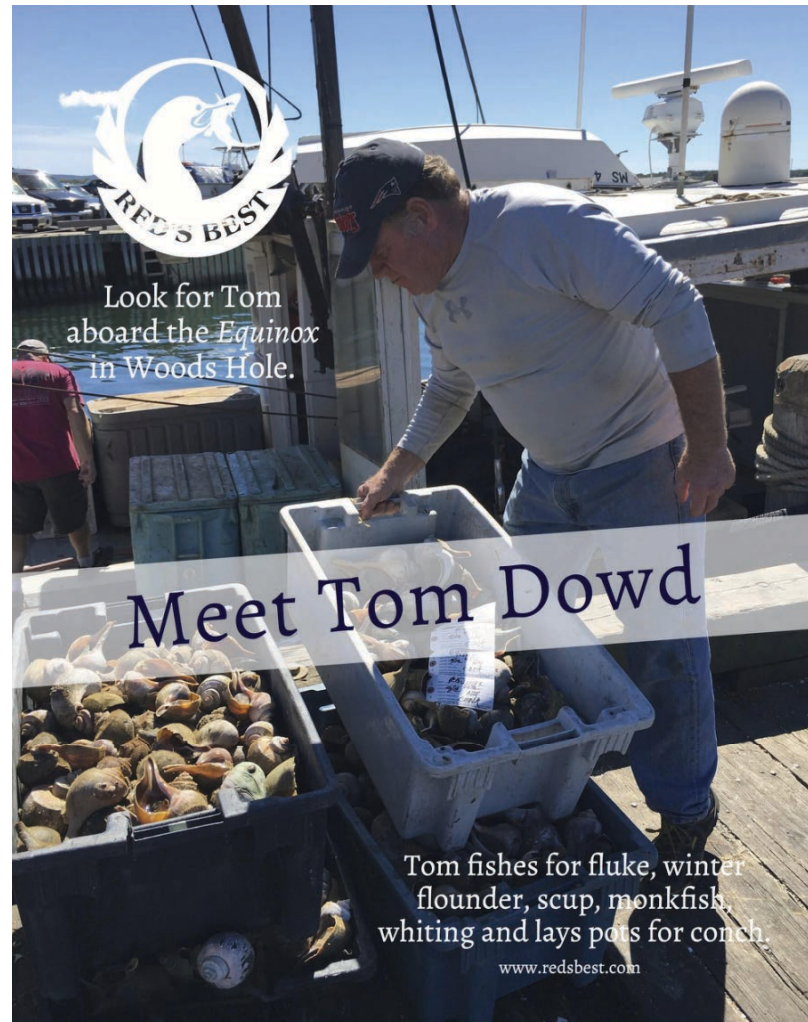
Find New Bedford scalloper,
Brian Mello, aboard the *TT Gillie*
bringing live sea scallops and dry
packed scallops year-round.

Know Your Fisherman



Diver Doug Cassidy hand harvests sea urchins November through February.

www.redsbest.com



Look for Tom aboard the *Equinox* in Woods Hole.

Meet Tom Dowd

Tom fishes for fluke, winter flounder, scup, monkfish, whiting and lays pots for conch.

www.redsbest.com





There **is** a story to every catch.



Red's Best expert filleters make use of the whole fish.



www.redsbest.com

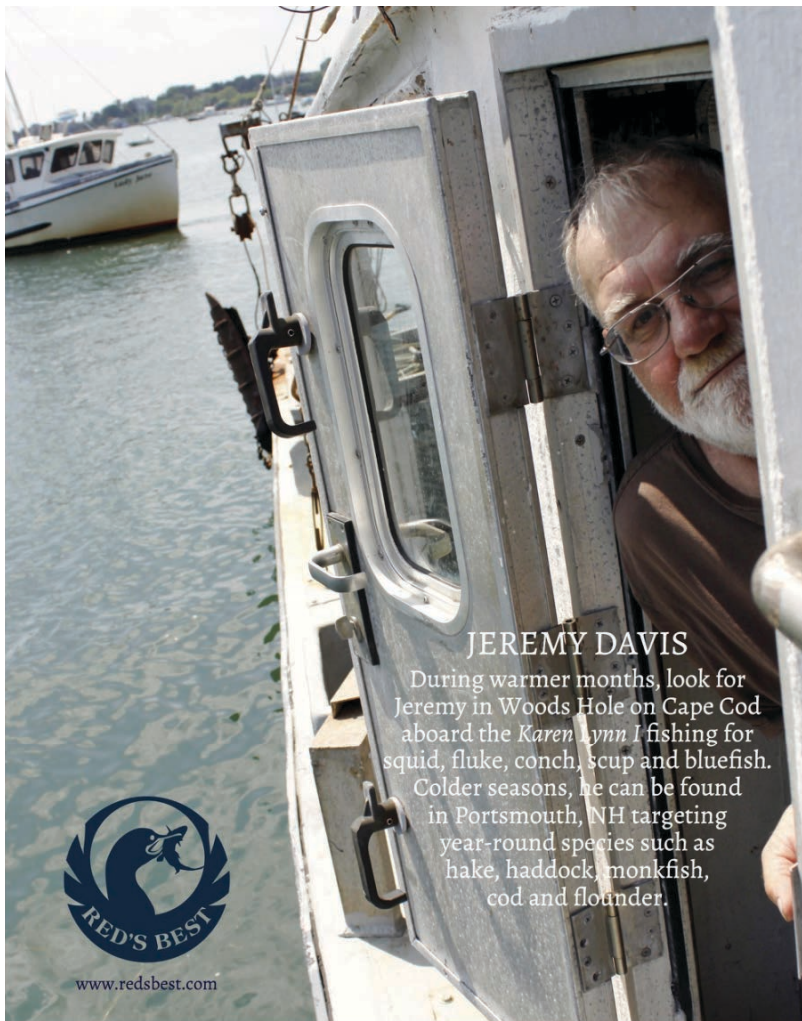


Meet Nick Buonvicino

Look for Nick digging for
cherrystones and littlenecks on the
flats in Duxbury during low tide.

“Is there anything better?”





JEREMY DAVIS

During warmer months, look for Jeremy in Woods Hole on Cape Cod aboard the *Karen Lynn I* fishing for squid, fluke, conch, scup and bluefish. Colder seasons, he can be found in Portsmouth, NH targeting year-round species such as hake, haddock, monkfish, cod and flounder.



www.redsbest.com



Meet Luther Bates

Find Luther aboard *F/V Singularity* using hook gear to land skate, dogfish and striped bass.



"Americans eating delicious fish caught by American fishermen is a win/win situation for everyone."

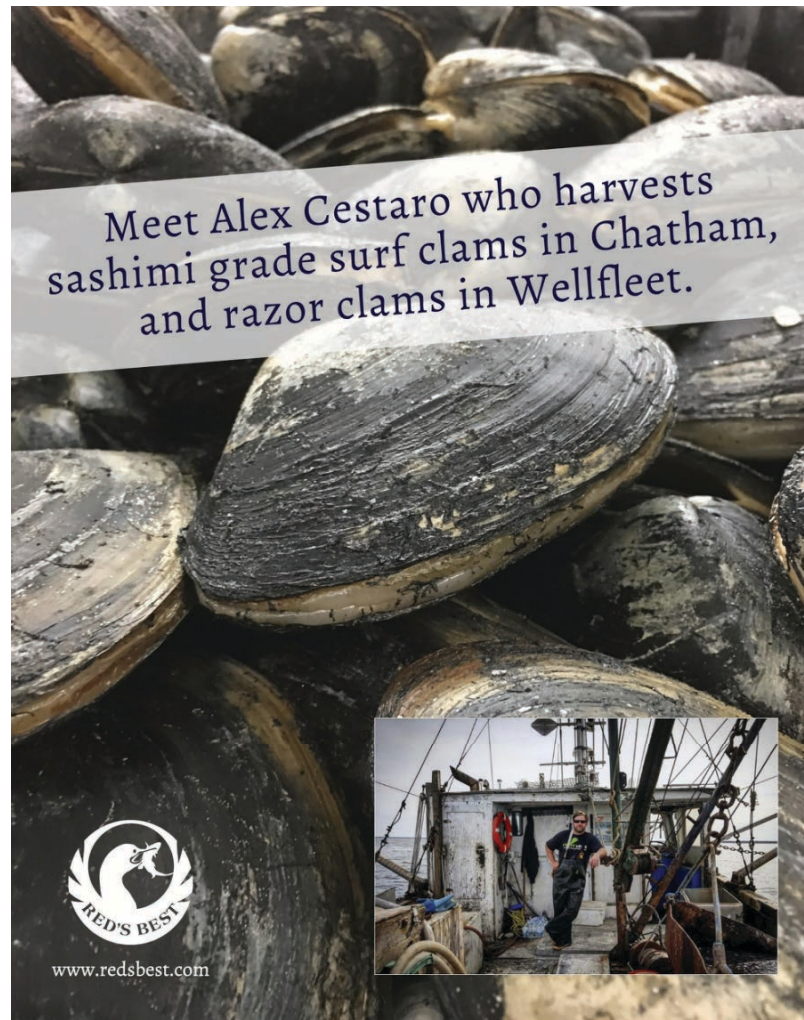




MEET LEE JACKSON
Look for Lee aboard
Betsy Gals II near Wood's
Hole, MA scalloping in
winter, trawling for squid
in spring and fluke, scup
and conch during the
summer months.

#fishermenfirst

www.redsbest.com



Meet Alex Cestaro who harvests
sashimi grade surf clams in Chatham,
and razor clams in Wellfleet.



www.redsbest.com





RED'S BEST FISHING WATERS: MARTHA'S VINEYARD, MASSACHUSETTS



ABOUT THE AREA & SPECIES

Martha's Vineyard sits in Vineyard Sound which sits as a thorough fair for many of the inter-coastal migratory species namely squid, scup, black sea fluke, blue and striped bass. The Vineyard acts a great resource for small boat fishermen looking to unload close to the fishing grounds, with regard to their intertidal flats, estuary and lagoons, MV is a great backdrop for shellfish and shellfish aquaculture.

ABOUT THE FLEET

This is an area where year round distribution grew from what was just seasonal jobs. This area off the coast of Massachusetts sees small 30-40' vessels using pots to harvest oysters and conch, dragners, hook and line and hand raking.

Fisherman: David Berube
Species: Bay Scallops
Gear Type: Dredge
Port Landed: Menemsha



BLUEFISH



BLACK SEA BASS



CONCH



SQUID



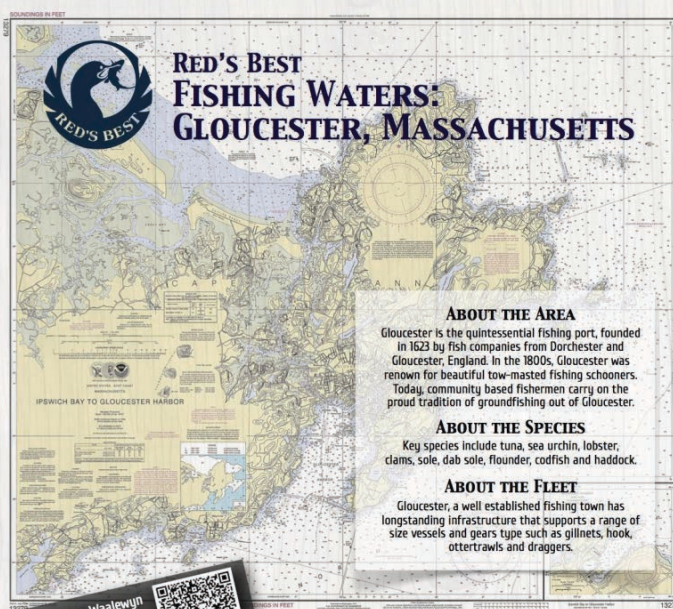
SCUP/PORGY



OYSTERS



RED'S BEST FISHING WATERS: GLOUCESTER, MASSACHUSETTS



ABOUT THE AREA

Gloucester is the quintessential fishing port, founded in 1623 by fish companies from Dorchester and Gloucester, England. In the 1800s, Gloucester was renowned for beautiful tow-masted fishing schooners. Today, community based fishermen carry on the proud tradition of groundfishing out of Gloucester.

ABOUT THE SPECIES

Key species include tuna, sea urchin, lobster, clams, sole, dab sole, flounder, codfish and haddock.

ABOUT THE FLEET

Gloucester, a well established fishing town has longstanding infrastructure that supports a range of size vessels and gears type such as gillnets, hook, ottertrawls and dragners.

Fisherman: Jan Waalewyn
Species: Bluefin Tuna
Fishing Vessel: Yankee
Gear Type: Rod and Reel
Port Landed: Gloucester



CODFISH



DAB SOLE



STEAMER CLAMS



YELLOWTAIL FLOUNDER

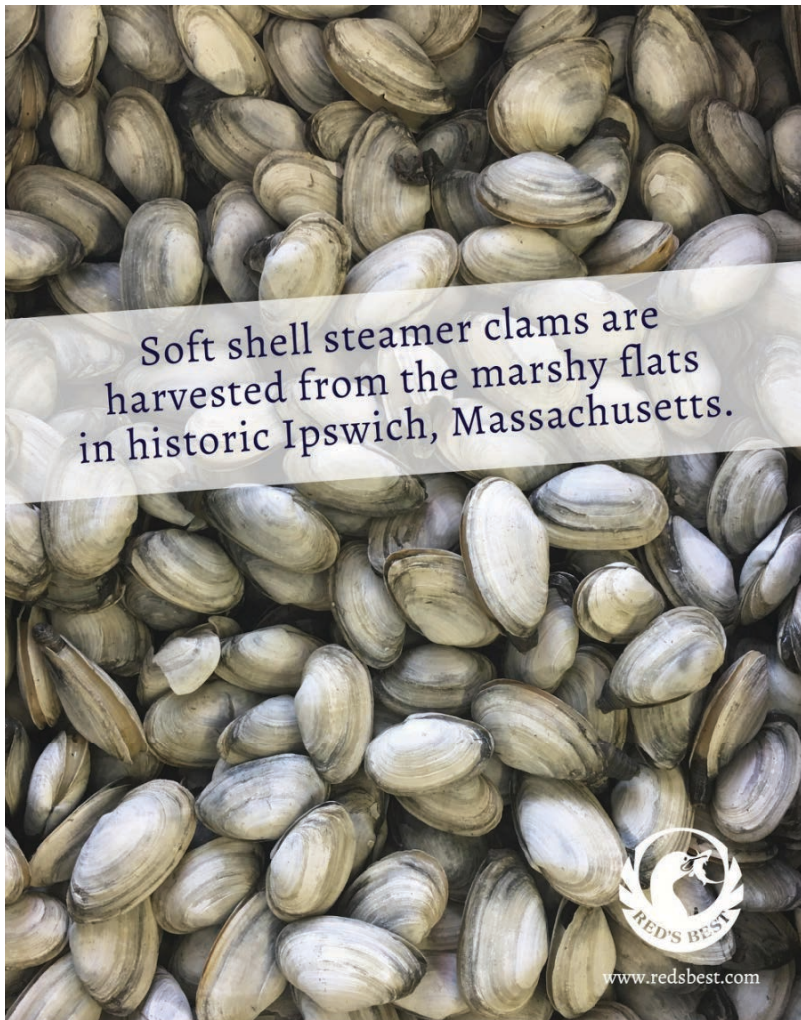


HADDOCK



LOBSTER

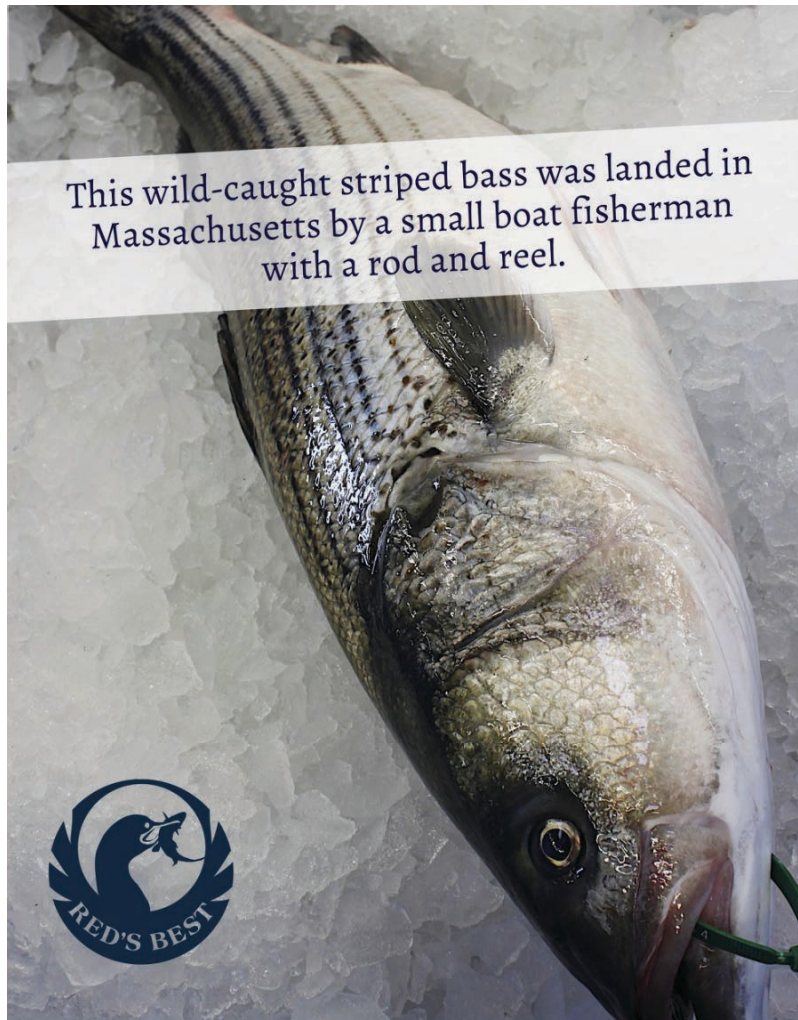




Soft shell steamer clams are harvested from the marshy flats in historic Ipswich, Massachusetts.



www.redsbest.com



This wild-caught striped bass was landed in Massachusetts by a small boat fisherman with a rod and reel.





“It takes a community to feed a community.”

Jared Auerbach, Red’s Best Founder & CEO