

New York Sea Grant special event programming empowers the public to make informed decisions about local marine and farm-raised seafood that promote a healthy diet.



Empowering Public Support for Local Seafood: Celebrating Grown on Long Island Day

Public education about the health benefits of seafood is needed to empower consumers to make better choices about diets that depend on food grown in New York sources. Public support for small farms is at its highest and seafood must be included in programs designed to engage proponents of the local food movement.

NYSG Responds

To encourage ongoing public support of local seafood in 2016, New York Sea Grant (NYSG) continued its partnership with organizers of the annual “Celebrate Grown on Long Island Day” farmers market at the Suffolk County Extension Farm. This event facilitates an opportunity for the public to meet local farmers, purchase fresh produce, taste local fruits and vegetables, and for kids to enjoy wagon rides and visit farm animals.

To highlight the Celebrate Grown on LI Day celebration, NYSG organized the 5th “Seafood Throwdown,” a unique cooking challenge showcasing local produce and seafood. 2016 marked a major milestone in this event series, with an exciting competition featuring youth chef contestants from a national syndicated cooking show. Each chef was given two secret ingredients to create their meals. As an added educational goal, NYSG facilitated public access to an information table with brochures about seafood nutrition.

An estimated 1,200 people participated in the 2016 Celebrate Grown on Long Island Day festivities and experienced the Seafood Throwdown. They also learned about seafood nutrition and new recipes for preparing summer flounder and Swiss chard.

NYSG Sea Grant uses its Seafood Throwdown as a platform to engage proponents of the local food movement, empowering people to make decisions about using local ingredients consistent with a healthy and nutritious diet.



Top: 2016 Chopped Junior® Champion Lauryn Mitchell describes her seafood recipe to fans at the NYSG Seafood Throwdown at the 2016 Grown on Long Island Day. Below: Seafood Throwdown judges. Photos: Mike Ciaramella, New York Sea Grant

Partners:

- Cornell Cooperative Extension of Suffolk County
- Long Island Farm Bureau

The Sea Grant Focus Area for this project is Sustainable NY Fisheries & NY Seafood

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.

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