

Seafood Awareness Month at Taste New York Market Place

More than 10,000 travelers on the Long Island (LI) Expressway use the facilities at the LI Welcome Center and shop for local food products at the Taste New York Marketplace retail store each day in summer. There is a limited seafood inventory available at this retail store and managers are seeking ways to increase consumer awareness and demand for these products.

New York Sea Grant and Cornell Cooperative Extension of Nassau County established a partnership to design and conduct a month-long program to educate visitors about seafood nutrition and the sustainable fisheries that help to sustain Long Island's coastal economies.

July 2018 was celebrated as Seafood Awareness Month at the Welcome Center. Cornell University College of Agriculture and Life Science funded a Seafood Ambassador summer intern who hosted a kiosk where visitors received information about seafood nutrition and sustainable fisheries in recognition of Long Island's rich maritime heritage.

Two evenings were used to honor fishing traditions through storytelling. A local bayman talked about his life on the water and read poetry. A fisherman who sells value-added seafood products at the retail store hosted a tasting session for visitors. A farm-to-table chef from a local restaurant conducted a seafood



Spicy Calamari Salad prepared by Chef Francis J. Derby to culminate Seafood Awareness Month at the Long Island Welcome Center. Photo: NYSG/Antoinette Clemetson



2018 Cornell University CALS Seafood Ambassador Susanna Osinski at the Long Island Welcome Center. Photo: NYSG/Antoinette Clemetson

cooking demonstration and talked about support for the local food industry in Nassau County. This month-long program intercepted at least 2,000 visitors.

Partners:

- Cornell Cooperative Extension of Nassau County
- Cornell University College of Agriculture and Life Sciences
- New York State Department of Agriculture and Markets

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

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

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