

# What are climate winners?

Warming waters are expected to change species distributions worldwide, and with it, how and where they are caught and eventually sold.

'Climate winners' - commercial species that are expected to expand, increase, and/or buffer climate impacts in a given region- present an opportunity for local businesses to diversify their portfolios with seafood that not only offers them security but also appeals to an increasingly climate-conscious customer base.

## In this guide

- General tips for educating buyers on climate winners
- Fact sheet of example climate winner species in the New England region



Flip to the back panel for more information about this project and Eating with the Ecosystem.

Illustrations by Siena Baldi



### Longfin Squid



Mild with subtle sweetness  
Firm, chewy, & meaty



Grilled, fried (calamari), sautéed, poached, braised



Midwater trawls, floating fish traps



Cut into tubes/tentacles, frozen



International, national, regional



### Spanish Mackerel



Hook and line, Gill nets, Cast nets



None required (whole) or fillet



International, national, regional



Medium flavor, rich yet mild, fatty, & sweet  
Firm, oily, & flaky



Baked, grilled, roasted, seared, raw

## Contact us

### 'Roadmap for Climate-Resilient Seafood Supply Chains'



kate@eatingwiththeecosystem.org  
nick@eatingwiththeecosystem.org



[www.eatingwiththeecosystem.org](http://www.eatingwiththeecosystem.org)



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# Climate-Ready Seafood Guide



**Seafood Marketing for New England Businesses in a Changing Ocean**



# Marketing 'climate winners'

The following panels contain a snapshot of climate winners in the New England region, plus information that other seafood businesses have deemed essential to deciding whether to add it to your portfolio.

There are several selling points all climate winners share:

- **Carbon reduction**- lower fuel use
- **Abundant populations** - regional expansion
- **Supporting local communities**
- **Supply chain transparency**- important for customer retention and quality control
- **New market opportunities**- many are 'underutilized', i.e. have potential to play a bigger role in markets.

## Key:



**\$** Hook and line, pots, otter trawls

None required (whole) or fillet

### Black Sea Bass

Mild, sweet, & delicate  
Firm, flaky & lean

Baked, roasted, raw, grilled, steamed, sautéed, seared, poached

International, national, regional



Volume species

Otter trawls

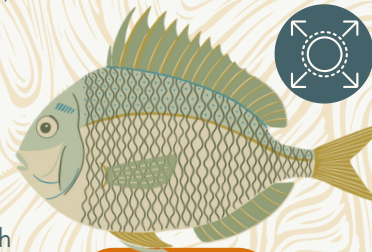
None required (whole) can be frozen

### Butterfish

Moderate rich flavor  
Flaky, delicate, buttery texture

Roasted, seared, fried, sautéed, baked

International, national



Otter trawls, rod & reel, fish pots, fish traps

None required (whole), fillet

Moderate-mild & sweet flavor  
Firm, flaky, lean

Baked, grilled, fried, sautéed, raw

National, regional

### Seup

**\$** Hook and line, trawl

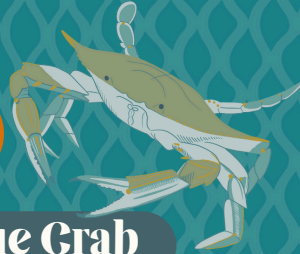
None required (whole) or fillet

### Grey Triggerfish

Clean, mild and sweet, slight crab flavor  
Firm and meaty

Baked, roasted, raw, grilled, steamed, sautéed, seared, poached

International, national, regional



### Blue Crab

Crab pots

None required (whole), picked

Salty, sweet, buttery  
Tender, smooth, lump meat

Steamed, boiled

International, national, regional



### Sugar Kelp

Aquaculture (grown on ropes)

Sea vegetable, mild, sweet, brine (umami)  
Fleshy, slightly crunchy

Raw, blanched, dried, pickled

Frozen, raw/fresh, dried

Regional, National