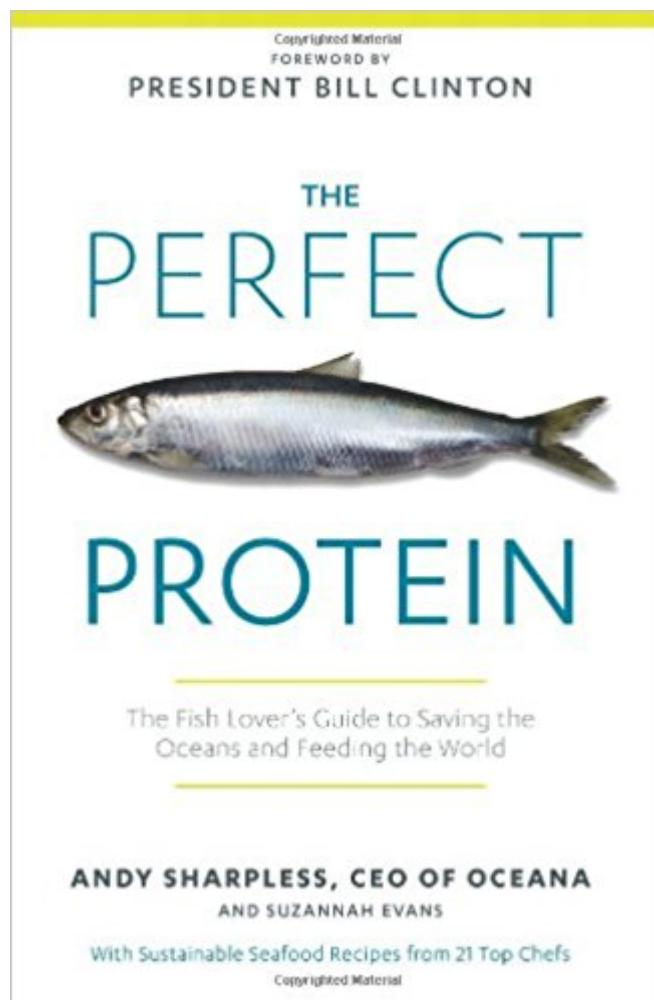


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The Perfect Protein: The Fish Lover's Guide To Saving The Oceans And Feeding The World



Synopsis

The planet will be home to more than 9 billion people by 2050, and we're already seeing critical levels of famine around the world mirrored by growing obesity in developed nations. In *The Perfect Protein*, Andy Sharpless maintains that protecting wild seafood can help combat both issues, because seafood is the healthiest, cheapest, most environmentally friendly source of protein on earth. While the conservation community has taken a simplistic, save-the-whales approach when it comes to oceans, Sharpless contends that we must save the world's seafood not just to protect marine life and biodiversity but to stave off the coming humanitarian crisis. With high demand for predator species like tuna and salmon, wealthy nations like the U.S. convert "reduction" species such as anchovies, mackerel, and sardines into feed for salmon and other farmed animals— even though these overlooked fish are packed with health-boosting Omega-3 fatty acids and could feed millions. By establishing science-based quotas, protecting wild habitats, and reducing bycatch (and treating anchovies and their like as food, not feed), Sharpless believes that effective ocean stewardship can put healthy, sustainable seafood on the table forever. To that end, Oceana has tapped 20-plus chefs, including Mario Batali, Eric Ripert, and Jose Andres for recipes that give us all a role to play in this revolutionary mission: to save the fish so that we can eat more fish.

Book Information

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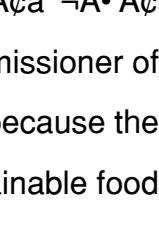
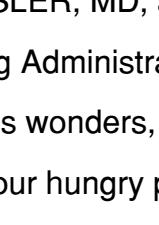
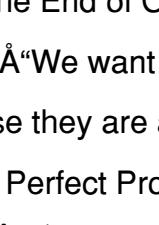
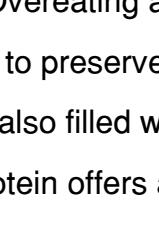
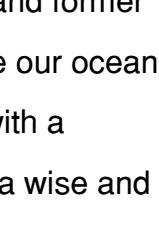
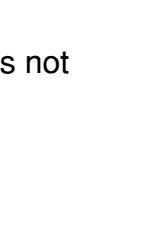
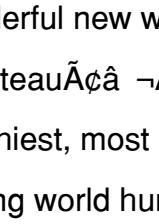
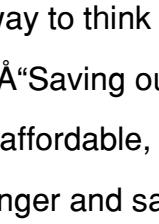
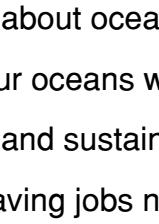
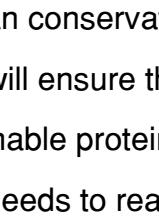
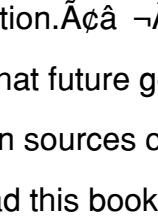
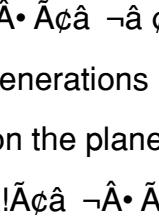
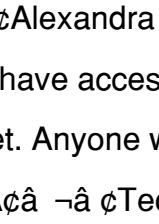
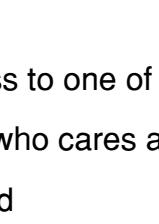
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Customer Reviews

In a world where obesity rates are skyrocketing as famine levels are rising, it's more

important than ever to preserve a food source that can help remedy both of these crises. The Perfect Protein presents an incisive and fascinating addition to the debate on how best to do that.  DAVID A. KESSLER, MD, author of *The End of Overeating* and former commissioner of the US Food and Drug Administration  “We want to preserve our oceans not just because they are filled with nature’s wonders, but because they are also filled with a sustainable food source that can feed our hungry planet. The Perfect Protein offers a wise and wonderful new way to think about ocean conservation.”  Alexandra Cousteau  “Saving our oceans will ensure that future generations have access to one of the healthiest, most affordable, and sustainable protein sources on the planet. Anyone who cares about solving world hunger and saving jobs needs to read this book.”  Ted Danson  “Throughout the years when many others failed to give the ocean the attention it deserves, Andrew Sharpless has been a consistent and resonant voice for the conservation of our seas. The Perfect Protein is his clear-eyed and thought-provoking manifesto.”  Paul Greenberg, author of *Four Fish: The Future of the Last Wild Food*  “Andrew Sharpless has hit on the essential point, not how to stop fishing but how to make it work so we can benefit from it. This is an important concept.”  Mark Kurlansky, author of *Cod: A Biography of the Fish that Changed the World*  “This is the perfect ocean book for seafood lovers. Sharpless shows how, if we do a few simple things, we can save the fish so we have more of them to eat. And we must, because so many people around the world depend on fish.”  Eric Ripert, Chef, Le Bernardin  “A powerful reminder that people have depended on the oceans since time immemorial--and we could for a long time to come if we were careful, not reckless and greedy.”  Bill McKibben, author of *Earth: Making a Life on a Tough New Planet* 

Andy Sharpless is the CEO of Oceana, the world's largest international organization dedicated to ocean conservation. Previously he began Discovery.com and helped launch RealNetworks. He lives in Maryland. Suzannah Evans is a North Carolina-based journalist and Oceana's former editorial director.

Loved this book! Very fascinating, the info is life changing! I bought 2 additional copies for both my sons and sent a can of sardines with it...didn't tell them this little surprise was coming...I can just hear their reaction when they received this in the mail.. :)) The farm to table push seems to be growing, but how many people really know about the fish they eat and what's going on with that? And if you're not eating fish, time to snap out of it! (unless of course you have an allergy) This would

be required reading if I were a teacher! You'll never look at fish the same way again... if you love seafood, it's time to pay attention and protect this perfect natural resource!

The author provides good reasons for eating seafood that is lower on the food chain. The small often less marketable fish such as sardines, herring, and mackerel can become an important part of American seafood. This provides benefits to personal health, and on a larger scale, allows the oceans food webs to stabilize. What's missing from the book is a discussion of how to provide the small fish as fresh seafood. While the Europeans do this, most American supermarkets and fish markets do not. While the author provides a list of meal recipes there is too much reliance on using canned or pickled fish, which is usually passed over in favor of fresh seafood choices. Still, this is a well written book about an important topic. It's a step in the right direction.

I love to catch fish, eat fish, and just be on the ocean. I thought I was reasonably knowledgeable about all things salt water, but this book really opened my eyes about a variety of subjects. Andy is not an "anti-fishing" nut, but applies common sense, backed by science, to maximize, in a sustainable way, the methods humans exploit the oceans. Also, some good advice on the best things to eat from the oceans!

Maybe this should be required reading in high school science classes. That's what this is really about; the science of what seafood does in our bodies, why we can't live a healthy life without it, and how to eat responsibly to avoid consuming seafood that is not caught sustainably.

This book is a concise and thoughtful examination of the current condition of our oceans and fisheries. It is very accessible and provides clear direction to solutions to our dilemmas. I recommend it.

What a great book!! Incredibly educational and enlightening. The recipes are wonderfully useful and the writing superb. Hopefully, Ms Evans will write more such books.

I would greatly recommend this book for everyone. There is a lot of interesting information and the message is just brilliant!

Very informative. Great for responsible seafood lovers. Have been eating much more seafood from

lower on the food chain as recommended.

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