

CIVETTA COMUNICAZIONI

Civetta Comunicazioni, founded by Nancy Civetta in 1999, specializes in public relations for eco-conscious businesses moving toward a healthier future. This boutique company focuses on the culinary, travel and hospitality industries, providing strategic media communications for professionals, organizations, products and events and those that share our philosophy of authenticity and sustainability.

Projects that inspire Civetta Comunicazioni include shaping brands and creating market demand for sustainable seafood, orchestrating national cookbook launches and producing city-wide festivals to promote Greater Boston as a world-class dining and travel destination. We take special pleasure in connecting our clients with our extensive national network of like-minded culinary professionals and organizations.

Current Clients

Founded in 2003 by MacArthur Fellow Dr. Carl Safina (www.carlsafina.org) and Mercédès Lee, **Blue Ocean Institute** developed the first sustainable seafood guide (and made it scientifically transparent) and forged a significant, rapidly expanding sustainable seafood movement. The institute develops conservation solutions that enlighten personal choices, instill hope and inspire people to take action in a growing effort to restore a living abundance in the ocean. In 2007, Blue Ocean Institute launched a campaign to distribute five million copies of the newest edition of this wallet-sized guide and introduced a complementary text messaging service and a PDA-formatted sustainable seafood website, fishphone.org, for mobile phone users. Dr. Safina's award-winning work has inspired Blue Ocean's many programs including From Sea to Table, Schooling Chefs, Safe Seas and Sea Stories. www.blueocean.org

Chefs Collaborative is a national network of culinary professionals and food producers committed to sustainability in our food supply. Its members recognize the impact that local, seasonal and artisanal foods have on our lives, on the wellbeing of our communities and on the integrity of the environment. Chefs Collaborative is the only culinary organization that provides its constituents with tools for running economically healthy, sustainable businesses. Through education and communication about current issues, the Collaborative inspires its members to embrace seasonality, preserve traditional practices and agricultural diversity, and support local economies. Chefs Collaborative's vision is for every chef to be aware that food-purchasing choices affect the environment and their communities. www.chefscollaborative.org

Once one of the best-kept secrets on Cape Cod, **Finely J.P.'s** on Route 6 in Wellfleet, Mass., has been quietly drawing crowds since 1991. After 16 years, owners **John (J.P.) and Betsy Pontius** decided to raze the old restaurant to the ground and start from scratch. Drawing from the beach and ocean surroundings, the new space juxtaposes yellow beige walls with dark blue exposed steel beams to create a striking atmosphere with two split-level dining rooms and a vaulted ceiling and roof deck. J.P.'s menu melds the best local seafood with herbs and spices for vibrant and straightforward flavors, while his signature *Lobster cataplana* and *Sautéed medallions of pork with apples and goat cheese* will reconfirm the restaurant's popularity with locals and visitors alike. Finely J.P.'s is open year-round. www.capecodchefs.com/clients/FinelyJ.P.s

With a deep-rooted passion for seafood and for preserving valuable natural resources, Henry and Lisa Lovejoy help consumers nurture their health and the environment with their **Henry & Lisa's Natural Seafood** brand. Sourcing the highest quality seafood they can find, the Lovejoys are committed to selling easy-to-prepare products that are full of heart-healthy nutrients and free of chemicals, hormones and antibiotics. In an age of overfishing and health risks associated with seafood, Henry & Lisa's Natural Seafood, marked with the Seafood Safe label, offers consumers an easy solution to a fragile problem by taking the guesswork out of enjoying all that our oceans have to offer. www.ecofish.com

-more-

CIVETTA COMUNICAZIONI

Further supporting the tradition of high quality sustainable shellfish in New England, the **Massachusetts Aquaculture Association (MAA)** promotes the continued development of shellfish and fish farming, while improving conditions affecting aquaculture in Massachusetts today. Since 1986, MAA has served as a voice of the industry and provided support for all Bay State growers. In 2007, the organization spearheaded a partnership with various aquaculture groups across the state to form The Massachusetts Shellfish Aquaculture Innovation Consortium (MSAIC). In an effort to collaboratively expand a thriving industry, MSAIC plans to develop the Bay State Grown shellfish brand and an exciting shellfish festival to be held in Boston. www.massaqu.org

Each May, **Monterey Bay Aquarium** hosts industry leaders in the organic foods and sustainable seafood movements, members of the media and some of the world's greatest chefs at its annual **Sustainable Foods Insitute**. The Institute, part of the aquarium's *Cooking for Solutions* events, is designed to stimulate discussion of the challenges of moving sustainable/organic into the mainstream and to make the connection between food production decisions and the health of soil, water and ocean wildlife. At the daylong educational forum, presenters and attendees exchange ideas about the dynamics and economics of building the sustainable food and wine industries, and the challenges as organic and sustainable scale up to supply a larger segment of the global food market. www.cookingforsolutions.org

Inspired simply by a love of food and their motto to "feed your body well," the husband and wife team of Marjorie Druker and Paul Brophy opened the first **New England Soup Factory** in Brookline, Mass., in 1995 and a second location in Newton, Mass., in 1998. As graduates of Johnson & Wales University, they combine sophisticated culinary and business training with a passion for soup to create the ultimate in gourmet grab-and-go comfort food. Chef Marjorie's commitment to sourcing only the best ingredients that local markets have to offer allows her to joyfully simmer each soup from scratch, capturing seasonal flavors at their peak and creating wholesome, satisfying meals in a bowl. *The New England Soup Factory Cookbook: More Than 100 Recipes from the Nation's Best Purveyor of Fine Soup* (Rutledge Hill Press) was published in September 2007. www.nesoupfactory.com

The **Wellfleet OysterFest** takes place annually the weekend after Columbus Day in this beautiful town on Cape Cod, Mass. The 'Fest celebrates the town's famous oysters, clams and shellfishing traditions in a street party, where visitors and locals spend the weekend eating their way around the town, testing their skills in oyster shucking contests, and learning what makes Wellfleet's mollusks so special. **SPAT (Shellfish Promotion and Tasting)**, a non-profit educational organization, sponsors the event. Proceeds from the festival support its educational mission, including an ongoing aquaculture-based scholarship in collaboration with Nauset Regional High School and a grant awards program for people pursuing careers in shellfishing or those whose creative and educational work increases awareness of Wellfleet's shellfishery, a vital part of this community's life. www.wellfleetoysterfest.org

###