

Buying & Handling

Make sure the catfish you're buying is labeled "U.S. Farm-Raised Catfish." If you don't see a label, ask! Don't settle for anything less than genuine U.S. Farm-Raised Catfish!

- **Fresh at the seafood counter:** Catfish should look moist, almost translucent and have no fishy odor.
- **In the frozen foods aisle:** Choose IQF (Individually Quick Frozen) fillets. The fish visible through the see-through area of the package should not have any dry looking white portions, which indicate freezer burn.
- **At home:** Refrigerate fresh catfish until just before preparing. Thaw frozen catfish in the refrigerator or soak in lukewarm water until soft to the touch; do not refreeze. Before using, rinse under cold water; pat dry.

Easy Catfish Gumbo

- 2 cans (14 1/2 ounces each) ready-to-serve chicken broth
- 1 can (14 1/2 ounces) stewed tomatoes, coarsely chopped
- 1 package (10 ounces) frozen cut okra, thawed
- 1 cup frozen vegetables for stir frying, thawed
- 1 1/4 teaspoons seafood seasoning (such as Old Bay)
- 1/2 teaspoon minced garlic
- 4 U.S. Farm-Raised Catfish fillets cut into 1-inch pieces, (about 6 ounces each)
- 2 cups cooked rice

In a medium saucepan over medium-high heat, combine broth, tomatoes, okra, stir-fry vegetables, seasoning and garlic. Bring to a boil; reduce heat to low; cover and simmer until vegetables are tender, about 15 minutes, stirring occasionally. Add catfish and rice; cook until fish is opaque, 3 to 5 minutes.
YIELD: 4 portions; 8 cups
Per Serving: 399 calories, 32 g protein, 32 g carbohydrate, 14 g fat, 1287 mg sodium

Nut-Crusted Catfish With Crisp Vegetable Slaw

- 3 tablespoons butter, melted
- 1/4 teaspoon salt
- 1/8 to 1/4 teaspoon ground red pepper
- 1 cup coarsely chopped pecans, almonds or peanuts
- 4 U.S. Farm-Raised Catfish fillets (about 6 ounces each)
- Crisp Vegetable Slaw (recipe follows)

Preheat oven to 425°F. Coat a large baking sheet with nonstick cooking spray. In a small bowl, combine butter, salt and red pepper. Coat both sides of each fillet with seasoned butter.

On the prepared baking sheet, place fillets flat side down. Sprinkle tops with nuts. Bake until golden and opaque in the center, 10 to 12 minutes, depending on size. Serve with Crisp Vegetable Slaw.
YIELD: 4 portions

Crisp Vegetable

Slaw: In a bowl, lightly combine 1 cup thinly sliced red bell pepper, 2/3 cup thinly sliced snow peas, 1/4 cup *each* sliced pitted ripe olives, and thinly sliced green onions (scallions), 2 tablespoons chopped parsley, 1 to 2 teaspoons minced jalapeño and 2 tablespoons rice or white vinegar.
YIELD: 2 cups
Per Serving: 519 calories, 29 g protein, 10 g carbohydrate, 42 g fat, 403 mg sodium



Grilled Spicy Catfish With Tropical Fruit Salsa

- 1 teaspoon finely minced garlic
- 1/2 teaspoon salt
- 1/2 teaspoon black pepper
- 1/4 teaspoon ground red pepper
- 4 U.S. Farm-Raised Catfish fillets (about 6 ounces each)
- Vegetable oil or nonstick spray
- Tropical Fruit Salsa (recipe follows)

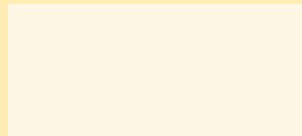
Preheat grill or broiler. In a small bowl, combine garlic, salt and black and red pepper. Lightly coat both sides of each fish fillet with oil; sprinkle both sides with seasoning mixture. On an oiled rack, cook fillets 4 inches from heat source, until opaque in the center, 6 to 8 minutes, depending on size. Serve with Tropical Fruit Salsa.

YIELD: 4 portions

Tropical Fruit Salsa: In a bowl, lightly combine, 2 cups diced mango and/or papaya, 2 tablespoons chopped cilantro, 1 tablespoon *each* finely chopped jalapeño and green onion (scallion); toss with 2 tablespoons lime juice and 1 tablespoon honey.

YIELD: 2 cups

Per Serving: 313 calories, 26 g protein, 20 g carbohydrate, 15 g fat, 401 mg sodium

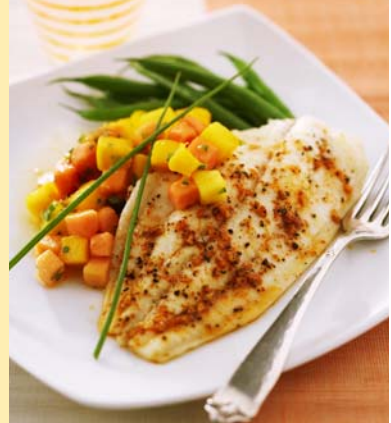


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delicious
Any Way
You Cook It

Fried • Baked • Grilled





BRING IT ON HOME!

Americans are lovin' U.S. Farm-Raised Catfish ...

and there are a whole lot of good reasons why.

It tastes great. It's versatile and easy to cook. It's good for you ... and the environment, too!

So it should come as no surprise that U.S. Farm-Raised Catfish is the #1 farmed fish in the country.

Ten Reasons To Choose U.S. Farm-Raised Catfish

Farm-Raised Catfish works well with your favorite cooking technique—grilling, baking, broiling, frying and many others—so you can count on great results.

3. Safe. U.S. Farm-Raised Catfish is virtually mercury-free and on the USDA and the FDA lists of recommended fish with low mercury levels – especially critical for expectant mothers and women planning on becoming pregnant. What's more, U.S. Farm-Raised Catfish is free from the harmful contaminants found in some imported fish.

4. Eco-friendly. Because this natural resource is raised in freshwater ponds protected by man-made levees, there is no harm to the surrounding ecosystem or threat to any species. U.S. Farm-Raised Catfish is a sustainable supply of seafood and top environmental organizations—like the Monterey Bay Aquarium—recommend it as an environmentally-healthy choice.

1. Great taste. With a consistently mild flavor, U.S. Farm-Raised Catfish absorbs seasonings like a dream and is delicious any way you cook it.

2. Versatile. The firm, yet flaky texture of U.S.

5. 100% All-American. Production is concentrated in four states — Alabama, Arkansas, Louisiana, and Mississippi. As a result of the industry, more than 13,000 Americans are employed with more than \$4 billion in economic impact to the region.

6. Fresh as it comes. U.S. Farm-Raised Catfish are transported live to the processing plant. Within 30 minutes, they're processed, packed and on their way to market.

7. Easy to cook. There's no need to fear cooking U.S. Farm-Raised Catfish—it's actually difficult to overcook and there's no fishy odor.

8. Nutritional powerhouse. A lean fish, it's an excellent source of protein, low in saturated (bad) fat, and a moderate source of polyunsaturated (good) fat and heart-healthy omega-3 fatty acids. A four-ounce serving contains 17 grams of protein and only 140 calories.

9. Available all year-round. Consumers can count on finding great-tasting catfish at their local supermarket and at many restaurants any time of year.

10. You're gonna love it!

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Cookin' U.S. Farm-Raised Catfish

Easy, Fast and So Delicious!

U.S. Farm-Raised Catfish
takes well to just about
any cooking method.

FRYING

The traditional Southern method calls for deep-frying and the instructions are below. But, there are other ways to fry a catfish. Whichever method you use, the following simple coating is perfect:

Dip 4 U.S. Farm-Raised Catfish fillets (about 1-1/2 pounds) in 1/2 cup milk or buttermilk, then coat with a combination of 1 cup yellow cornmeal, 1/2 teaspoon salt, 1/4 teaspoon ground black pepper and 1/8 to 1/4 teaspoon ground red pepper, shaking off excess before frying.

To Deep Fry

In a large, heavy skillet, heat 2 inches of vegetable oil (or enough to cover the catfish) to 350°F. Add a few fillets at a time; cook until golden and opaque in the center, about 6 to 8 minutes (cooking time will vary depending on the size of the fillets.) Drain on paper towels.

To Pan Fry

In a large heavy skillet, heat 2 tablespoons oil over medium-high heat. Add a few fillets at a time; cook until golden and opaque in the center, about 9 to 10 minutes, turning half way through cooking; add additional oil as needed.

To Oven Fry

Preheat the oven to 450°F. Coat a large baking sheet with nonstick cooking spray. Arrange the breaded catfish fillets, flat sides down, on the sheet. Moisten coated fillets with nonstick cooking spray. Bake in the upper third of the oven until the fish is pale golden and opaque in the center, about 15 minutes, turning half way through cooking, if desired.

GRILLING

Heat an indoor or outdoor grill until medium hot. On an oiled or sprayed rack, place the seasoned catfish fillets (see suggestions below) flat sides down; cook about 4 inches from the heat until opaque in the center, 6 to 8 minutes, depending on size, turning once, if desired.

Preheat and oil a double-sided countertop grill: Cook the fillets for about 5 minutes.

BAKING

Preheat oven to 350°F to 425°F. Coat a large baking sheet with nonstick cooking spray. Arrange the seasoned catfish fillets, flat sides down, on the sheet and moisten with nonstick cooking spray. Bake until the catfish is opaque in the center, about 10 to 12 minutes depending on the temperature and size of fillets.

BROILING

Preheat the broiler. Coat rack of broiler pan with nonstick cooking spray. Place the seasoned catfish fillets, flat sides down, on the rack and moisten with nonstick cooking spray. Broil about 4 inches from the heat source until opaque in the center, about 4 to 6 minutes, depending on size.

Simple Seasoning Suggestions

Citrus juice	Salad dressing
Herbs	Teriyaki sauce
Seasoning blends	Flavored mayonnaise