



a story of recovery

**USER GUIDE
AND
RECIPES**



PROGRAM OVERVIEW

West Coast Groundfish (WCGF) are flaky white fish that live on or near the ocean floor. Over 90 native species are found in the fishery, which spans on the west coast from California to Washington State.

After populations crashed in the late 1990s and early 2000s, the fishery was declared a federal economic disaster in 2001. During this time, fishers, regulators, and conservationists began working together to save the fishery. West Coast Groundfish species were replaced on menus by other whitefish species, like Alaskan Cod, Pollock, Pangasius and Tilapia, the majority of which is imported from fish farms in Asia.

Now, almost all West Coast Groundfish have returned to sustainable population levels. Most of these species are rated Green or Yellow by Monterey Bay Aquarium's Seafood Watch program or certified by the Marine Stewardship Council, and over 140 million pounds can be harvested per year — enough to replace all whitefish on menus west of the Mississippi.

The last step in the recovery of this vital fishery is putting these species back on menus across America. Reestablishing a market for these fish will bring jobs back to the California coast and return these wild California flavors to the plate. That's why Compass Group is collaborating with Wilderness Markets and Changing Tastes to pilot the reintroduction of these fish on menus at select dining locations. Each location will serve dishes that feature these fish, and will be tracking volume and customer feedback to gauge success.

HOW & WHEN

The goal of this pilot is to explore the demand for WCGF in the West Coast Regional Market to improve the financial benefit for the harvesters, including better market access and prices for their fish. Data gathered after the pilot's conclusion will help determine if there is a business case for other restaurant operators to reintroduce this premium protein to menus across America.

Your role as a pilot participant is to:

- Offer a minimum of one weekly menu item using WCGF. Where appropriate, substitute your current whitefish dish with WCGF for an easy transition for your kitchen staff.
- Promote the dishes to the guests.
- Complete the WCGF Weekly Tracking Spreadsheet, keeping a separate record of any issues with sourcing, quality, and preparation.
- Respond to check-in emails from the team at Changing Tastes.
- Participate in a short culinary survey and phone interview at the end of the pilot.



IMPLEMENTATION

- It's important to note that WCGF should be considered a premium protein rather than a commodity, such as tilapia, pollock, or pangasius and should be priced accordingly.
- This high quality seafood can be compared to wild caught salmon with the addition of messaging surrounding the California fishery recovery and sustainability story.
- Your front of house staff interacts with every customer who walks through the door, so properly train them to talk about the fishery recovery, why you're participating, and what types of fish are offered at your location. Use the separate staff training document provided.
- Encourage tastings with your staff. Give associates the language necessary to talk about the quality dishes your culinary team prepares by offering regular tastings of new recipes. Once your staff knows how a dish tastes, they'll be able to more effectively upsell to customers using thoughtful and educated descriptions.
- Set up a chef's table to feature the fish.
- Display raw whole fish in the café for added effect.

SOURCING AND SEASONALITY

- While WCGF is a year-round fishery, most fishers harvest these species between the months of April through October. You might manage this on your menu in the same way that you manage your fresh seasonal and local produce.
- All the fish will be sourced in California from California fisheries.



KITCHEN CONSIDERATIONS

West Coast Groundfish are delicate and some varieties are vulnerable to overcooking, making it necessary to take particular care when handling and preparing these fish. Below are tips and techniques that will help you and your kitchen staff best serve these wild pacific flavors.

- If you prefer to serve Flatfish like sole and sanddab as a center of plate item, they are best prepared à la minute.
- Rockfish, depending on the species, can offer multiple applications on your menu ranging from whole filet center of the plate to tacos and stews. These fish take on flavor very well.
 - Grilling whole filets is best done on a flattop vs a griddle.
 - Some thick filleted rockfish, such as bocaccio, will hold well on the line and benefit from a broth or sauce.
- Roundfish: Some of the higher priced species like black cod may be more appropriate for a Chefs table or high-end catering menu options. Cod is high in fat and will also hold well on the line.
- Cut and portion your fish before final preparation to allow enough time for the muscle to release its natural juices.
- Check for pin bones and remove if needed.
- Test cook the product, especially if your staff has not worked with the species before.
- Batch cook to avoid waste.
- Take care not to overcook these delicate fish. A maximum internal temperature of 140 to 145 internal is your best stopping point. Look for an opaque color and that the filet flakes easily with a fork.

MARKETING MATERIALS

We suggest you display point of purchase materials either where customers order, where they are served, where they eat, or at multiple locations.

Be sure to update customizable signage regularly and have your staff draw attention to point of purchase materials when possible.

When identifying your West Coast Groundfish dishes, you may use the Common Name or Market Name for that fish. However, we recommend using the Common Name when available from your supplier, and not using the word Groundfish when marketing at the point of purchase.

SOCIAL MEDIA

Let diners know you're serving these delicious fish through your social media channels using the unique hashtag #FisheryRecovery. If you'd like to drive traffic to your post, #SustainableSeafood is a popular hashtag to help you gain attention from users who don't already follow you.



WEST COAST GROUND FISH IS A PREMIUM PROTEIN

A key element to this fisheries' recovery includes making the fishery economically viable for California fishers. This means fishers are paid a fair price for their work, both to cover fishing costs and as a show of appreciation for the sacrifices made during the 14-year recovery process. By supporting this fair price effort, foodservice will play a vital role in the long term and sustainable return of WCGF to the marketplace.

- It's important to note that WCGF should be considered a premium protein rather than a commodity, such as Tilapia, Pollock, or Pangasius.
- This high quality seafood can be compared to wild caught salmon with the addition of messaging surrounding the California fishery recovery and sustainability story.
- Price your menu items accordingly. Your café guest will be willing to pay for those important added values.

SOURCING AND SEASONALITY

While WCGF is a year-round fishery, most fishers harvest these species between the months of April through October. You might manage this on your menu in the same way that you manage your fresh seasonal and local produce.

- Santa Monica Seafood is the ONLY supplier for this pilot.
- Species-Available subject to catch area and landings. Each unit must specify a two substitute options for each item offered below.

CODE	FRESH	PACK
SNA1023	Rockfish, CGC, Pacific, 4/10 oz, PBO	2/5#
SNA1022	Rockfish, CGC, Chilipepper, 4/6 oz, PBO	2/5#
SNA1024	Rockfish, CGC, Bocaccio, 4/10 oz, PBO	2/5#
SNA1021	Rockfish, CGC, Chilipepper, Whole G&G, 2/4 #	CS 50#
SNA1020	Rockfish, CGC, Bocaccio, Whole G&G, 2/4 #	CS 50#
FROZEN		
SNA2022	Rockfish, CGC, Chilipepper, 4/6 oz, PBO	CS 10#
SNA2024	Rockfish, CGC, Bocaccio, 4/10 oz, PBO	CS 10#



- Product Spec:
 - Skin off, pin bone out
 - 6 day shelf life
 - Bagged in 10-pound fixed weight box with 1 jell pack
 - One species per box
 - Whole — Gutted and Scaled by special request
- Contact Santa Monica Seafood for Pricing on Fillets Skin off PBO: Fresh & Frozen
- Labeling:
 - Common name will be listed on master carton
- Ordering process with Santa Monica:
 - Sales order line: 800-696-8862
 - On line order guide: www.orders@smseafood.com
 - Orders placed on Monday the week before will deliver on Wednesday
 - Orders placed on Thursday the week before will deliver on Saturday
 - Species substitutions including frozen options, when necessary, will be pre-specified by unit
- Fresh vs. Frozen:

This is a wild fishery. Successful harvesting is highly dependent on a variety of variables including weather, equipment and locating catch in the open ocean. The 10 day lead time is no guarantee that fresh fish will be available. While fresh fish can be readily available there may be times when frozen will be the only product form in stock.



ABOUT OUR PARTNERS

CHANGING TASTES

 Changing Tastes works with our clients to achieve greater success by understanding and finding opportunities at the intersection of five key trends that are driving change in our food system: sustainability, public health, information technology, demographics and the changing role of the culinary professional and foodservice industry. Our firm's insights at the core of these forces are the basis for the strategy, innovation, sustainability and performance management services we provide to leading nonprofit, philanthropic, business and government institutions.

Our senior team brings more than five decades of experience in sustainability, food and agriculture, including the design of sustainability strategies and reporting programs for the world's two largest foodservice companies. Through our work, we have helped to catalyze some of the most significant changes in the food industry, such as working with the natural and organic food industry to reaccelerate growth by developing a new marketing strategy focused on personal health benefits.

Learn more about Changing Tastes at www.changingtastes.org

WILDERNESS MARKETS

 Wilderness Markets works with our clients to use a data driven approach to address of the planets toughest conservation challenges.

We work closely with stakeholders to design, develop and implement financially sustainable market based solutions in hospitality, agriculture and fisheries. We work with impact investors, fund managers and value chain participants to identify investment opportunities and assess risks from a financial and sustainability perspective. Our team understands the cultural, social and business context of impact investments in the United States Asia, Africa and Latin America having invested, or supported investments, in those geographies.

Learn more about Wilderness Markets at www.wildernessmarkets.com



recipes



EUR: COCONUT SOY GINGER SESAME PACIFIC BLACK COD WITH NAPA SLAW

COCONUT SESAME CRUSTED COD WITH GINGER SOY SAUCE AND NAPA CABBAGE SLAW

Developed by Chef Sean Andres

INGREDIENTS

PORTION = 1 SERVING	FOR 1 SERVING	FOR 4 SERVINGS	FOR 20 SERVINGS
STEP ONE			
Soy Sauce (AP)	1 tbsp	¼ cup	1¼ cup
Granulated Sugar (AP)	¾ tsp	1 tbsp	¼ cup + 1 tbsp
Ginger Root, Fresh, Minced (EP)	½ tsp	1 + ½ tsp	2 tbsp + 1½ tsp
Jalapeno Peppers, Fresh, Minced (EP)	¾ tsp	1 tbsp	¼ cup + 1 tbsp
Minced Garlic Cloves, Fresh (AP)	½ each	2 each	10 each
Sriracha Hot Chili Sauce (AP)	1½ tsp	2 tbsp	½ cup + 2 tbsp
Honey (AP)	1½ tsp	2 tbsp	½ cup + 2 tbsp
STEP TWO			
Ginger Root, Fresh, Minced (EP)	½ tsp	1½ tsp	2 tbsp + 1½ tsp
Soy Sauce (AP)	1 tbsp	¼ cup	1¼ cup
Apple Cider Vinegar (AP)	1 tbsp	¼ cup	1¼ cup
Sesame Oil (AP)	½ tsp	1½ tsp	1½ tsp
Sriracha Hot Chili Sauce (AP)	½ tsp	1½ tsp	2 tbsp + 1½ tsp
Granulated Sugar (AP)	¼ tsp	1 tsp	1 tbsp + 1½ tsp
Cilantro, Fresh, Chopped (EP)	½ tsp	1½ tsp	2 tbsp + 1½ tsp
STEP THREE			
Chinese Cabbage (Napa), Fresh, Shredded (EP)	¾ cup	3 cup	3 qt + 3 cup
Carrots, Fresh, Julienne Sliced (EP)	1 tbsp	⅓ cup + 2 tsp	1¾ cup + 2 tbsp
Red Bell Peppers, Fresh, 1/8" Julienne Sliced (EP)	½ oz	2 oz	10 oz
Sesame Seeds (Black) (AP)	1⅛ tsp	1 tbsp + 1½ tsp	⅓ cup + 2 tbsp + ½ tsp
Cilantro, Fresh, Chopped (EP)	2¼ tsp	3 tbsp	¾ cup + 3 tbsp
Green Onions, Bunch, Finely Diced (EP)	2¼ tsp	3 tbsp	¾ cup + 3 tbsp
STEP FOUR			
Fresh Black Cod Fillet (AP)	5 oz	1 lb + 4 oz	6 lb + 4 oz
Canola Oil (AP)	1 tbsp	¼ cup	1¼ cup
Kosher Salt (AP)	¼ tsp	1 tsp	1 tbsp + 2 tsp
Fine Ground Black Pepper (AP)	¼ tsp	1 tsp	1 tbsp + 2 tsp
Unsweetened Coconut (AP)	2 tbsp	½ cup	2½ cup
Sesame Seeds (Black) (AP)	1 tbsp	¼ cup	1¼ cup



METHOD

STEP ONE: GINGER SOY REDUCTION

Refer to HACCP Plan Form HFS# 001: Prepared Hot for Hot Service.

Refer to HACCP Plan Form HFS# 004: Prepared Cold for Cold Service

Preheat oven to 350 F. Combine the first quantities of soy sauce, sugar, ginger root, jalapenos, garlic in small saucepot and bring to light simmer. Remove from heat, and stir in honey and sriracha sauce. Allow to cool to 41F or below for service. Reserve for last step.

STEP TWO: GINGER SOY DRESSING

Combine cilantro, ginger root, soy sauce, cider vinegar, sesame oil, sriracha, and sugar in bowl and whisk together until combined. Hold cold at 41F or below for assembly.

STEP THREE: NAPA SLAW

Combine napa cabbage, carrots, red bell peppers, sesame seeds, cilantro, and green onions in bowl and toss to combine. Keep cold at 41F or below until ready for assembly.

STEP FOUR: FISH

Pat cod dry with paper towel. Brush on 1 tsp oil and season fish with salt and pepper on both sides. Take two tablespoons of shredded coconut per fish and press evenly over both sides of the filet, making sure you don't break the skin. Sprinkle 1 tbsp. black sesame seeds on each filet.

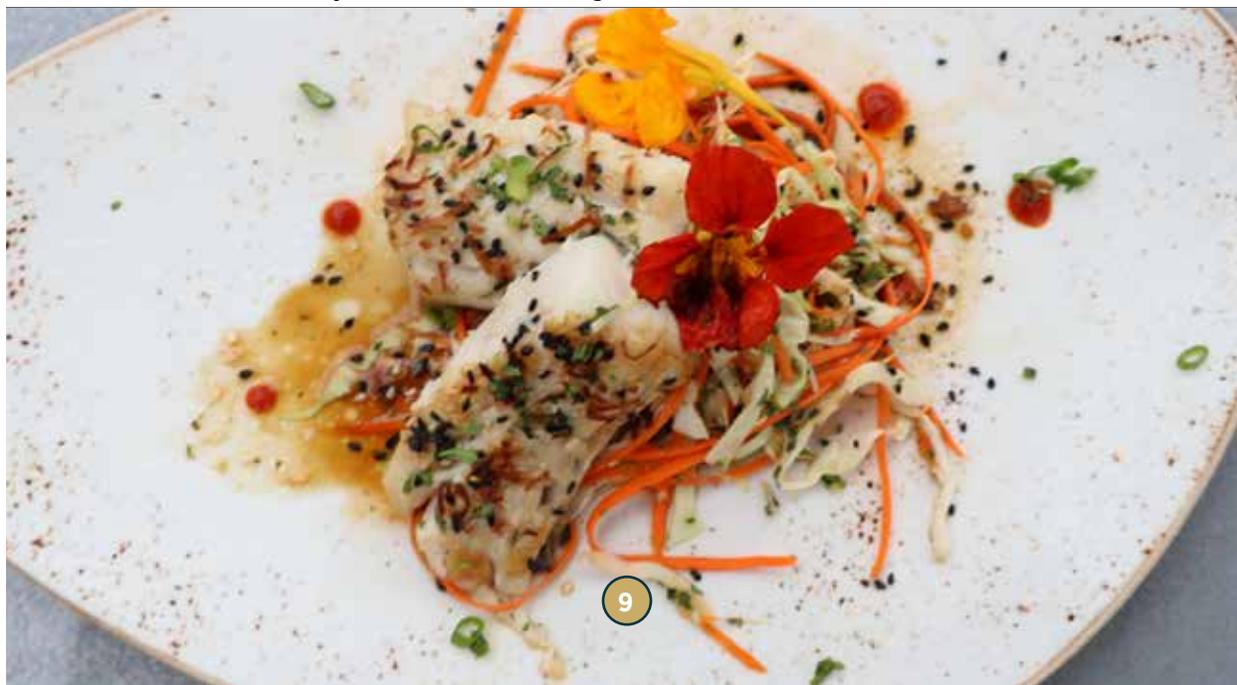
Add remaining oil to oven safe hot skillet and sear fish skin side up for approximately 3-5 minutes. Be careful not to burn the coconut, it should have a golden brown coating. Flip fish over in pan so skin side is down and place the entire skillet in oven and cook at 350F for 8-10 minutes until internal temperature of 145F.

STEP FIVE: ASSEMBLY

While fish is in the oven cooking, toss together the prepared cabbage slaw with ginger soy dressing.

To assemble, place approximately 1 cup of dressed cabbage slaw on plate. Top cabbage with hot fish and drizzle 1 tsp of the ginger soy reduction over top. Note image contains edible flower garnish which is not included on the nutrition yield.

Serve hot, serve immediately. Portion Size: 1 serving





EUR: GRILLED BAJA PACIFIC BLACK COD FISH TACOS WITH MANGO SLAW

PACIFIC COD AND BAJA SLAW WITH MANGO ON CORN TORTILLAS

Developed by Chef Gabe Ochoa

INGREDIENTS

PORTION = 2 EACH/SERVING	FOR 1 SERVING	FOR 4 SERVINGS	FOR 20 SERVINGS
STEP ONE			
Ground Cumin (AP)	1/8 tsp	2 tsp	1 tbsp + 1/4 tsp
Ground Black Pepper (AP)	1/8 tsp	2 tsp	1 tbsp + 1/4 tsp
Kosher Salt (AP)	1/8 tsp	2 tsp	1 tbsp + 1/4 tsp
Lime Juice, Fresh (AP)	1/8 oz	2 oz	3 1/4 oz
Canola Oil (AP)	2 tsp	1/2 cup	3/4 cup + 1 tbsp
Crushed Red Pepper Flakes (AP)	1/8 tsp	1 tsp	1 3/4 tsp
Cilantro, Fresh, Chopped (EP)	1/8 tsp	2 tsp	1 tbsp + 1/4 tsp
Fresh Black Cod Fillet (AP)	4 oz	3 lb	5 lb
STEP TWO			
Real Sour Cream (AP)	2 tbsp	2 cup	3 1/3 cup
Kosher Salt (AP)	1/8 tsp	2 tsp	1 tbsp + 1/4 tsp
Lime Juice, Fresh (AP)	1/8 oz	2 oz	3 1/4 oz
Heavy Duty Mayonnaise, Kraft (AP)	1 tbsp + 1 tsp	1 cup	1 2/3 cup
Baja Slaw with Mango (see recipe)	1/2 cup	1 qt + 2 cup	2 qt + 2 cup
STEP THREE			
Corn Tortilla, 6" (AP)	2 each	24 each	40 each
Lime Wedge (EP)	2 each	24 each	40 each

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METHOD

STEP ONE: PREPARE COD

Refer to HACCP Plan Form HFS# 005: Prepared Cold for Cold Storage.

Refer to HACCP Plan Form HFS# 001: Prepared Hot for Hot Service.

Cut cod into 4oz portions. Mix together, cumin, lime juice, crushed red pepper, cilantro, salt, pepper and canola oil to make marinade. Marinate cod filets for at least 20 minutes and up to 48 hours. Cook fish on char grill until internal temperature reaches 145F. Discard marinade after use. Hold hot for service.

STEP TWO: PREPARE CREMA

Blend together, mayonnaise, sour cream, kosher salt and lime juice. Hold cold for service. Prepare Baja Slaw sub recipe according to recipe and hold cold for service.

STEP THREE: ASSEMBLE

For each taco place 2oz grilled cod on corn tortilla topped with 1/4 cup Baja slaw and 1 fl oz crema. Serve with lime wedge.

Portion: 2 tacos

Hold hot for hot service.





EUR: BAJA SLAW WITH MANGO

Developed by Chef Gabe Ochoa

INGREDIENTS

PORTION = ½ CUP	FOR 1 SERVING	FOR 4 SERVINGS	FOR 20 SERVINGS
STEP ONE			
Shredded Green Cabbage, Fresh (EP)	¼ cup	3 cup	1 qt + 1 cup
Shredded Red Cabbage (EP)	¼ cup	3 cup	1 qt + 1 cup
Cilantro, Fresh, Chopped (EP)	⅛ tsp	½ cup	¾ cup + 1 tbsp + 1 tsp
Fresh Lime (EP)	¾ each	8 each	1¾ each
Fresh Red Fresno Chili Peppers Thinly Sliced Rings (EP)	< ¼ each	2 each	3¼ each
Mango, Fresh, Peeled, Julienne Sliced (EP)	2 tbsp + 2 tsp	2 cup	3⅓ cup
Kosher Salt (AP)	¼ tsp	1 tbsp	1 tbsp + 2 tsp

METHOD

STEP ONE: PREPARE COD

Refer to HACCP Plan Form HFS# 005: Prepared Cold for Cold Storage. Juice limes. Mix all ingredients in a bowl. Cover and store in refrigerator 40F degrees. Hold cold

Portion Size: 1/2 cup (4 oz)



EUR: SICHUANESE ROCKFISH

SZECHUAN ROCKFISH, SHIITAKE MUSHROOMS, CHILI BROTH

Developed by Chef Robin Hernaez

INGREDIENTS

PORTION = 1 SERVING	FOR 1 SERVING	FOR 4 SERVINGS	FOR 20 SERVINGS
STEP ONE			
1 Rockfish Fillet, Fresh (AP)	4 oz	1 lb	5 lb
Kosher Salt (AP)	½ tsp	1½ tsp	2 tbsp + 1½ tsp
Green Onions, Bunch, Sliced (EP)	2 tbsp	½ cup	2½ cup
Ginger Root, Fresh (EP)	1⅛ tsp	1 tbsp + 1½ tsp	⅓ cup + 2 tbsp + ½ tsp
STEP TWO			
Star Anise (AP)	1 each	4 each	20 each
Ground Cinnamon (AP)	¼ tsp	1 tsp	1 tbsp + 2 tsp
Cardamom Pods (AP)	½ each	2 each	10 each
Szechuan Peppercorns (AP)	1½ tsp	2 tbsp	½ cup + 2 tbsp
Red Chili Peppers, Dried (AP)	¾ each	2½ each	12½ each
Canola Oil (AP)	1 tbsp	¼ cup	1¼ cup
STEP THREE			
White Wine (AP)	1½ tsp	2 tbsp	½ cup + 2 tbsp
Minced Garlic Cloves, Fresh (EP)	½ tsp	2 tsp	3 tbsp + 1 tsp
Ginger Root, Fresh, Minced (EP)	1⅛ tsp	1 tbsp + 1½ tsp	⅓ cup + 2 tbsp + ½ tsp
Shiitake Mushrooms, Fresh, Stemmed, Sliced (EP)	½ cup	2 cup	2 qt + 2 cup
Sambal Oelek Chili Paste (AP)	2¼ tsp	3 tbsp	¾ cup + 3 tbsp
Canola Oil (AP)	¾ tsp	1 tbsp	¼ cup + 1 tbsp
Fish Stock (see recipe)	½ cup	2 cup	2 qt + 2 cup

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METHOD

STEP ONE: FISH

Refer to HACCP Plan Form HFS# 001: Prepared Hot for Hot Service. FISH: Slice ginger root thin. Lay fish on sheet tray and top with sliced ginger and green onions. Season with kosher salt. Steam fish until cooked and reaches internal temperature of 145F. Hold hot until ready to serve.

STEP TWO: PREPARE OIL AND BROTH

OIL: Toast anise, cinnamon, cardamom pods, peppercorns in first quantity of canola oil until roasted and aromatic. Cool and strain. Discard spices and hold oil for service.

BROTH: Heat second quantity of oil in pan on low heat sauté garlic and ginger until fragrant, add wine and whisk in chili paste, bring to a simmer. Add mushrooms and cook until tender. Add fish stock, bring to a simmer for 10 minutes. Hold hot until ready to serve.

STEP THREE: ASSEMBLE

Place fish in a lipped bowl or container. Ladle broth over fish. Drizzle with spiced oil. Garnish with cilantro sprigs.

Portion Size: 4 oz fish, 1/2 cup broth, 1 T infused oil, and 1 spring cilantro.
Serve hot, serve immediately.

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EUR: FISH STOCK

SZECHUAN ROCKFISH, SHIITAKE MUSHROOMS, CHILI BROTH

Developed by Chef Robin Hernaez

INGREDIENTS

PORTION = 1 LADLE 8 OZ	FOR 1 SERVING	FOR 4 SERVINGS	FOR 20 SERVINGS
STEP ONE			
Fish Bones (for stock) (AP)	5 oz	10 oz	3 lb + 2 oz
Cold Water (AP)	1 cup	2 cup	2 qt + 2 cup
Celery, Fresh, 1/4" Small Diced (EP)	1/3 oz	3/4 oz	3 3/4 oz
Spanish Onions, Diced (EP)	1/3 oz	3/4 oz	3 3/4 oz
Thyme, Fresh (EP)	1/8 tsp	1/8 tsp	3/4 tsp
Green Peppercorns, Crushed (AP)	< 1/8 tsp	< 1/8 tsp	1/8 tsp
Whole Bay Leaf (AP)	< 1/4 each	1/4 each	1 1/4 each
Parsley, Sprig, Fresh (EP)	1/2 each	1 each	5 each

METHOD

Refer to HACCP Plan Form HFS# 001: Prepared Hot for Hot Service. Bundle the bay leaves, peppercorns, thyme and parsley (use parsley stalks if available). In a large stock pot add the fish bones, celery, onions, and herb bundle. Pour water on top of ingredients, over a medium heat bring to a simmer. As the stock simmers, skim the foam from the top. Simmer for 30-40 minutes.

Strain and cool the stock in a blast chiller until below 40F degrees cover, label and refrigerate. Hold cold
Portion Size: 8 fl oz