

FOR IMMEDIATE RELEASE

March 3, 2015

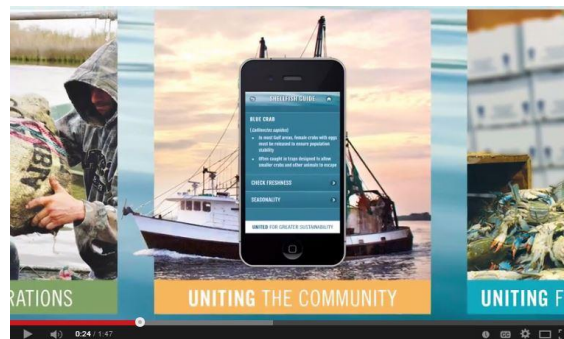
Contact: Katie Smith

Office 504-378-2693

Cell 504-278-0542

ksmith@auduboninstitute.org

**Audubon Nature Institute's
Gulf United for Lasting Fisheries
Launches Seafood App
Gulf Seafood Guide Now Available for Download**



[Click to Watch Gulf Seafood Guide App Tutorial](#)

(New Orleans) – In order to help consumers make the best decisions when purchasing Gulf seafood, Audubon Nature Institute's sustainable seafood program, Gulf United for Lasting Fisheries (G.U.L.F.), has developed a new app to help consumers easily locate the freshest, in-season Gulf seafood in stores and restaurants.

Designed by The Food Group, Audubon's Gulf Seafood App helps consumers learn about seafood responsibly harvested from the Gulf of Mexico. App users can conveniently access information about the life history of popular Gulf finfish and shellfish species, determine the best seafood for the season, and also learn the best indicators of freshness when shopping at the grocery store.

The App also features G.U.L.F.'s restaurant partners. G.U.L.F. acts as a sustainability resource for partners, working to educate their chefs, restaurant staff, and, ultimately, their patrons about seafood sustainability in the region.

"As chefs, we thrive on the ability to use fresh, diverse, and quality products, and the Gulf offers that up to us in spades," said Chef Tenney Flynn, of New Orleans restaurant GW Fins. "We're fortunate to have such a great resource right in our backyard, and with that comes the responsibility to conserve this valuable resource that defines the culture and economy of our entire region. The Gulf Seafood Guide app is a great tool to inform our guests about the wonderful local seafood that is available to them."

G.U.L.F. staff believes that the convenience and ease of the new app will promote and celebrate responsibly harvested Gulf seafood.

"With more than 90% of seafood eaten in the U.S. being imported, it's important to buy domestic to help support the local fishing communities and economy of the Gulf," said G.U.L.F. Assistant Director of Outreach & Engagement, John Fallon. "Our goal is to let people know that a Gulf seafood purchase is a sustainable purchase; one that comes from a well-managed fishery, and supports the men and women of our fishing industry."

Audubon's Gulf Seafood App is available on Android (Google Play) and iPhone/iPad (iTunes). For more information, visit www.audubongulf.org

Audubon Nature Institute



G.U.L.F.

— Gulf United for Lasting Fisheries —

G.U.L.F. was founded in 2012 in response to the need for a home-grown champion with an understanding of the issues and the ability to advocate on behalf of Gulf fisheries and industry.

G.U.L.F. acts as a neutral body and an arm of Audubon Nature Institute, working with government agencies, certification bodies, fishers and processors, buyers, restaurateurs, and consumers to ensure that fisheries in the region thrive for the benefit of future generations.

Through education and outreach, advancement plans, and third-party assessment and certification of our fisheries, G.U.L.F. highlights what makes the region's seafood so special and encourages our fisheries to go above and beyond to meet the highest standards for responsible fisheries management.

[Click Here for More Information about Audubon's G.U.L.F. Program](#)

[Audubon Nature Institute](#) is a 501(c)3 not for profit that operates a family of museums and parks dedicated to nature. These New Orleans facilities include: Audubon Park, Audubon Zoo, Woldenberg Riverfront Park, Audubon Aquarium of the Americas, Freeport-McMoRan Audubon Species Survival Center, Entergy IMAX® Theatre, Audubon Center for Research of Endangered Species, Audubon Wilderness Park, Audubon Butterfly Garden and Insectarium and Audubon Nature Institute Foundation. Ron Forman is President and CEO of Audubon Nature Institute.

###