



Weekly Market Report



Farmed Atlantic Salmon

Canadian fish has continued to be our main concentration mainly due to the quality of the fish we are seeing out of the farms in British Columbia. With winter weather beginning to hamper harvesting up North we could be seeing lapse in harvest which in turn may make fish tight and increase costs.

Scottish Salmon is very tight this week with poor weather in Scotland hampering harvesting efforts. Right now we have ample supply in house, but with little if any due in later this week I am sure product will be tight and prices will climb.



Halibut

The Alaskan Halibut season is over. We have the last of the fresh bed iced down and ready for your final hurrah this weekend. Fish is great quality and sizing is ranging from 20 lb to 60 lb. We will transition right into the frozen fish so your menus won't skip a beat. We have done some test thaws and I honestly can't tell the difference between the fresh and the frozen.

Mexican Halibut and Fluke are slowly hitting our docks in San Diego with 3-5's and 5-7's becoming available again along with small amounts of true snapper. We should see these landings increase as we move into December. This will be a great local item to have on your menu as a special.



Sea of Cortez Fish

We had Mahi arrive at the dock last night. These fish are being landed from panga boats in Mexico that go out on short trips. The Mahi is exceptional quality with most of the fish having the green / yellow color still on the fish like you see in the picture above. Some of the Panga boats are hitting smaller fish which will hit the market at a much lower cost. Please let your sales associate know if these fish would be a value to you and we will procure some. Normally we stick with larger whole fish getting us a higher fillet yield.

We are starting to see Mexican grouper and Mexican white seabass land at our docks as well. Again a great opportunity to keep Mexican exotics at the center of our plates to promote the variety of flavors we have here at American Fish. With both these seasons right around the corner let's get it in front of the consumer now so when prices begin to fall we have a demand to keep up with landings.

Swordfish & Exotics



We had a small trip arrive right before Thanksgiving that sold out fast. With most of the boats tying up to spend the holiday with their family they are icing up and trying to head back out at the beginning of this week. Depending on how many sets the boats lay out we could see fish here by this weekend, but no word from the captains yet. With the lack of supply prices have skyrocketed. We do have a few fish scheduled to be here Wednesday morning.



Tuna prices are finally coming down for this week. We currently carry four different grades of fish.
Sashimi # 1: Very strong cherry red color with consistent color throughout. Bloodline is red and the meat has some fat. Comes to us skin on bloodline in.
Grade # 2: Nice red color meat with a darker bloodline. Comes to us skin on bloodline in.
Special: Usually cut from smaller fish can sometimes be a #1 color. This is a great value for a

customer that is grilling the fish. Comes to us skin on bloodline in.

Itsumo: A new item we began to carry just two months ago. Loin is #1 quality and wrapped in a Antimicrobial wrap to maintain freshness and color. Comes to us skinless bloodline removed in 10 lb units. While it may be the highest priced type we purchase it is a ready to go fully trimmed loin with superior color. Give it a try you will not be disappointed

We have some nice local shark net caught out of Morro Bay and there seems to be plenty more available so this could be a good low cost buffet item for this week.



Opah, Ono, Escolar and Albacore are all in good supply. We started the week with Local Opah, but will be switching over to Fiji caught fish tomorrow.



Northern Ground Fish

Rock: We have Rock due in Friday, but the weather is really affecting the small boat fleet up north. Only the larger boats are getting out in the high seas. It will remain tight as we move through next week.

Dover: Supply has been tight due to weather and quota issues up north. We do have a good shot due in tonight but price has increased by at least \$0.25

Arrowtooth: Supply on hand. Quality has been nice with water temps going down and firming up a normally soft fish.

Rex: Product on hand with more due in for Monday

Petrale Sole: Some in house right now. There is very little available due to quota and weather issues. Prices have increased by almost \$1 per pound.

Ling Cod: Nothing available right now with high seas and bad weather up north fishing has been poor with many of the boats up and down the coast tied up till at least Monday of next week. We have frozen H&G available for next week. Product is almost as good as our fresh.

True Cod: Small amount in house with more inventory due in for Monday.



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Local Black Gill & Black Cod

Black Gill: We have a small amount of Black Gill left from a landing we got on Monday, but with no rock being landed it is disappearing fast. We are expecting boats to get out as soon as the weather breaks possibly getting us a new supply by Monday.

Black Cod: Limited available from Monday's landing. The sizing of the fish is running small to medium, but we do have some 5-7 and 7+ whole fish in house. These are extremely short tripped product allowing us to offer our customer base the best quality in California and keep with our goal of "Boat to Plate in 48"



Eastern Sea Scallops

Continue to run with auctions in New Bedford five days a week. Landings have been good this week with the weather on the east coast being ok for the boats to get out. A great appetizer for the holidays are the famous bacon wrapped scallops. Please feel free to use the recipe below and let me know how it turns out. Samples are welcome any time.

<http://allrecipes.com/Recipe/mari-nated-scallops-wrapped-in-bacon/detail.aspx>



Shellfish

Clams: All clams in full stock. I have not procured any cockles unless requested, but with New Zealand entering their spring the shelf life should be good.

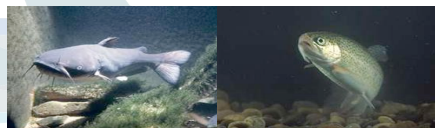
Oysters: East Coast oysters are much like the clams developing full meats and preparing for the winter months. The Carlsbad Oysters are having a mortality issue, but should be back up and running in a week.

Mussels: Product is nice coming into the winter when all types will have full meats with hearty yields. The PEI's are still the mussel to beat, but our local Carlsbad product is giving it a run for its money. The Penn Cove mussels out of Washington have been running nice as well.

Lobsters: Canadian hard shell lobsters are starting to become available along with some firm shell Maine lobsters. Meat to shell should be getting better as we move through the fall. Prices are holding steady no changes for this week. West Coast Spiny lobsters are being landed sporadically. While the quality is one of the best around the price continues to push over \$20.00 per pound.



Crabs: Dungeness crab meat prices continue to go up with a majority of this past season's product getting used up to produce meat. Soft shell crab season is over with only dressed crabs available right now. Whole Cooked Dungeness are becoming available with prices starting out high due to cash buyers on the grounds bidding up prices. We will see our first whole cooks here by Monday morning of the new season. Prices should fall as we move through December



Farmed Catfish & Trout

Farmed Cat: Availability remains to be good with full supply on all different styles carried. The price has finally started to fall due to the lack of sales at the high costs. Depending on the winter weather in the south we should remain consistent from here throughout.

Farmed Trout: Supply is good and we are running great with our new supplier getting direct costs across the board allowing us to lower our costs to the customers



Frozen Updates

Dungeness snow crab clusters remain tight and product is still from last season. Even though the new season has started they would not start freezing new product until prices start to come down. We have 200 cases due in that should cover us through the holidays, but we won't step in big till the processors start to freeze this seasons production

Korean Snow Crab meat due in today Thursday 12/1/11. Price is up \$0.50 per lb due to availability.



North Atlantic Lobster tail 5-6 oz is a great value compared to all other cold water tails because of the cost range. We have product available below \$20 per pound while North Australian tails are still running in the \$40 range. This would be a great item to add to your holiday menu.