



BAY ② TRAY

Healthy Children, Sustainable Fisheries



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Our children and ocean are facing an uncertain future. Bay2Tray is a revolutionary solution that unifies our coastal communities by providing children more nutritious meals and empowering them to be the next generation of environmental stewards.

	<p>2014: Program launched with students choosing fish tacos over pizza!</p>	<p>75,000+ pounds of bycatch and seafood waste utilized</p>	
<p>Participating districts include: Monterey Peninsula, Santa Clara, Oakland, Tustin, and Pacific Valley</p>	<p>90+ classroom visits</p>	<p>88,000+ meals served</p>	<p>Collaborating with the Monterey Bay National Marine Sanctuary</p>

Problem

In the United States, 30% of children are overweight or obese. This is often due to diets low in nutritional value – the result is that this generation has a lower life expectancy than their parents. Public schools only have \$1.25 per meal. For many children, it's the most nutritious, or only meal they receive all day.



Solution

We pay fishermen to visit classrooms to discuss their livelihoods, and what it means to be a sustainable fisherman. From fish dissections to design challenges and storytelling, children learn to love seafood and the ocean. This is not only exciting and inspirational for the children, but it is often a meaningful experience for the fishermen as well.

Problem

In the United States up to 2 billion pounds of seafood is discarded at sea as bycatch. 40% of landed seafood is thrown away or wasted. At the same time fishermen are finding it more and more difficult to stay in business. Fisherman unemployment is increasing at a rate of 6% per year.



Solution

Seafood is one of the healthiest foods on the planet. Protein rich and loaded with vitamins, minerals and Omega 3's, seafood helps build healthy neurological and cardiovascular systems. We pay local fishermen to keep a bycatch species known as Pacific grenadier. Partner school districts use this fish to provide affordable, delicious, local seafood to children.



- CHASE Bank Mission Main Street Grant
- J.M. Kaplan Innovation Prize
- USDA Farm to School Grant

- White House Champions of Change, Sustainable Seafood
- Patagonia Clothing Environmental Grant
- California Coastal Commission, Whale Tail Grant