



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. With the holiday this weekend very little shipments will be made so prices could increase by close to \$1 per pound



Halibut

Mexican Halibut and Fluke are slowly hitting our docks in San Diego with all sizes are becoming available again along with small amounts of true snapper and Bass. We should see these landings increase as we move into January. 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 ponga 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 Ponga 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 Baquette 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 lets 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



There is very little Sword available with a majority of the local fish done we are starting to have to search elsewhere for our needs. Fiji, Australia and Ecuador have limited amounts with very high costs right now. Costs will remain high as we head into next week due to the lack of fishing effort with boats tying for the holidays



Tuna prices are finally coming down for this week. However with projected high demands for next week prices will be on the rise. 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. Fiji shipments are projected to be light next week with the holiday affecting many imports.

Humu-Humu Ho-Ho Wishes You A



Swimmingly Happy Holiday Season!

Northern Ground Fish

Rock: We plenty of Rock in house with more fillets due early next week. There may be a lapse in supply with some of the boats taking the holiday off, but that shouldn't affect us till late next week.

Dover: Size has been nice with quality looking great. The weather up north has been good over the last two weeks making fishing great.

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

Petrals Sole: Price is down with the nice weather and stronger production up north.

Ling Cod: We currently have skinless fillets in house with more due in next week. For skin on needs please use the previously

True Cod: Small amount in house with more inventory due in for Monday. Alaskan pot season will start soon for the in shore fleet.



Weekly Market Report



Local Black Gill & Black Cod

Black Gill: We had a load show up last night this will be the last shot before Christmas. Boats will head back out on Tuesday 12/26, but we don't expect them landing till the end of next week at the earliest.

Black Cod: New load arrived last night all sizes available. 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/marinated-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 summer we will start to see quality fall as it gets hotter in New Zealand.

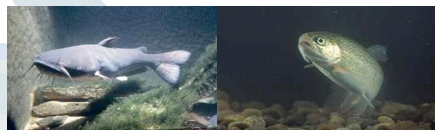
Oysters: East Coast oysters are much like the clams developing full meats and preparing for the winter months. USA Kumamoto's are running very tight right now and we are currently on allocation with harvests only once a week.

Mussels: Product is nice coming into the winter when all types will have full meats with hearty yields. Based on my most recent meat yield tests the Carlsbad mussel has a fuller meat then the PEI's. With the lower cost on the Carlsbad this is truly the big bang for the buck. Support our local farmers.

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 many of the suppliers using this seasons product to pick. Whole Cooked Dungeness are available out of San Francisco and some being landed out of Canada. Prices have increased due to lack of supply and large demands over the next few weeks.



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

We have pieced together Saku tuna to squeeze by for a little bit, but product continues to be extremely tight. We have a load of ground tuna on hold by FDA, but it should be released shortly. Behind this the producers will not be doing ground tuna and switching to cubed due to increased costs.

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

Broken Alaskan King Crab available large and medium four thousand pounds of each.



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.