



### **The Catch of the Day Arrives at UAlbany**

UAlbany Dining took another leap forward in its commitment to providing sustainable menu options – this time via sourcing seafood from Red’s Best. “It’s exceedingly important that we demonstrate leadership in aligning with suppliers committed to sustainability,” stated University Auxiliary Services’ Executive Director Stephen Pearse. “Our alliance with Red’s Best allows our dining program to showcase a variety of fresh regional fish, while also telling the stories of the fishermen who caught them.”

Red’s Best operates out of Boston, Massachusetts, and their business model is based on making sure small boat commercial fishing is profitable to the fishermen and affordable to the customer. Through the use of proprietary software and innovative technology, the Red’s Best team handles seafood transactions on the docks via iPads, significantly streamlining the process and saving time and money for all parties involved.

In July, Pearse toured the Red’s Best facility at the Chatham, Mass. pier and then spent the rest of the day discussing a possible partnership with CEO Jared “Red” Auerbach on one of the approximately 500 independently owned and captained vessels that work with Red’s Best. They agreed to a weekly ‘catch of the day,’ which allows for fresh fish for the University and a competitive price for local fishermen. Another selling point to Pearse was Red’s Best use of a web-based software that collects traceability data for all catches and generates unique web addresses that are contained in QR codes on the packaging. UAlbany Dining staff simply scans a code and then markets the local

catch information in the campus dining rooms on a weekly basis. UAlbany Dining, which buys Red's Best fish through Sysco, has had great feedback since the program's inception.

“Being able to tell the story of the fishermen is a huge bonus because it encourages students to try fish they may never have tried before,” stated Lauren Mancuso, UAlbany Dining's marketing director. “This increased awareness makes our Red's Best program ‘sustainable’ in more ways than one.”

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