



FOR IMMEDIATE RELEASE

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Headline: *Louisiana Shrimp Festival Passes with Flying Colors: Sets Standard with 100% Wild-Caught Gulf Shrimp*

New Orleans, LA – October 20, 2024 – The Louisiana Shrimp Festival & Shrimp Aid 2024 proudly stood out as a shining example of a festival dedicated to transparency and authenticity, serving only wild-caught Gulf shrimp from trusted local sources. Through rigorous genetic testing with SeaD Consulting's RIGHTTest, every vendor's shrimp offering passed with flying colors, setting a remarkable example at a time when recent testing has shown two other major festivals did not meet the same standard. This commitment reinforces the festival's core values of honoring Louisiana's shrimping community while providing attendees with true Gulf shrimp, fresh from local waters.

The event hosted a lineup of committed vendors—Rosedale, Greta's Sushi, Waska Nola, Los Crudos, Two Brothers One Love, Divine Cuisine, and La Vie En Rose—each dedicated to maintaining a 100% local seafood promise. Vendors quickly sold out multiple times, turning to the shrimpers stationed just outside the festival grounds to replenish their supply, ensuring fresh, Gulf-caught shrimp were on the menu throughout the day.

Dana Honn, New Orleans chef and festival advocate, underscored the significance of the RIGHTTest results, which proved that a large festival could operate transparently, serving only local, wild-caught seafood. "This is proof that festivals can honor the seafood community by prioritizing authenticity and quality. Louisiana Shrimp Festival & Shrimp Aid is an example of what our region can achieve when we come together for our shrimpers and hold ourselves to a higher standard."

The Shrimp Aid component added another layer to the event's success, providing a platform for shrimpers, scientists, and chefs to share insights on the industry's urgent challenges. In a lively atmosphere filled with educational programs, live music, and family-friendly exhibits, the event highlighted the full spectrum of Louisiana's fishing heritage.

Attendees and organizers alike celebrated the festival's success, emphasizing the trust and transparency it fostered. "Passing the RIGHTTest validates our commitment to Louisiana's seafood community and is a benchmark for future events," noted Event Organizer Dana Honn. "The overwhelming turnout reflects just how much people care about preserving this essential part of our coastal culture."

The Louisiana Shrimp Festival & Shrimp Aid stands as a model for other events benefiting from the imagery of hardworking coastal communities, proving that transparency, local sourcing, and community support are not only achievable but essential. Proceeds from the event will go directly to shrimpers' chosen initiatives, focusing on new economic opportunities for Louisiana's coastal communities and strengthening regional seafood markets.

About SEAD Consulting

SEAD (Seafood Development) Consulting works with diverse stakeholders — seafood producers, academia, governmental agencies, and environmental organizations — to foster innovation and sustainability throughout the sector, bridging commercial fishery science with testing and processing technologies to combat seafood mislabeling and substitution fraud.

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