



U.S. FARM-RAISED

Catfish

100% AMERICAN

**WHERE
DOES YOUR
CATFISH
COME FROM?**





U.S. FARM-RAISED CATFISH. SAFE, FRESH AND HEALTHY.

LOOK BEFORE YOU EAT.

Most people would naturally assume that their catfish comes from the USA – if not a pond just down the road. Surprisingly, this is not always the case.

The ever-increasing amount of imported seafood makes it difficult to know exactly where your food comes from, much less what's actually in it. Environmental and health standards vary wildly (often to the point of non-existence) from country to country. Eighty-two percent of America's imported catfish comes from China and Vietnam. Reports from these two countries consistently depict alarming and unsanitary farming practices – including water polluted with raw sewage and fish pumped full of illegal substances.

Consider the fact that less than *one in a million* pounds of imported seafood is actually tested by the FDA, and it becomes vitally important to know where your food comes from. When it comes to catfish, always check for the U.S. Farm-Raised Catfish seal. It's guaranteed to be good for you. Good for the environment. And good for American farmers.





U.S. FARM-RAISED CATFISH IS THE SAFEST AND HEALTHIEST FISH AVAILABLE.

When you see the U.S. Farm-Raised Catfish seal, you know exactly what you're getting and where it comes from. Our catfish are raised in clean freshwater ponds and fed a strict diet of grains – which allows for a perfectly pure and mild flavor, as well as an exceptionally high nutrient/low fat content. U.S. Farm-Raised Catfish is certified to be natural, fresh and healthy.

From hatching to processing, U.S. Farm-Raised Catfish is highly regulated and thoroughly inspected to ensure exceptional quality. The U.S. Department of Commerce, federal Food and Drug Administration, Environmental Protection Agency and U.S. Department of Agriculture, as well as state and local agencies, oversee many industry practices.

What's more, our fish are sampled to ensure flavor before harvesting. All U.S. Farm-Raised Catfish must meet these exacting standards to earn the U.S. Farm-Raised Catfish seal. So be sure to look or ask for it the next time you buy or order catfish.





ASK BEFORE YOU ORDER.

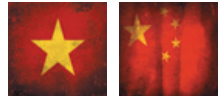
The question of imported seafood gets more complicated in restaurants. Even if you know to beware of Asian fish, there is no federal law and most states do not require Country-Of-Origin-Labeling on restaurant menus. This goes for all fish, as imported catfish and catfish-like species are often mislabeled and falsely sold to restaurants as grouper, red snapper or other higher-priced species. If the menu doesn't specify where the fish comes from, ask your server. And make sure it's U.S. Farm-Raised Catfish.



THE BEST WAY TO BE SURE YOU'RE GETTING FRESH, CLEAN FISH IS TO MAKE SURE YOU'RE GETTING U.S. FARM-RAISED

THE RISKS OF IMPORTED FISH.

Of all food imported into the U.S., seafood products have the most violations for pathogens, including salmonella and listeria. U.S. Department of Agriculture inspectors also repeatedly find unsafe residues of the contaminants nitrofurans, malachite green, gentian violet and fluoroquinolone in imported catfish (and similar species marketed as basa, pangasius and swai). All of these substances are prohibited from use in aquaculture in the U.S., and many have been shown to cause cancer. Fish habitats in China and Vietnam are regularly found to be polluted with human waste, industrial pollution and pesticides. The food safety issues throughout Asia are so overwhelming, it will be many years before acceptable standards can be established, much less enforced.



The good news is U.S. Farm-Raised Catfish is regulated and inspected every step of the way – ensuring one of the highest-quality foods available for your family. The U.S. Farm-Raised Catfish seal guarantees fresh, clean and healthy fish.

U.S. Farm-Raised Catfish is one of the most eco-friendly and safest food sources available today.




CATFISH.



SAFE FOR THE ENVIRONMENT, TOO.

You're not only looking out for your family's well-being with U.S. Farm-Raised Catfish, but the earth's as well. Due to an ever-growing demand for seafood, over 75% of the world's fish species are overexploited or depleted. To alleviate the stress on our oceans, we need large-scale, sustainable and non-polluted sources of fish.

Unlike fish production facilities located in rivers, bays or on coastlines, enclosed U.S. catfish farms are not subject to pollution from outside sources. Our ponds also ensure that our fish cannot adversely affect delicate natural ecosystems. 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. U.S. Farm-Raised Catfish is also endorsed by the World Wildlife Fund, National Audubon Society and 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





SPREAD THE WORD.

Most people simply trust that the food in grocery stores and restaurants is safe – and the vast majority of it is. But the facts about Asian imports cannot be ignored. Please alert your friends and family. When you order at restaurants, let them know why you insist on U.S. Farm-Raised Catfish.



For more information, visit UScatfish.com.



**SUSTAINABLE
U.S. FARM-RAISED
CATFISH.**

Good for the planet. Good for you.



The Catfish Institute

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Find more ways to love it at UScatfish.com.