



**For Immediate Release
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**Seafood Throwdown Coming to the Grand Army Plaza Greenmarket
Locally Caught Seafood Takes Center Stage**

New York, NY – Seafood Throwdown, a unique cooking competition that highlights the importance of local seafood in restoring a healthy ocean ecosystem, is coming back to the Grand Army Plaza Greenmarket on July 12, 2014 from 11am to 1pm. In this year’s Iron-Chef inspired program, we have two wonderfully accomplished female chefs joining us for a heart-pounding race to transform a secret seafood ingredient into a culinary masterpiece with other seasonal foods from the market. Cheryl Smith of Cheryl’s Global Soul will return to defend her 2012 title against Shanna Pacifico of Pacifico’s Fine Foods and judging this spectacular competition will be Blue Moon Fish’s Stephanie Villani, Michael Crocker, author of *Sharing the Ocean*, and Anthony Fassio of Slow Food NYC. Chef Emily Peterson of Heritage Radio Network will give onlookers a play-by-play of all the action as the emcee for the competition.

Seafood Throwdowns present an opportunity to learn more about fisheries policies and what we can do to protect the marine environment while supporting local fishing communities. The Grand Army Plaza Seafood Throwdown is a collaboration between Northwest Atlantic Marine Alliance (NAMA) and GrowNYC/ Greenmarket.

“Current fisheries policies are turning fishing into highly extractive operations modeled after industrial agriculture and turning fishermen into sharecroppers. The family fishermen are going the way of the family farm leaving the ocean to the highest bidder. This endangers the marine environment, our access to healthy locally caught seafood and our local fishing economies,” says Niaz Dorry, NAMA’s director. “Our not-so-secret agenda is to raise awareness about these flawed policies and the ecological and economic importance of small-scale, locally caught seafood to the marine ecosystem, local economies, coastal communities and our food system.”

“The US now ranks number 2 in global seafood consumption but according to the National Oceanic and Atmospheric Administration, over 90% of the seafood we eat is imported. We think it is important to educate consumers about the risks associated with eating imported seafood which has little to no regulation,” says Greenmarket Director Michael Hurwitz. “Seafood Throwdown is a fun way to promote the abundance of fresh, delicious and locally caught seafood available at Greenmarkets throughout the city as well as start the conversation about the importance of sustainability in our oceans, not just in our fields.”

Cheryl’s Global Soul has been a fixture of the neighborhood since it’s opening in 2006. Chef Cheryl Smith came out victorious in 2012’s Seafood Throwdown with a delicious dish featuring Blue Moon’s locally caught flounder.

As the former head chef at Manhattan’s Back Forty and Back Forty West, Shanna Pacifico has long been a fixture of the farm-to-table dining scene. We’re excited to welcome her to Brooklyn with the recent opening of her very own Pacifico’s Fine Foods.

This marks the fourth Seafood Throwdown at Grand Army Plaza. In 2013, Slow Food and Brooklyn Food Coalition came face to face with Alex Villani’s locally caught black sea bass. This year’s promises to be another fun, educational and community-driven event linking the importance of locally caught seafood to the health and resilience of our ocean.

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