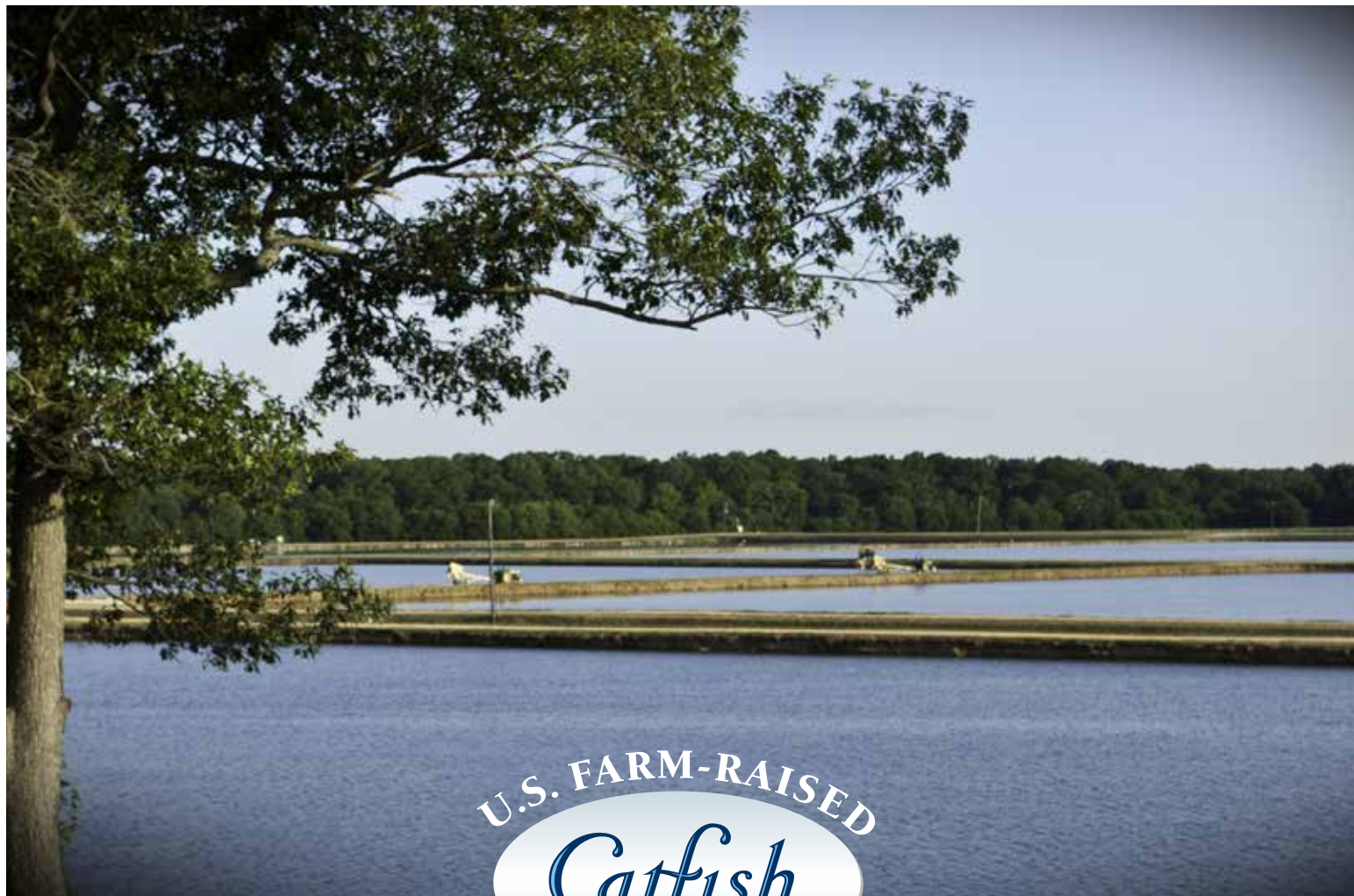




The Catfish Institute
P.O. Box 1669 | Madison, Mississippi | 39130
Find more ways to love it at UScatfish.com.





U.S. FARM-RAISED

Catfish

100% AMERICAN

SUSTAINABLE U.S. FARM-RAISED CATFISH

Good for the planet.
Good for you.

In a world that is moving toward sustainable food sources, U.S. Farm-Raised Catfish has become a leader in the seafood industry. True sustainability means that we must incorporate environmental stewardship with other best management practices to meet the needs of the present without compromising the needs of future generations.



U.S. FARM-RAISED CATFISH IS AMERICA'S LARGEST, MOST

OVERFISHING AND ITS CONSEQUENCES.

The growing demand for seafood is putting increased pressure on the world's oceans. The Food and Agriculture Organization (FAO) of the United Nations recently released a report revealing that over 75% of the world's fish species are overexploited or depleted.

As award-winning food and nutrition journalist and former CNN reporter Carolyn O'Neil, M.S., R.D., said, "Nearly six years ago, CNN reported that 82 species and subspecies of fish, including many that swim in the waters off North America, may face the threat of future extinction.

The new FAO report increases that number to more than 450. In most cases, humans are the main source of that threat."

Fortunately, many types of aquaculture – or fish farming – represent a viable alternative for their future preservation. Catfish farming is the largest segment of American aquaculture, and it ensures that safe, nutritious seafood will continue to be available at a reasonable price.



SUSTAINABLE AQUACULTURE PRODUCT.



U.S. FARM-RAISED CATFISH PROVIDES A SUSTAINABLE ALTERNATIVE.

To help alleviate the stress on our oceans, we need large-scale, viable sources of fish from sustainable, non-polluting sources. U.S. Farm-Raised Catfish has already begun to make a real difference. For instance, over 750 million pounds of farm-raised catfish were processed in 2010-2011. That represents more production than all other U.S. farm-raised fish combined.

In total, you will find over 89,000 acres of catfish farming ponds scattered over 10 states, with most

concentrated in Mississippi, Arkansas, Alabama and Texas. Through modern production practices, today's farmed catfish have a mild taste and flaky texture that is prized by restaurants and home chefs alike. U.S. Farm-Raised Catfish is endorsed as a top source of protein by environmental groups because of its efficient feed conversion rate and environmentally friendly farming practices.



CLEAN FISH. CLEAN FARMING.

Unlike fish production facilities located in rivers, bays or on coastlines, enclosed U.S. catfish farms are not subject to natural or man-made pollution from outside sources. In addition, unlike open-water fish farms, our ponds ensure that our fish cannot adversely affect delicate natural ecosystems. Catfish ponds are self-contained and have very little influence on the surrounding environment. Ponds are filled with groundwater, and the use of antibiotics for disease control is very low.





A HEALTHY CHOICE.

Since it is virtually free of harmful contaminants such as mercury, U.S. Farm-Raised Catfish can safely be eaten every day. It adapts well to a variety of cooking methods and seasonings, so you never get tired of eating this deliciously versatile fish.

Moreover, every serving of all-American farmed catfish is protein-rich, low in saturated fat and contains heart-healthy omega-3 fatty acids, along with other important nutrients. A four-ounce serving contains about 17g of protein and only 140 calories.

BUILDING ECO-SYSTEMS.

Catfish farms also provide safe wetland habitats to support healthy bird populations in the face of natural wetland habitat loss elsewhere. Site selection for ponds is based upon avoiding protected wetlands or areas with any history of pollution or contamination from any source. Ponds are constructed to minimize seepage or erosion in order to isolate the habitat from outside influences. Because of these practices, U.S. Farm-Raised Catfish represents one of the most eco-friendly protein sources available today.





ONE OF THE MOST CAREFULLY INSPECTED, REGULATED AND CONTROLLED PROTEINS YOU CAN BUY.

Stringent quality control ensures a premium, high-quality product. Before harvesting, sample fish are inspected for optimum flavor. The U.S. Farm-Raised Catfish industry is routinely inspected by the U.S. Department of Commerce at the processing plant, confirming it has met the highest standards. The production and processing of U.S. Farm-Raised Catfish is monitored by several federal agencies. The U.S. Department of Commerce, the federal Food and Drug Administration, Environmental Protection Agency, U.S. Department of Agriculture, and U.S. Fish and Wildlife Service, as well as state and local agencies, have oversight of industry practices. Furthermore, all catfish processors must operate under the federal Hazard Analysis and Critical Control Point (HACCP) inspection program to ensure optimum safety

and quality. Truly, the production of U.S. Farm-Raised Catfish has a proven track record of excellence second to none. Unfortunately, the same thing cannot be said about imported catfish and other catfish-like species, which are not raised under the same high standards. In fact, much of the imported fish being sold as catfish in the U.S. comes from Southeast Asia, where it is grown and processed under substandard and inconsistent conditions. Some imported Asian fish have been found to contain carcinogens and illegal antibiotics. When you choose U.S. Farm-Raised Catfish, not only are you selecting the best tasting, most consistent fish available, but you can also rest assured it has met the world's highest standards.

FARM-RAISED CATFISH ARE DIFFERENT FROM THEIR WILD COUSINS.

Unlike wild channel catfish living in natural rivers and lakes, U.S. Farm-Raised Catfish are fed high-protein floating food pellets made of corn and soy meal, as well as other nutrients, which they are trained to eat from the water's surface.

Catfish aquaculture is usually practiced in four distinct phases:

- Broodfish are held in ponds and allowed to mate each spring.
- Fertilized eggs are taken from the broodfish pond to a hatchery.
- Small fish named "fry" are taken to a nursery pond for 6 months.
- Fingerlings are moved to a production pond until they reach 1 to 2 pounds in approximately 12 to 18 months.

Market-size fish are then harvested in large mesh nets and immediately transported live in tanks to the processing plant, guaranteeing that U.S. Farm-Raised Catfish are consistently among the freshest fish available.



ENDORSED BY THOSE WHO KNOW.

The Monterey Bay Aquarium’s *Seafood Watch* program lists U.S. Farm-Raised Catfish as a “Best Choice” due to its abundance and well-managed, environmentally friendly farming practices. Other important environmental advocates endorsing U.S. Farm-Raised Catfish include The World Wildlife Fund, the Sustainable Fishery Advocates, the National Audubon Society, and the Environmental Defense Fund.

Monterey Bay Aquarium Seafood Watch®

CATFISH



SEAFOOD	RATING	MARKET NAMES	WHERE CAUGHT	HOW CAUGHT
Catfish	BEST CHOICE	Channel Catfish	U.S.	Farmed



