

**FREE!**  
**Take one!**

# Bonnie Marietta Consumer-Direct Fish

Morro Bay, California, Summer 2004, Issue 6 ©

**Quality  
FRESH  
FISH,  
direct  
from the  
boat to  
you!**

The *Bonnie Marietta* is a 38-foot commercial fishing boat owned by Bonnie and Mark Tognazzini of Morro Bay, on California's beautiful Central Coast. In 1997, the Tognazzinis turned to consumer-direct fresh fish sales in response to the increasing disparity between wholesale and consumer fish prices. They have built a large and loyal following of customers who appreciate the value and quality of the *Bonnie Marietta's* fresh salmon and albacore. From May through September, Captain Mark fishes during the week, weather permitting. Depending on supply (remember, it's called "fishing" not "catching"), dockside sales generally begin on Saturday at 8 A.M., but occasionally are conducted on other days. Weekly e-mail updates are sent to customers wishing to receive them.

2004 Salmon price:  
\$3.95 per pound

## Why buy California King Salmon?

California wild and natural King Salmon is considered by many to be the finest member of the salmon family. It is extremely nutritious and incredibly versatile.

**NUTRITION:** At less than 200 calories per 3-ounce portion, salmon is an excellent source of quality protein (21 grams, 47% of the Recommended Daily Intake). Salmon is low in saturated fat and sodium, and rich in vitamins and minerals. Ocean-run California King salmon is also very rich in omega-3 fatty acids, which provide a variety of health benefits. In fact, a 2001 study by the USDA determined that the level of omega-3 in wild California salmon is nearly 30% greater than previously recorded.

**VERSATILITY:** Salmon can be grilled, baked, broiled, poached, microwaved, sautéed, smoked, canned, or eaten raw in sushi and as sashimi. It can be prepared with any of your favorite seasonings or marinades: simple or exotic, homemade or store-bought. Don't think of it as only an entree; it can also be featured in chowders and soups, pastas, appetizers, salads, sandwiches, and more!

## Why buy from the *Bonnie Marietta*?

The salmon that is sold by the *Bonnie Marietta* is caught using trolled barbless hooks. It is FRESH, not frozen, and has been STUNNED, BLED, GUTTED, GILLED and ICED at SEA. Stunning prevents fish from flopping around on deck or on each other, after being caught. Bleeding, gutting, and gilling at sea allows the fish to cool much more rapidly, from the inside out as well as the outside in. It also saves you at least 10% at the scale. After receiving this premium handling, our salmon is well packed in ice in the *Bonnie Marietta* fish hold until the moment you purchase it.

The *Bonnie Marietta* can only sell its fish whole. Sizes will vary with each fishing trip. Once you purchase your fish, you can take it home whole or have it cut to order, for FREE! Custom cutting options include steaks, fillets, and roasts. Ice is also free, if you need it for the trip home. Don't be afraid to ask questions whether you are a first-time customer or a long-time "regular." We always endeavor to give you the service you need, want, and deserve!

**THE BOTTOM LINE:** The quality of our salmon can be seen and tasted! Don't accept anything less than exceptional quality, value, and service for your money! The *Bonnie Marietta* wants to be your source for fresh salmon and albacore!

**Mark and Bonnie Tognazzini can be reached at  
305 Avalon Street, Morro Bay, CA 93442  
mbtog@aol.com  
805-772-1560 (home) or 805-441-1451 (boat)**

## Salmon Do's and Don'ts ...

To help you care for your fish, and maintain its high quality, here are a few tips:

### GENERAL CARE

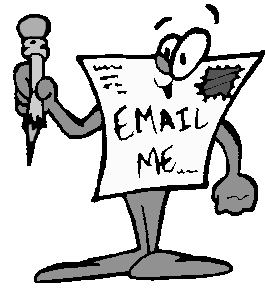
- ⇒ DO keep the fish cold at all times.
- ⇒ DO lightly rinse and pat with a paper towel before cooking or freezing. DO NOT immerse the fish in water, even briefly, as it will get mushy!
- ⇒ If you chose fillets, the few remaining lateral bones can be removed prior to cooking with a good pair of needle-nosed pliers. Firmly grip the bone, while pressing on the surrounding flesh with your free fingers, pulling in the direction of the bone's orientation. These bones can also be removed after the fish is cooked, with less effort.
- ⇒ If you don't intend to consume your fish within about five days, DO freeze some or all of it, sooner rather than later.

### FREEZING

- ⇒ Salmon may be frozen in water, but we DON'T recommend it. The tender flesh will absorb water and expand during freezing, turning it mushy. Freezing in water works better with firm, white-fleshed fish such as rock cod and halibut.
- ⇒ DO freeze the salmon in airtight packaging. DO protect the fish well with multiple layers of plastic wrap AND a freezer bag or butcher paper. Some customers use "Foodsaver" type vacuum bags.
- ⇒ DO freeze meal-sized portions. DO NOT freeze extra large containers of fish as it takes too long for the center to freeze, allowing quality to deteriorate. Also, packages freeze from the outside in, and food expands when frozen. This pressure may turn the center of the fish soft when thawed.
- ⇒ DO use frozen fish within a reasonable amount of time. Experts recommend using frozen fish within three months. Customers report good success with fish that was frozen for longer than three months, but only you can judge if fish frozen for a longer period meets your standards. Fish will maintain its quality longer in a freezer maintained at zero degrees.

### COOKING

- ⇒ DO NOT OVERCOOK! The biggest mistake people make in cooking any fresh fish is to overcook it! When fresh fish is overcooked, it loses moisture and flavor. DO check your salmon as it cooks and remove it from the heat source when the very center is still slightly rare. (Mark likes to say, "If you think it isn't *quite* done, it probably is!") The fish will finish cooking in the few minutes it takes to get it to the table. Cooking methods and other factors will affect cooking times, so DO NOT rely solely on a timer.
- ⇒ Grilling is a favorite method for preparing salmon. For best results, barbecue grills and baskets need to be well seasoned and generously coated with nonstick spray. DO keep salmon moist during grilling, by basting during cooking, or marinating in advance. Barbecues can vary greatly in temperature, which will affect cooking times, as will the size of the portions you are cooking.
- ⇒ DO experiment! Fresh salmon is supremely versatile and can be prepared in many ways. Try substituting it in your favorite chicken, beef, or pork recipes. Left-over cooked salmon is excellent. Try it in soups, salads, or on sandwiches. Cooked salmon may also be frozen in meal-sized quantities, defrosted as needed, and used like canned salmon. You are limited only by your imagination!



**SIGN UP FOR  
the  
Bonnie  
Marietta  
FISH LIST!**

**IT'S FREE!**

Sign up for our "Fish List" e-mail update if you would like to know when fish is available from the *Bonnie Marietta*. It's free and it's easy! E-mails are sent weekly through salmon and albacore seasons (approximately May through Sept.). Just send an e-mail to us at [mbtog@aol.com](mailto:mbtog@aol.com) and ask to be put on the "Fish List."

We don't give your address to anyone and it can't be viewed by other recipients of the weekly update.

P.S. If you don't hear from us within a week, e-mail again, to be sure your message was received.

**TELL YOUR  
FRIENDS!**

## Do the math ... it adds up to value!

New customers sometimes are hesitant to buy a whole fish. If a whole fish seems like too much, remember that it will stay fresh for about five days, you can freeze some, and you can share it with others. You might also be able to find a friend to split a fish with you. If you are curious about the amount of return after the fish is cut, you will be happy to know that a filleted salmon will yield in excess of 70%, while the return on a steaked salmon will exceed 80%. You are also welcome to keep all parts of your fish, as the head and backbone can be cooked or otherwise used.

Have you compared our price with that of other fresh California King salmon? Have you compared our quality against that of farmed or net-caught salmon? How many times has that fish changed hands before reaching you? How confident are you of the quality and freshness of the salmon you buy elsewhere?

Keep in mind that our salmon are not farmed or net-caught, and don't be hesitant to express your preference for troll-caught California Kings at grocery stores and restaurants.

### DID YOU KNOW?



Troll-caught California King Salmon is considered a "best choice" fishery by the Monterey Bay Aquarium, in Monterey, California, based on the following criteria:

- 1) It has a wild population abundant enough to sustain commercial fishing.
- 2) It has low levels of wasted catch or "bycatch."
- 3) Fish are caught in ways that protect the environment.

## Tognazzini's *Dockside* Restaurant

We are proud to announce the opening of Tognazzini's Dockside Restaurant, located at 1245 Embarcadero, in Morro Bay. Our menu includes many local items. Whenever possible, our seafood is from the West Coast. Our wild Pacific King Salmon and Albacore Tuna are hook-and-line caught. Our crab dishes use Dungeness Crab, which can be more expensive, but is the finest Pacific crab available. Some of our seafood will be F.A.S. (Frozen At Sea); freezing immediately upon harvest is a superior method of handling some seafood. Season restraints, ocean conditions, and availability sometimes force us to go beyond the West Coast in pursuit of premium seafood, but we require that our servers know the origin of all we offer, so please feel free to ask. We often will be able to tell you the name of the fishing vessel which brought ashore our Weekly Special.

### More on the web!

**Bonnie Marietta Website**  
[www.bonniemarietta.com](http://www.bonniemarietta.com)

**Pacific Coast Federation of Fishermen's Associations**  
[www.pcffa.org](http://www.pcffa.org)

**California Salmon Council**  
[www.calkingsalmon.org](http://www.calkingsalmon.org)

**California Grown**  
[www.californiagrown.org](http://www.californiagrown.org)

**Recipes**  
[www.allrecipes.com](http://www.allrecipes.com)  
[www.recipesource.com](http://www.recipesource.com)

## We do research charters too!

When not fishing for salmon or albacore, the *Bonnie Marietta* is available for research and support charters on a daily, weekly, or monthly basis, for the entire west coast. An owner-operated vessel can be a cost effective way to handle many ocean research needs.

Captain Mark has over 34 years of experience in commercial and passenger fishing, and ocean research. See our website for more information!



Be Californian  
Buy California Grown<sup>SM</sup>



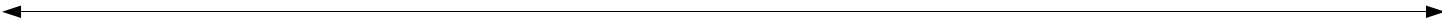
***When not at sea, the Bonnie Marietta is docked in Morro Bay, California. Look for it on the Embarcadero just north of Beach Street. Come by to buy a fish or just to watch us sell our catch. (Sign up for our weekly e-mail to know when we'll be selling.) You'll find the Tognazzini crew friendly and helpful. It's a one-of-a-kind family operation!***



***Did you know?***

California is the leading producer of troll-caught King (Chinook) salmon along the Pacific Coast.

Chinook salmon are called "Kings" because they are regarded as the most prized, as well as the largest, of the five species of Pacific salmon.



*The Bonnie Marietta*  
Mark and Bonnie Tognazzini  
305 Avalon Street  
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