



BILL CARVALHO HONORED BY RODALE AS . . .

# A "Food Revolutionary"

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## Bill Carvalho: A Bountiful Catch on Land

Trickle-down environmentalism.

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Bill Carvalho's seagoing brainchild, Wild Planet Foods, which uses environmentally sensible methods of harvesting fish, is coming ashore with a mission to promote seafood harvested in ecologically friendly and sustainable methods that don't cause unintended consequences far from the water's edge. Carvalho believes what happens on the land trickles into the sea, so last October, the company announced its off-sea venture into the development of land-based foods with the launch of its new Organic Roasted Chicken Breast. This chicken, along with all future land-based products, is sourced from organically operated farms.

**“There is really no difference between being a steward of the land and being a steward of the sea**

**- Bill Carvalho**

“At Wild Planet, we believe there is really no difference between being a steward of the land and being a steward of the sea,” says Carvalho. “It’s a known fact that chemical runoff from conventional farming practices has had a negative effect on our waterways which ultimately lead to our oceans — creating dead zones that make it impossible for sea life to survive. Offering products like our new Roasted Chicken Breast not only

allows Wild Planet the privilege of supporting and advocating for organic farms and farmers, but it’s also a step towards keeping our waterways and oceans healthy and supportive of a viable, healthy marine environment.”

Read the full article [here](#).