



## **Safer Catch™ / Water to Table™**

*A chef-led approach to translating environmental risk into everyday food decisions*

### **OVERVIEW**

*Safer Catch™* is a public-interest initiative designed to help people make safer, more confident decisions about eating fish — without fear, charts, or technical jargon. It translates complex environmental data (including mercury, PFAS, and legacy contaminants) into clear, usable guidance through chefs, educators, and everyday cooking.

*Water to Table™* is the cultural and educational arm of Safer Catch™, bringing this translation into kitchens, classrooms, community spaces, and professional training environments.

### **THE PROBLEM**

Fish consumption advisories are scientifically sound but culturally unusable. They rely on numbers, serving limits, and technical language that break down where decisions actually happen — at the dock, the stove, and the dinner table. As a result, people either ignore guidance or avoid fish altogether, neither of which improves public health.

### **THE INSIGHT**

People don't need simpler science.  
They need science that sounds like them.

Michigan's Eat Safe Fish program demonstrated that when advisory data is translated into visuals, recipes, and human rules of thumb, trust rises and exposure drops. Safer Catch™ scales this proven insight through culinary practice.

### **WHAT MAKES SAFER CATCH DIFFERENT**

- Chef-led translation, not top-down warnings
- Focus on safer patterns, not absolute “safe vs. unsafe” claims
- Designed for real kitchens and communities
- Calm, non-alarmist, culturally fluent tone
- Independent, public-interest framing

## **THE FRAMEWORK (4Cs)**

**Check** — Understand your water and species context

**Choose** — Favor safer patterns over perfect certainty

**Clean** — Remove where contaminants concentrate

**Create** — Cook in ways that reduce risk and build confidence

## **WHAT EXISTS TODAY**

- Water to Table™ live talk format, already hosted in brewery and community settings across the Great Lakes region
  - CE-ready draft education modules aligned to culinary and nutrition professionals
    - SaferCatch.org public platform (in development)
- National recognition pipeline underway (Nautilus Book Awards & James Beard Impact Awards submissions, 2026)
  - Active partner and pilot outreach in progress

## **2026 GREAT LAKES PILOT (PROPOSED)**

- Train 250+ chefs and educators
- Reach 50,000 public users through talks, maps, and tools
  - Produce 25+ chef-led educational modules
- Establish a replicable national model for culinary public-health translation

The pilot is designed using benchmarks from existing public-health translation programs and professional culinary education models.

## **WAYS TO ENGAGE**

Partners may participate in one or more of the following roles:

### **▪ Founding Translation Partner**

Underwrite the development and public release of tools, talks, and pilot materials

### **▪ CE / Credentialing Partner**

Approve, co-host, or distribute professional education modules

### **▪ Amplifier**

Host events, talks, media features, or community activations

### **▪ Pilot Partner**

Test tools and education in real kitchens, programs, or communities

## **WHY THIS MATTERS NOW**

Mercury never went away. PFAS entered the conversation. Public trust in institutions is fragile.

People still want to eat from their waters — they just need guidance that works in real life.

Safer Catch™ exists to meet that moment — where science, culture, and trust all have to show up at the same table.