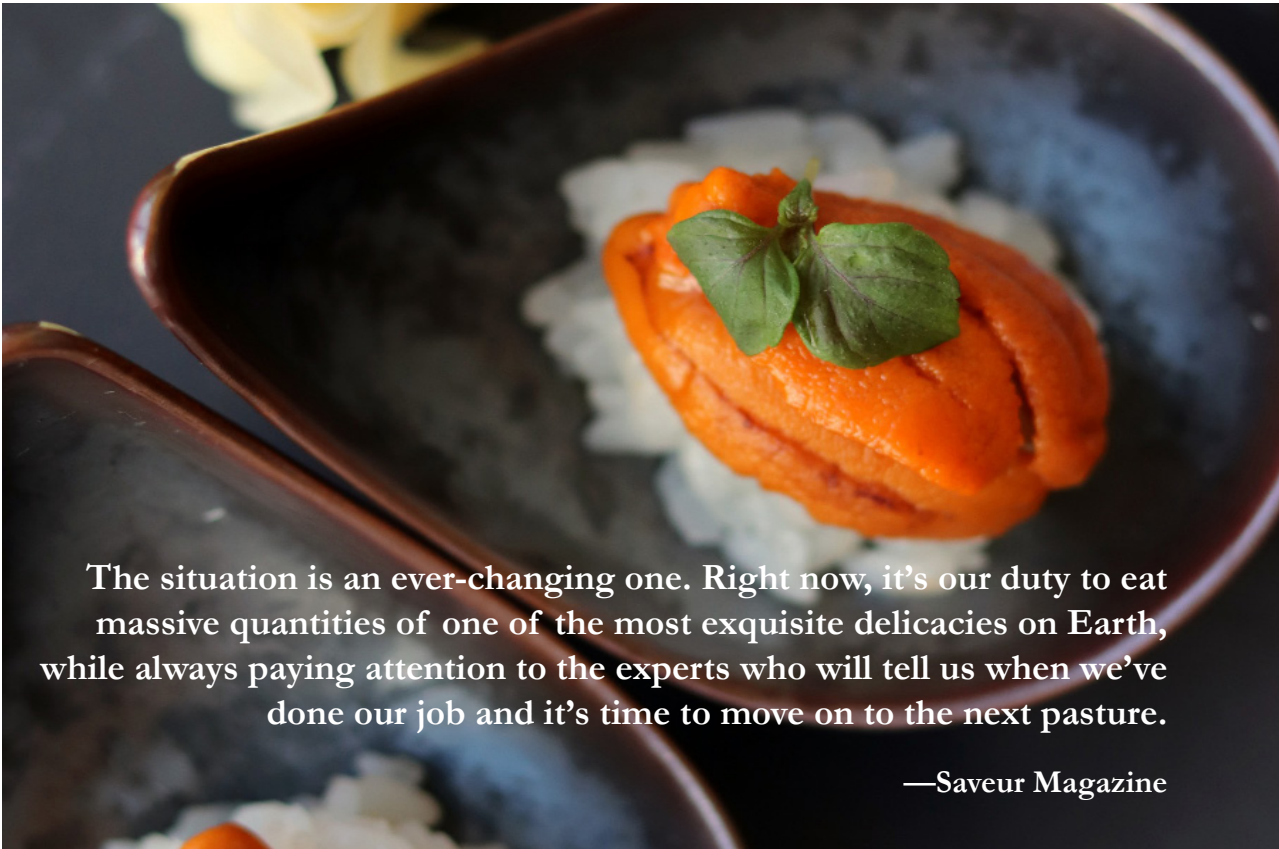




PACIFIC URCHIN

Strongylocentrotus purpuratus

Mesocentrotus franciscanus



The situation is an ever-changing one. Right now, it's our duty to eat massive quantities of one of the most exquisite delicacies on Earth, while always paying attention to the experts who will tell us when we've done our job and it's time to move on to the next pasture.

—Saveur Magazine

Delicious Conservation

Uni is the Japanese word for the edible part of the urchin. It refers to the 5 "tongues" or lobes which are the reproductive organs, or gonads, of the urchin.

Uni is graded A, B, or C by color, texture and freshness. It should be bright, firm and sweet.

Northern California urchins eat brown or bull kelp, which has been suffering from a variety of challenges causing a deforestation of over 90%. We now have the opportunity to eat the urchins before they decimate the remaining kelp forests.

PACIFIC URCHIN

Kelp forests are the fastest growing plants on earth and can grow up to 2-feet per day. But the kelp forests are under threat due to what is called the “perfect storm of challenges” that have meant a decrease of up to 93% of what they should be.

Kelp offer much needed food, shelter and shade to a variety of marine species, but they have been mowed down by an overpopulation of sea urchins. They play a key role in the marine environment and are facing environmental collapse.



KEY FACTS & FIGURES

Urchins are foraged off California’s Mendocino coast

Uni trays are graded A and B; C (vana) refers to uni pieces

Eating California uni helps preserve kelp forests

Harvested, picked and packed by hand

In under five years the kelp forests off the coast of Northern California have diminished by over 90%

How can we help the kelp?
By eating the urchins before they have a chance to pinch off the new kelp growth.

All done by hand
Our urchin are hand harvested by divers off the Northern California coast then processed in Sonoma County.

About Buena Vista Seafood

With decades of global seafood sourcing and sales experience, Buena Vista Seafood is leading the charge by bringing trusted, delicious seafood to chefs and diners across North America. But this doesn’t mean that Buena Vista Seafood is going about it as a “business as usual” company. At Buena Vista, the entire team is dedicated to making a difference through positive actions and follow-through. By giving back 5% of the profits to notable organizations that are helping our oceans and waterways, Buena Vista Seafood is setting the bar at a new height for seafood suppliers.

Besides the Buena Vista Seafood give-back program, the company only sources seafood that has been properly vetted and meets the highest of current sustainability standards. Located in San Francisco, California, Buena Vista Seafood is proud to represent serious, responsible fishermen and fish farmers from around the globe.