

# FASTTALK

> Clean, Healthy Food



September  
2008

## A Cleaner Catch

HENRY AND LISA LOVEJOY, 44 and 45, respectively (pictured with Sherpa, their 14-year-old English setter), are the largest sellers of sustainably caught and chemical-free farm-raised fish in the country. EcoFish, whose products are available in 1,000 groceries and 150 restaurants, is growing by more than 50% a year.

Henry: "Our number-one mission in launching this company was to make sure the fish we sold were sustainably caught or produced on fish farms that didn't pollute or use antibiotics. When we've visited fish auctions, we've seen juvenile tuna for sale that hadn't yet reproduced. The fish were a commodity. Price was all that mattered.

We created the Henry & Lisa's Natural Seafood brand, so consumers could make a sustainable choice without having to navigate all the complexities of the market. Sustainable seafood is viewed as expensive, but there are options at every price. Alaskan pollock wholesales for \$1 a pound, and we use it in our fish sticks. Our marinated Alaskan salmon retails for \$3.75 a portion."

Henry and Lisa Lovejoy

> Founders

**ECOFISH**

> DOVER, NEW HAMPSHIRE