



# ROB ENDELMAN

# THE DELICIOUS TRUTH™

everyone needs to know



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## Wild Planet's Wild Sardines (and Frank Answers)

Reading the labels of packaged food products is always educational. Even minimally processed foods (i.e. canned tomatoes, sardines, roasted peppers) can have additives or storylines that should be noted.



I love sardines and recently discovered the **Wild Planet** brand, which uses wild sardines "sustainably caught along the California coast" packed in tins that are "certified **BPA free**," two important details for me. Even more important, Wild Planet's sardines are delicious and a great source of omega-3 fatty acids.

One small detail, though, caught my eye. Wild Planet sardines are "processed in Vietnam." I thought this strange and made me question the "caught along the California coast" claim.

I went to the Wild Planet website and the issue was addressed on the "**Facts and Questions**" page:

### **Why are Wild Planet tuna and sardines caught in the US but packed in Vietnam?**

*Unfortunately, there is no US sardine or tuna cannery capable of processing our volume requirements and the last sardine factory in the United States closed in 2010. In addition, the US cost of production would greatly increase the retail price beyond the reach of most families. Our goal is to make US-sourced sustainable seafood choices mainstream and thus have a greater impact on fishery harvest practices for the long-term good of ocean conservation.*

*We have elected to process our 5oz cans of albacore and skipjack tuna as well as our sardines in a highly respected partner facility in Vietnam. This facility offers state-of-the-art canning expertise in an immaculately clean, accredited environment that produces higher quality finished products than any cannery we have seen in the US.*

Wild Planet's frank disclosure is a refreshing change; I rarely see such openness from a food company.

Some of the major internationals don't list basic information, including the ingredients of their heavily-processed foodstuffs, on their websites. My follow-up phone calls are sometimes met with attitude, incompetence or a mix of both.

### CHEF ROB

Rob Endelman is a chef who, in addition to teaching cooking technique, empowers people with the knowledge to make better choices when it comes to buying and preparing food. Chef Rob believes that a lack of awareness about our industrial food supply has contributed to the increase in modern diseases such as obesity, cancers and food allergies. By having people understand, identify and avoid hormones, antibiotics, pesticides and synthetic additives, Chef Rob helps people feel and live better. After ten years as a trader at Merrill Lynch, Chef Rob enrolled in cooking school to pursue his passion full time. He quickly discovered that most of his friends knew little about the food they were eating and were intimidated in the kitchen, which resulted in poor eating habits. Seeing an opportunity to help people, Chef Rob founded Cook with Class in New York City in 2004. In keeping with his philosophy of food, Chef Rob grows his own vegetables, which has given him a distinct appreciation for the genesis of our food supply. Feel free to contact Chef Rob at [robATthedelicioustruthblogDOTcom](mailto:robATthedelicioustruthblogDOTcom).

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### ROB ENDELMAN IN ACTION

