

# Fabulous Food

## Lobster From Maine: A Smarter Protein Choice

(NAPSA)—Consumers have long demanded food products that are healthy as well as tasty, but today they want even more: food that's environmentally friendly.

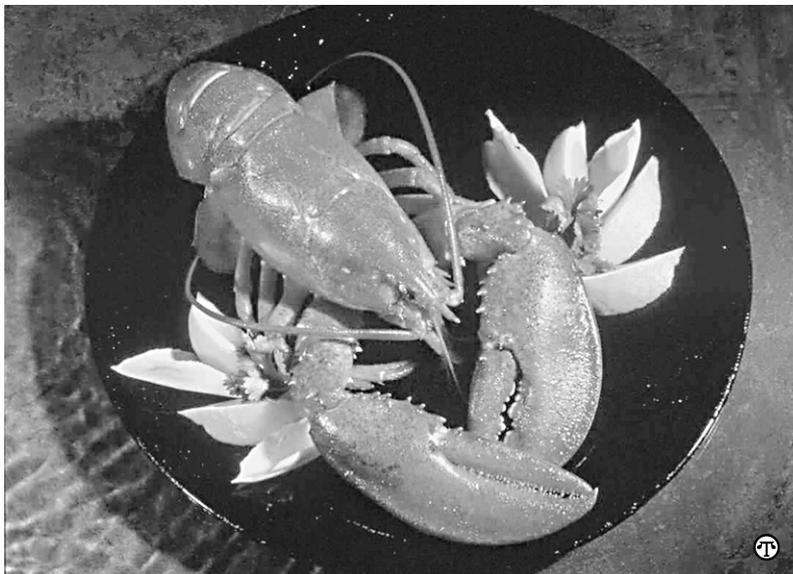
Maine lobster is a fine example. It's tasty, with a distinctive flavor that's both mild and slightly sweet. It's healthy, and one of the leanest sources of protein available—with very low amounts of fat and cholesterol.

And, lobster from Maine is eco-friendly. For years, the state's lobster harvesters have used methods designed to protect the natural ocean environment and help sustain this precious natural resource.

Lobster from Maine is still harvested the old-fashioned way, with each harvester hauling in 250 to 300 traps a day, one trap at a time, which helps protect the marine environment. Maine harvesters also:

- Measure each lobster for both minimum and maximum legal size, which protects both young, egg-bearing females as well as large, healthy breeders.

- V-notch the tails of "berried" or egg-carrying females and return them to the sea, where they are protected and continue to reproduce until they outgrow the notch.



**Lobster from Maine is not only tasty and nutritious, but the harvesting methods used also help protect the environment.**

- Use biodegradable trap panels that allow lobsters to escape from "lost" traps.

- Observe lobster zones, creating a more stringent local management strategy.

- Support an apprenticeship program to promote good stewardship and eco-friendly practices in Maine's lobster fishery.

These are just a few of the reasons why Maine lobster harvesters

proudly say, "Lobster from Maine is not only delicious and nutritious—it's eco-friendly!"

For more information about Maine lobster, including tips on how to cook them and how to crack them, as well as a variety of recipes, write to the Maine Lobster Promotion Council at 382 Harlow Street, Bangor, ME 04401 or visit the Council's Web site at [www.MaineLobsterPromo.com](http://www.MaineLobsterPromo.com).