

The First Offshore Shellfish Ranch to Decrease Trade Deficit

The Lempert Report

SANTA MONICA, Calif. (PRNewswire) — Catalina Sea Ranch is developing the first open ocean shellfish ranch in the United States that will create jobs and help reduce America's \$10 billion seafood deficit. Catalina Sea Ranch is featured in this week's segment of *The Lempert Report Innovation Series*, a weekly video series featuring innovation in the food world.

Sponsored by Tetra Pak® in the U.S., the videos are found online at The Lempert Report's [YouTube Channel](#) [1] and on Tetra Pak's U.S. consumer Web site [BeCartonSmart.com](#) [2].

"We're currently importing 90 percent of our seafood nationwide with half from unregulated aquaculture," says Phil Lempert, CEO and editor of The Lempert Report. "It's exciting the technology exists to conduct aquaculture projects that help the economy, food chain and the environment."

A land-based aquatic nursery will pump out baby mussels and scallops that are fed special algae. After a few weeks of eating that concoction, the mussels are placed in the ocean where they will eat naturally occurring phytoplankton and, within a month or two, will be ready to be stripped from the rope and placed in a long, cylindrical mesh until they are about eight months old and ready to eat.

The *Lempert Report Innovation Series* is available online for consumers, food industry insiders and also as a ready-to-air segment for newsrooms. Throughout the video, "Tetra Pak Tips" provide behind-the-scenes insight about the products, packaging and trends.

About The Lempert Report

The Lempert Report is an up-to-the minute empowering video trend report uploaded every Monday, Tuesday, Thursday and Friday. TLR is the leading resource for supermarket trends and where they intersect with the consumer; offering both the retail and CPG communities' unique insights to capitalize on those opportunities. www.TheLempertReport.com [3]

About Tetra Pak

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that meet the needs of hundreds of millions of people in more than 170 countries around the world. Our motto, "PROTECTS WHAT'S GOOD™," reflects our vision to make food safe and available everywhere. www.tetrapakusa.com [4].

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[4] http://cp.mcafee.com/d/FZsScCQmbLe9CzAQsIf6XCQrILCzBBdZx4SztBYQsIFLLfCQrlzATDzhOCedETod79EVspjod79IHlpt9kxYi8aR0PI9WhZnQ9rOVLk3eMDF7RvgBLbC012PHXHb_nV5OXXbXfnKnjK-eVdYsed7b1EVVqWdAkIrlzCel3PWApM6CS3rVK_8I9LfzAm4PhOrKr01j-stmQGTjunMSITgCaQ-9CILE2BEMYNgNafYKrsupKr19fPh0bOzipEw33HJ2to-q81wDVVXIG4Ph02ZxoCq80jkQg1TSz-QYQg0CeEuq80XTpmBcSVsTcDHaQh5