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Fishpeople Seafood Lands—Hook, Line and Sinker—in Northwest Groceries and Farmers Markets

Friday, November 30, 2012

Ready-to-Eat, Wild-Caught Seafood Entrees are Convenient and Delicious

Portland, Ore. (November 30th, 2012)—Grab a fork and dive on in – cooking and eating delicious local seafood dishes just got easier. Fishpeople Seafood, a new Oregon seafood products brand, has launched four shelf-stable gourmet entrees in area groceries and farmers markets, including New Seasons, Whole Foods and PCC Natural Markets throughout the Pacific Northwest.

Fishpeople entrees are unique and appealing because they are made with premium, responsibly sourced seafood landed at local ports with veggies and herbs grown right here in Oregon and Washington.

Fishpeople begins with four entrees, including salmon in a chardonnay-dill cream sauce, smoked salmon and smoked oyster chowder, coconut yellow curry tuna and Thai coconut lemongrass tuna. All come in BPA-free poaching pouches and are ready to eat in about three minutes. Suggested retail price for a 7-ounce meal is \$5.99.

But it's not all about providing really tasty local food. Founder and CEO Duncan Berry makes no bones about why he's in the packaged seafood business. "We love fish, and we love the sea. We believe that business can play a positive role in creating a different relationship with our oceans. We combine this ethos with scrumptious flavor and poaching pouches that make seafood easy to eat anywhere, anytime," says Berry. "We found that there was really no defining seafood brand in the NW

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that was creating value added, ready to eat meals so our mission became keeping the fish, the money, and the jobs in the local economy.”

In fact, Fishpeople’s company purpose is three-pronged: 1) Nourish customers with delicious and healthy food from the sea; 2) respect fellow supply chain members and pay them well; and 3) sustain wild fish species and habitats.

Fishpeople has taken an intimate look at Oregon’s fishing industry and has selected seven species that they feel meet their extremely high standards for sustainability. They chose Chinook salmon in Young’s Bay, part of the estuary of the Columbia River near Astoria, Oregon; albacore tuna from Oregon Seafoods in Coos Bay; and smoked oysters from Oregon Oyster Company and Tillamook’s T&S Oyster Farm in Netart’s Bay for their first recipes.

“We want our local consumers to enjoy the product and know that we share their food values,” says Jodie Emmett, Fishpeople’s brand manager. “We believe we can raise awareness through bellies.”

Fishpeople is also taking a “keepin’ it regional” approach that will limit distribution of its entrees to Oregon, Washington and Idaho, and possibly Northern California in the future.

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About Fishpeople: Fishpeople is an Oregon brand focused on sourcing and providing wild-caught, regional seafood products to people of the Pacific Northwest. It creates seafood products that are convenient, delicious, local, supply and habitat sustaining, healthy and affordable. For more information, visit fishpeopleseafood.com or connect at facebook.com/fishpeopleseafood