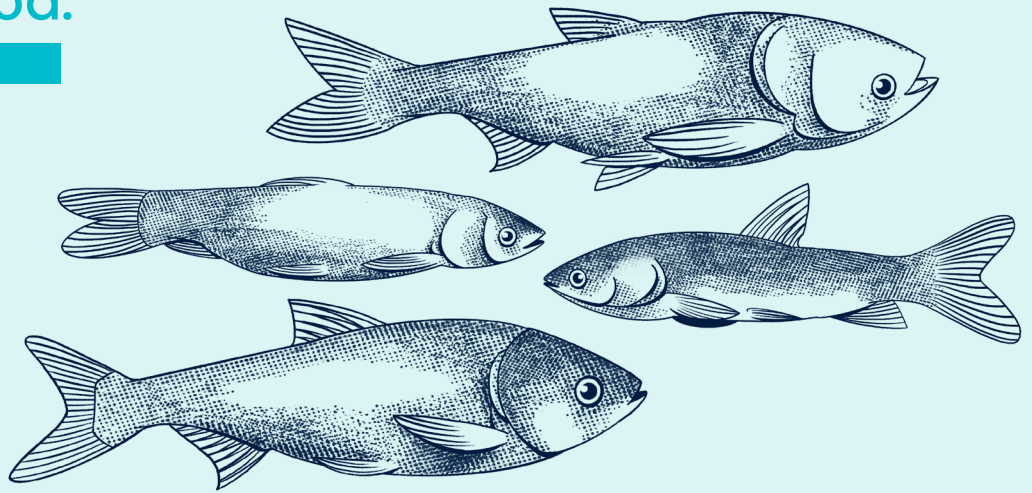


Eat well, do good.



Illinois' most responsibly sourced fish. Asian carp is a mildly flavored, firm, flaky, freshwater fish. Its place is among the most popular white fish — more savory than tilapia, cleaner tasting than catfish, less flaky than cod. Eat well, do good. Every time you serve, sell or enjoy Asian carp, you're helping restore our local waterways and the return of native fish. Asian carp is a responsible, healthy and delicious alternative to other farm-raised or wild-caught fish.

Infinite possibilities. Asian carp has a clean, mild flavor profile that marries well with a range of seasonings. It's a chef's blank canvas for creativity — pan fry, steam, broil, bake, roast, or grill. Asian carp can be ground for burgers, fish cakes, dumplings and tacos. Too much of a good thing. Not a bottom-feeder, Asian carp is a clean, top-feeding fish. Originally introduced to filter plankton they outeat our native fish, disrupting our ecosystems. Asian carp are a serious threat to our local waterways. 🐟

A key differentiator. The more we eat, the better the environment.

Local and wild-caught

Asian carp is a responsible choice, wild-caught in the Illinois waterways. They are recommended as a good choice* by the Monterey Bay Aquarium Seafood Watch. * Seafoodwatch.org

A delicious healthy choice

Asian carp is a nutritious fish, and a great source of protein and omega-3 fatty acids.

Fresh and clean

Asian carp is a clean, top-feeding freshwater fish, very low in contaminants* and heavy metals* that compares favorably to Tuna, Cod and Orange Roughy.

* Well below US Food and Drug Administration (FDA) limits.

A delicious way to grow the economy

By serving, selling and eating Asian carp you support small-scale, local fishermen, while helping grow our regional food hub.

Asian carp can be used in so many ways

**Fish Sliders Fish Tacos Fish Cakes Fish 'N' Chips
Stews Chowders Congee Ramen Fish Balls Bisque
Blackened Cajun Lemon and Herbs Smoked
Fish Dumplings Fish Melts Fish Dips Crusted Baked
Curry Bouillabaisse**

This initiative is being led by the
Illinois Department of Natural Resources
IDNR

For purchasing information please contact:
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