



Michael-Ann Rowe, the 'Fashionista,' has won an Emmy for a PBS series Photo: Michael-Ann Rowe

Emmy award winner lands PBS sustainable seafood documentary

Seafood advocate pushes sustainability, traceability in sector.

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A seafood advocate is preparing to launch a PBS television documentary about sustainable seafood, after finding prior success with a web series.

Michael-Ann Rowe looks to write and educate consumers on seafood sustainability and traceability. She previously won an Emmy for her 2014 PBS documentary series called "Off the Beaten Palate" and started the web series "Put Your Best Fish Forward," which peaked PBS' interest.



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She hopes to raise the funding for her documentary by the end of this year and release the PBS show late 2018 or by spring 2019.

"PBS saw my web series and wanted to expand it into a longer episode. "Put Your Best Fish Forward" will be about sustainable seafood in North America," she told **IntraFish** during her Lobster 101 pop-up dinner event at Docks Oyster Bar in New York City over the weekend. "I later want to do a series on Scandinavian seafood."

Rowe plans on rolling out a marketing campaign to promote the PBS documentary and have promotions in different US cities.

"Consumers don't know about seafood, where it comes from and how to cook it, but they really want to learn, and there's no show out there focusing on only seafood for consumers."

Her event at Docks paired a lobster dinner with an educational presentation. This is the third collaboration event of this kind that Docks owner Steve Myers has hosted with Rowe at his NYC restaurants.

"Each one was very successful and we sold out," he told **IntraFish**, adding that they're looking into possibly a Lobster 101 brunch with champagne.

"Consumers today want to know the source of their seafood. Also, people used to only order the main species, like salmon, shrimp or scallops, all the time. I think people are now being more adventurous with secondary fish, like sea bream, skate, bluefish and wolffish," he said.

Put Your Best Fish Forward; Series Teaser



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