



Science Sunday

Seymour Center at Long Marine Lab

THE BAIT AND SWITCH

A Discussion of Seafood Fraud in Los Angeles and Santa Cruz

Sunday, August 20, 2017
1:30 PM



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Seafood is a global commodity with a worldwide consumption rate that consistently strains supply. High demand, paired with the complex nature of the seafood supply chain, has allowed for seafood fraud, or the mislabeling of seafood, to go relatively undetected for years. Now, scientists across the globe are using genetic technologies to reveal high incidences of seafood mislabeling.

Join Hayley Nuetzel as she communicates her findings using these techniques to reveal occurrences of seafood fraud in Los Angeles and Santa Cruz. She will also discuss patterns in mislabeling and actions consumers can take to combat this threat to fisheries stability.

Free with admission to the Seymour Center
(\$8 Adults / \$6 Students or Seniors)

FREE ADMISSION

for Seymour Center Members and UC Santa Cruz
Undergraduates with valid Student ID



Photo: Michael Maggs



Photo: Tomás Castelazo