

Alyssa Foods

Sustainably-Caught Groundfish



Prices in effect from November 2009

This Nova Scotia company offers four varieties of groundfish that are caught using a selective, low-impact hook-and-line system rather than bottom-drag trawl nets (commonly used in groundfish harvesting) that damage the ocean floor and destroy important habitat.

Much of the fish you buy has been dipped in a chemical bath to plump it and add sheen, and has been frozen and thawed several times. By the time it reaches your table it can be nowhere near fresh. A strong fishy smell indicates fish is past its prime; good fish has a light odour, if any.

Alyssa's fish is untreated, and is boned, vacuum-packed and frozen on landing. It's clean, fresh-tasting, and of extremely high quality. You'll enjoy this fish for its texture and taste, while knowing you're supporting a small local fishery that's doing the right thing for the environment.

The November/December order will be our last opportunity to buy this fish until late spring, as the fishermen/women soon turn to lobstering. Please buy enough fish to last you through until April/May 2010 when longlining begins anew.

Cod	454g—1 pound	\$7.50
Strong-flavoured and versatile, with flakey flesh. Suited to poaching, baking, frying and grilling, and great with rich sauces.		
Haddock	454g—1 pound	\$7.50
Extremely versatile, with firm, flakey flesh.		
Hake	454g—1 pound	\$5.25
Mild, with a more subtle flavour than cod. Known in France as "saumon blanc." Reliable fried, poached, or in soup.		
Pollock	454g—1 pound	\$5.25
Darker, firmer and more flavourful than cod or haddock. Off-white flakey flesh lightens when cooked.		

ellora natural & organic foods

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