

People Planet Profit

Benefiting from Sustainable Initiatives in Hospitality



CT Green Lodging, CT Dept of Energy & Environmental Protection

Rauni Kew

207.602.8500

rkew@innbythesea.com

Sept 18, 2012

Toffler - “people are coming to collect experiences where formally they collected possessions”

Future Shock

- ▶ Sustainable Hospitality:
What's Expected of a Green Hotel
- ▶ Travel Trends 2012:
Communicating sustainable initiatives
to drive profit
- ▶ Certifications
- ▶ Case Study Inn by the Sea
Benefitting from Sustainable Initiatives



What is a Green Hotel?

- ▶ ‘Green Hotel’ was a catch all phrase for properties that had *innovations* to reduce water, waste , energy and chemicals– usually to save money
- ▶ Sustainability, and triple bottom line, more understood
- ▶ No longer seen as *innovations*, expected to conserve
- ▶ *Also* preserve sense of place, celebrate all things local, support local community, educate staff & guests on sustainability

Just a decade ago

Today

AHL&A Guidelines for Green Hotels



- ▶ Form environmental committee responsible for plan re solid waste, energy, & water use.
- ▶ Monitor electric, gas, water, & waste usage information on a monthly and annual basis.
- ▶ Replace incandescent with compact fluorescent lamps wherever possible.
- ▶ Install digital thermostats in hotel rooms
- ▶ Implement a linen reuse program
- ▶ Install 2.5 gallons per minute shower heads
- ▶ Install 1.6 gallon toilets in guestrooms
- ▶ Impellent recycling programs
- ▶ Implement a recycling program for hazardous wastes
- ▶ Purchase energy star appliances
- ▶ Paper products should have 20% recycled content

It all adds up to a lot for the Planet

Maine's DEP Green Lodging Program Annual Reductions:

- ▶ Recycling: 1,352,435 lbs. of solid waste
- ▶ Green Cleaning: 9,989 lbs of chemicals
- ▶ Low flow fixtures & Linen reuse: 16,645,443 gallons of water
- ▶ Energy efficiency: 9,548,089 kilowatt hours

Maine DEP Environmental
Leader Programs 2010



What do consumers care about— how can green hotels benefit?

- ▶ Today's consumers care about green issues, but their eyes may glaze over upon hearing that a hotel is LEED-certified or that it has a great recycling program. These days, consumers want green to have a cool twist.”
- ▶ “If it's something exciting that embraces the green trend, consumers will respond.”

*Daniel Levin, Travel Consultant— Travel Market Report
5 Trends Driving Travel in 2012 M Lenhart 1/19/12*

The Stay List– *Check in Now!*

With location–inspired architecture,
ambience, and amenities • eco–stewardship
• an ethic of giving back to the community



- ▶ The hotels on our Stay List don't just reflect their surroundings—they help define them.... This mindset is what gives these hotels their special sense of place. Maybe it's the regional architecture that speaks to you. Or a guest room resonating with history. Or local food that not only tastes great but tells a story to boot. After your stay, you'll leave with the kind of insight only soulful places provide.
- ▶ Is the hotel engaged with the local community? Does it subscribe to sustainable practices that respect the region? Does it truly capture the spirit of its setting?
- ▶ To travel well, we believe, is to soak up authenticity. And where we spend the night is part of the picture. Does the hotel incorporate—and share—the soul of its location? Are resources respected and conserved? When possible, is the food put on the table local? Does the property play a vital role in the community, sharing some of its profits with local causes....”

National Geographic Traveler

Top 5 Trends Driving Travel– Is there a competitive edge for Green Hotels? Travel Market Report 2012



- ▶ Meaningful, authentic experiences
- ▶ Interest in health and wellness & education
- ▶ Interest in sustainability– but looking for innovative experiences and cool things around green
- ▶ Search for meaning– driven by boomers looking for opportunities for fulfillment – want to give back
- ▶ *“People are more value conscious now – and also conscious of their values. They are looking at self-growth and at helping others.” David Levine– Travel Consultant*

Emerging technology–

- ▶ Internet Ubiquity. Converging with TV, cells, computing– mobile communicating & transactions. Viral stories
- ▶ Stories trickling up– stories communicate & spread–
“...to create influence, tell a story. Story is the new flavor for marketing, the enduring flavor.”
Lisa Johnson Reach Group



Business Impact Of Growing Environmental Awareness on Travel

- ▶ 44% of U.S. travelers consider environmental impact to be important when planning travel.
- ▶ 33% of U.S. travelers say they would pay a premium to green travel operators, but are looking for practices that go beyond money saving (linen reuse & light bulbs isn't enough- they are looking for more-)



The Importance of PR & Marketing: hospitality not communicating well

- ▶ 56% are skeptical of what companies are saying about their green practices
- ▶ Only 8% think it is easy to find green travel options- perception: industry has not introduced enough green travel product to satisfy the consumer
- ▶ **Communicating green: must be easily understood & state how the travel company impacts the consumers lifestyle, rather than just how the company or product itself is green-**

*Source: "Going Green: The Business Impact of Environmental Awareness on Travel,"
PhoCusWright & The Hospitality Sales and Marketing Association International (HSMAI)
Foundation and Sustainable Travel International*

*Photo: First NA Ski Area to install a wind turbine-
Jiminy Peak- MA*



Tripadvisor : 71% plan to make eco friendly travel choices in 2012 vs 65% in 2011

- ▶ *Green travel growing:*
- ▶ 57% "often" make eco-friendly travel decisions, for hotel, transportation, or food source.
- ▶ 50% would pay more for a green hotel
- ▶ 44% "mostly" believe hotel claims to be eco-friendly, 32% "rarely" do, and 20% "don't know". Would feel better if they had a certification.
- ▶ 60% rarely feel informed re a hotel being eco-friendly –
- ▶ 13% percent said they never feel informed
- ▶ *41% would believe a hotel's claim to be eco-friendly if they experienced or witnessed green practices first hand.*



NATIONAL & INTERNATIONAL PROGRAMS

- ▶ **Energy Star** is a government backed EPA program focused energy efficiency. (460 Sept 12)
- ▶ **Green Seal** is an independent, non profit organization that focuses on operations and product certification
- ▶ The U.S. Green Building Council's **LEED** rating system offers independent, third party verification that a building meets green building measures and operations
122 certified 100 in US 1089 registered projects
- ▶ The **Green Key Global** EcoRating Program recognizes hotels, motels, and resorts for environmental performance through a self audit w 150 questions– random visitations for verification– has expanded from Canada into US and 15 other countries. 2, 966 1 to 5 keys
- ▶ **Audubon Green Leaf Eco-Rating** – 5 stages, awarded 1 to 5 leaves– check list , audited for 1 to 5 leaves. Costs associated

State or Regional Certifications – *low cost , great networking, relevant*



2010 Global Eco Summit:



- ▶ Slow travel– memorable.
- ▶ Local– connect travelers to local people, enriching experiences. Respect for local traditions, culture and natural environment–
looking for authentic travel experiences
- ▶ It's about the experience, Travelers are looking for more meaningful ways to travel and contribute to local communities.
(Giving Getaways– a great Maine program)

Giving Getaways–Engaging Guests

Add Meaning/Value to Travel– Get Media Attention

- ▶ *Giving back to the region where people vacation– to support region, its people or to preserve an icon*

- ▶ Hospitality for Habitat– MEIA– state wide/ association and hotels



- ▶ Simple as donating 5% of a stay or meal to a local charity– eg. Thanksgiving: Share Our Strength



- ▶ *Best to work with regional chapter of a National organization*
- ▶ *Try to find a good fit– does it suit the Sense of Place, support a regional icon, or fit the occasion*



Inn by the Sea to cut rates, benefit Habitat for Humanity

by [Tom Johansmeyer \(RSS feed\)](#) on Mar 20th 2009 at 1:00PM

Inn by the Sea, an eco-luxury property in Cape Elizabeth, ME, is dropping prices 50 percent Sunday through Thursday this spring. The goodwill go guests is wrapped in a larger act of conscience – guests taking advantage of this rate will write a \$35 check to Habitat for Humanity.

The "Hospitality for Humanity" program is sponsored by the [Maine Innkeepers Association \(MEIA\)](#), which raises cash to help put deserving Maine families in homes. It runs from May 1 – 22, 2009.



Inn by the Sea

For 50 percent off plus a \$35 donation, this is a hell of a deal. Inn by the Sea boasts four diamonds, and a recently completed renovation added several amenities, including a full-service spa, fireplace bar and a restaurant with ocean views.

So, you're saving some cash, supporting a good cause and living it up at a great destination.

uptake Find hotels, attractions, restaurants In Any U.S. Destination Search

Popular Articles

Eco-Luxury Inn by the Sea in Maine Reducing Rates for Charity

Apr 03, 2010 9:40 - By: **Jodi Grundig**



An Aerial View of the Inn by the Sea

The eco-luxury Inn by the Sea, a [kid-friendly](#), and pet-friendly Four Diamond Inn in Maine, will reduce their rates on their seaside two bedroom suites by 50%, Sunday through Thursday, May 2nd through May 27th, in support of Habitat for Humanity. The program, called "Hospitality for Humanity 2010" is sponsored by the Maine Innkeepers Association (MEIA), and will raise funds for Habitat for Humanity projects in Maine and in Haiti. Two-bedroom seaside cottages will be offered at half the regular rate during this time frame, if the guest presents a \$35 check as a donation to Habitat for Humanity.

To book a reservation under this promotion, call the reservations center at the Inn by the Sea at 207-799-3134

and ask for the Hospitality for Habitat program. A tax-deductible donation check made out to Habitat for Humanity should be given to Inn by the Sea upon check in (One donation check for the length of stay).

The Inn by the Sea is located on Crescent Beach in Cape Elizabeth, near [Portland](#). It offers 57 rooms and suites and a full-service spa. The hotel has been recognized as a green hotel by both TripAdvisor and Forbes Traveler.

[Inn by the Sea](#)
40 Bowery Beach Road
Cape Elizabeth, Maine 04107

- [5 Places to Sleep in a Teepee](#)
- [Shore Acres State Park, Coos Bay, Oregon](#)
- [Hard Rock Hotel Las Vegas Opens SKYBAR Rooftop Pool](#)
- [Business class on Cathay Pacific from New York to Hong Kong: The winged child of a hostel and a Ritz-Carlton](#)
- [Alyeska Resort, Girdwood, Alaska](#)
- [Tyn Rhos Country House, Snowdonia, Wales](#)
- [Lodging Where the Rivers Meet in Grafton, Illinois](#)
- [New Staybridge Suites Opening in New York City's Time Square](#)

Recent Comments

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- [Lauren Gavrelis on CLOSED - Hyatt Two-Night Hotel Giveaway](#)

INN BY THE SEA

Hotel Deal For A Good Cause At Inn By The Sea

by Deidre Woollard (RSS feed) —

Filed under: Luxury Travel & Hotels, Charity, Green

Here's a hotel deal you can feel good about. The eco-luxury Inn by the Sea in Cape Elizabeth, Maine will reduce their rates on their seaside two bedroom suites by 50 percent, Sunday through Thursday, this spring in support of a fundraiser for Habitat for Humanity. Inn by the Sea will be supporting "Hospitality for Humanity 2010", a program sponsored by the Maine Innkeepers Association which will raise money in May for Habitat projects in both Maine and Haiti. Guests can rent two bedroom seaside cottages at Inn by the Sea at half the regular rate, Sunday through Thursday, May 2nd through May 27th in exchange for a \$35 donation check written out to Habitat for Humanity.



'Hospitality for Habitat' began in 2004 and has raised over \$30,000 to build homes for low income families in Maine since its inception. In 2009 Inn by the Sea raised \$2,200 for Habitat for Humanity with the help of their guests through the program. This year, after the devastating earthquake in Haiti, a portion of the funds will also be directed to Habitat projects in Haiti. A tax deductible donation check made out to Habitat for Humanity should be given to Inn by the Sea on check in. Every dollar raised will be donated to help build habitat homes.

The Inn by the Sea on the Maine coast is Maine's first hotel heated by biofuel and the first in the state to be carbon neutral. The hotel also has five acres of indigenous gardens certified as a Wildlife Habitat. They also offer green weddings and green meetings.

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[Hotel Deal For A Good Cause At Inn By The Sea](#)

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Hotel Deal For A Good Cause At Inn By The Sea

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Is marketing Green worth it?

In the first quarter after launching their green hotel site, Travelocity reports that hotel bookings were 65% higher than for their non green counterparts



Engage the guest in your green story

New England Cottontail



- ▶ A hotel that has a great story makes it easier for media
- ▶ A good story makes it easier for guests to make that emotional connection needed for a memorable stay
- ▶ The story should be authentic and work well with the property
- ▶ The story should engage the guest, be property wide, and be understood by staff .

Case Study: Inn by the Sea

Creating Demand for a Green Property



INN *by the* **SEA**

CRESCENT BEACH, MAINE

Preserve, Protect, Inspire....

A ten year Green path



- ▶ Started with indigenous planting
- ▶ Wildlife Habitat Certification
- ▶ Garden Tours & Seminars
- ▶ Butterfly Waystation Designation

People, Planet, Profit



- ▶ Do something good for the planet that fits your property– & speaks to your sense of place
- ▶ Find a way to engage the guest, add value to the stay (memorable) & pass on the environmental message– with fun?
- ▶ Find a partner–(bigger than you?) who will help spread you're the message–
- ▶ Profit will follow!
- ▶ *Every property can do this!*



Thousands Show Support for Gore

In addition to serving as Vice President, being nominated for the Nobel Peace Prize, and selling over a million books, Al Gore's *An Inconvenient Truth* was awarded an Oscar this past Sunday night. Through a partnership with Working Assets, thousands of members showed their support for Al by offsetting with Carbonfund.org. [\[more\]](#)

Carbonfund.org & Inn By The Sea Team up for "Green" Travel



Carbonfund.org and The Inn By The Sea have joined forces to launch a new carbon offset program designed specifically for the hospitality industry which allows hotel guests a simple solution to 'green' meetings and vacations. The all new Carbonfree Meetings™ and Carbonfree Vacations™ programs make it easy for guests to neutralize their travel generated carbon emissions. [\[more\]](#)

Australia Plans to Ban the Incandescent Light Bulb



Australia has announced a plan to ban the incandescent light bulb, which it hopes will cut its emissions by 4 million metric tons by 2012. The ban, which would be completed by 2010, will make Australia the first nation in the world to do away with the technology that has remained largely unchanged since its inception over 125 years ago. [\[more\]](#)

In This Issue

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Carbonfund.org & Inn By The Sea Team up for "Green" Travel

Carbonfund.org Featured on CBS's "The Early Show"

Australia Plans to Ban the Incandescent Light Bulb
Energy Saving Tip

Today's Key Fact

Arctic sea ice loss from 1979 to 2003 equaled an area greater than the combined size of TX, CA, & MD

Welcome New Partners

A Wild Soap Bar

flowerpetal.com

Stoney Creek Wine Press



Eco Home Makeover Once-in-a-Lifetime Package (April 9, 2008 after 10pm EDT)

http://www.samsclub.com/signupone_04ap-11666

Sam's Club Eco Home Makeover
Make a change. Make a difference.

The Once-in-a-Lifetime Eco Home Makeover Package from Sam's Club is a rare opportunity to take sustainability to a new, personal level. Your home will be transformed into an eco-friendly, high-efficiency household, complete with Sharp solar panels, Kestrel wind turbine and your choice of stylish Energy Star qualified GE appliances for your kitchen & laundry. This unprecedented package represents a bold step to a better future. With a complete setup generating enough renewable energy to power a 3,000 - 4,000 sq. ft. home, you will no longer be just an advocate of sustainability -- you will be living it.

During your home's conversion, you and your family will spend time at the eco luxury Inn by the Sea on Crescent Beach in Cape Elizabeth, Maine, selected one of Trip Advisor's® Top Ten Green Hotels worldwide in 2007 (airfare included). Completely renovated in the winter of 2008 the 57 comfortably appointed rooms and suites, new spa and Fireside lounge, and five acres of indigenous seaside gardens create an atmosphere of true eco luxury that is distinctly Maine. Certified a Maine DEP Green Lodging, www.innbythesea.com

Your home will also be upgraded with your choice of new GE appliances and lighting. GE is committed to creating stylish and innovative household appliances and lighting products that help reduce energy spending and help protect the environment. Choose from a wide selection of dishwashers, washers, refrigerators, ranges and lighting products to meet all your needs for efficiency and savings.

Specifications

One package available for one location.

This Once-in-a-Lifetime Package Includes: Installation of a hybrid power production system by the eco contractor GC Solar, consisting of a Sharp solar panel array and a Kestrel wind turbine (included Internet monitoring)
Installation of energy saving Energy Star qualified GE appliances for your kitchen and laundry

1 year supply of sustainable laundry products

Installation of GE Smart Energy Star qualified lighting throughout your house to replace older, inefficient lighting

6 days/5 nights on an eco-friendly vacation at Inn by the Sea in Cape Elizabeth, Maine while your home undergoes makeover*

Eco Home Makeover

Take sustainability to a new, personal level with the Eco Home Makeover. Spend a relaxing week at a LEED certified resort, while your home is converted to an eco-friendly, high-efficiency household. Your family will be taken on an eco-learning adventure highlighting key opportunities to create a better world. Meanwhile, your home transformation will be filmed for an upcoming cable special.

This Once-in-a-Lifetime package includes:

- Installation of a hybrid power production system by the eco contractor GC Solar consisting of a Sharp® solar panel array and a Kestrel wind turbine, includes Internet monitoring.
- Energy saving ENERGY STAR® qualified GE* appliances for your kitchen and laundry.
- GE Energy Smart ENERGY STAR® qualified lighting throughout your house to replace older, inefficient lighting.
- 6 days/5 nights on an eco-friendly vacation at Inn by the Sea in Cape Elizabeth, Maine while your home is undergoing the Eco Makeover. Inn by the Sea, a LEED certified resort, was voted Trip Advisor's® Top Eco Hotel in the world and has also been voted as one of the Top 10 green hotels in America by Forbes. Includes airfare.
- Environmental adventure hosted by Blu Sky's Sustainability to experience firsthand our interaction with the environment.
- A housewarming party upon completion of the makeover to be attended by your friends and family.
- The PBS series Building Green (buildinggreen.com) will cover the project to document the conversion and benefits to our planet.

Solar panels and wind turbine to provide renewable energy for a 3,000 to 4,000 sq. ft. home. Includes installation.

New, stylish and innovative GE® Pacific™ ENERGY STAR® qualified kitchen appliances, along with GE® Energy Smart™, ENERGY STAR® qualified compact fluorescent lightbulbs (CFLs). Includes installation.

New GE® ENERGY STAR® qualified front-load laundry products and a one-year supply of sustainable laundry products.

\$44,000
One package available for one location.

Available from 12:01 AM EDT on April 9, 2008 - 10 pm EDT. Details available at samsclub.com.

Member 1. There is only one (1) Eco Home Makeover package. 2. The package must be a Sam's Club Member. 3. Package must be installed within a 100-mile radius of a participating store and is non-transferable. 4. Package is responsible for all materials used. Member is responsible for the package. 5. Package is responsible for any additional materials not included in package. 6. Package is responsible for all materials used. Member is responsible for the package. 7. Package is responsible for any additional materials not included in package. 8. Package is responsible for all materials used. Member is responsible for the package. 9. Package is responsible for any additional materials not included in package. 10. Package is responsible for all materials used. Member is responsible for the package. 11. Package is responsible for any additional materials not included in package. 12. Package is responsible for all materials used. Member is responsible for the package. 13. 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GE Imagination at work **BuildingGreen** www.buildinggreen.com **GC SOLAR** **SHARP** **kes**

The Washington Post

SUNDAY, JUNE 10, 2007

MAINE

An Inn Where Guests Can Indulge, Responsibly

The Inn by the Sea offers room service, honeymoon packages, DVDs and, in its restaurant, classic dry martinis. This inviting property, a collection of weathered, low-rise gray buildings set on a pristine stretch of the Maine coast just south of Portland, is keen to keep up the deluxe standards that have earned it a AAA four-diamond rating.

At the same time, managers say they are eager that the hotel — and its patrons — do what they can to keep carbon dioxide emissions under control. Lamps in the guest rooms and public spaces have been fitted with energy-efficient light bulbs. In October, the hotel began using a mix of regular oil and fats and vegetable oils instead of pure oil for heating. Air conditioning is not offered in the inn's 43 suites, even in the height of summer. Guests are encouraged to open their windows and let in breezes from the ocean.

In February, the inn began a carbon-reduction arrangement with Carbonfund.org, a Silver Spring organization whose mission is to counter the negative effects of carbon emissions. (See story, Page P1.) Under the plan, guests voluntarily pay a fee to counter the carbon impact of their travels on the environment. The inn sends the funds to Carbonfund.org, which then restores forests in Montana, California and India, among other environmental practices.

"We want our guests to indulge in the things they travel for," said Rauni Kew, an inn executive. "But we also want them to



Chefs pick herbs and vegetables at the Inn by the Sea, which strives to use local produce.

know that the more responsibly we use energy, the longer we'll all enjoy the rare nature that Maine offers."

When I checked out of the inn after a two-day visit last month, the front-desk clerk asked whether I wanted to contribute \$2.50 to \$7 to the Carbonfund.org initiative, offering a card that explained the dangers caused by climate change and the steps that can be used to combat it.

Derrick Daly, the head gardener, inspired the inn's environmental awareness initiatives six years ago, when he started replacing the annuals and other exotic flowers in the inn's bounteous garden with indigenous perennials. Out went arrays of tulips and other non-native flora. In came bayberries, umbellifers, millereds, and oaks,

other species.

The inn takes to heart its mission to encourage better environmental management in the community. In one program, staffers teach kids about the positive roles insects can play. Daly also offers tours of his garden. "It's one way of showing people that a few pests won't hurt and that letting dandelions pop up in your yard isn't a bad thing," he said.

Last winter, the inn received a "green lodging certification" from Maine's Department of Environmental Protection. The endorsement, state environmental official Peter Cooke explained, is based on the inn's adherence to a number of environmental principles, including the introduction of programs that enhance energy efficiency, educate guests and encourage stronger environmental standards. Earlier this spring, TripAdvisor.com, a travel review site, listed the inn as one of the 10 top eco-friendly hotels worldwide, based on reviews submitted by travelers.

Masterson acknowledges that the inn could do more to reduce its burning of carbon. A plan is underway to make the menu at the Audubon Room, the in-house restaurant, more ecologically friendly by using more local produce, she said. In a planned renovation of the guest rooms, she added, the inn hopes to install carpeting low in volatile organic compounds — chemicals emitted in the atmosphere — and possibly more furnishings using natural materials in the guest rooms.

For now, guests are encouraged to recycle their garbage, take home used soap and lounge on the balcony, watching monarch butterflies alight on the ecologically correct greenery.

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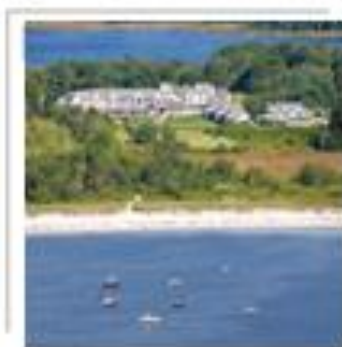
Unpretentious luxury on the Maine coast

ROCHELLE LASH, Freelance
Published: Saturday, May 07, 2011

The soignée Inn by the Sea on the Atlantic Ocean outside of Portland, Maine, has two personalities. It has the soul of a simple seaside hotel and the elements of a sophisticated boutique resort.

This 57-room establishment always has been blessed with the coast's most valuable commodities: an oceanfront location and direct access to a sweeping sand beach. After a total overhaul, the Inn by the Sea has emerged luxurious and refined, with striking contemporary decor, award-winning gourmet cuisine, a fine spa and a bird sanctuary flourishing in gardens of flora, all native to Maine.

Although very upscale, the Inn by the Sea is unpretentious and understated, qualities that are typically Maine.



The fancy features go beyond the usual trappings. The hotel's admirable ecoconscious policy includes recycled water systems, solar panels, bio-fuel, ecoeducation for kids and a spa that has a gold-standard "green" certification. The hotel practices waste management, large and small. Here's a good one. The housekeeper provides little bags so that you can take home your bar of soap. It's worth it. The Inn's toiletries are from l'Occitane of France.

The guest rooms and suites come in a variety of shapes and sizes, from a deluxe hotel room ranging up to a two-storey suite with a butler's kitchen and patio overlooking the ocean. They all have sleek, contemporary lines, handsome furniture, warm textures and colours.

If you visit the Inn by the Sea in springtime, you will experience serenity, attractive prices and a clubby ambience. The lounge and dining room, intimate spaces with ocean views, are popular with the residents of nearby Prouts Neck, an exclusive gated community. Signature drinks

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Inn by the Sea

Cape Elizabeth, Maine, United States

Solar panels, recycled cork and rubber floors, air-to-air heat exchangers, dual flush toilets and heating with biofuels -- the luxurious Inn by the Sea offers all that. But what makes this hotel stand out is its commitment to the preserving the environment and wildlife. Eye-catching indigenous nectar gardens and milkweed are specifically planted to create habitat for local wildlife and endangered butterflies.

Expert view

"For a seaside escape, this is one of my favorite getaways on the east coast (of the United States). Only seven miles from Portland yet worlds away, the Silver LEED certified Inn by the Sea is constantly working to protect and preserve Maine's pristine environment -- be that beach cleanup or helping to restore habitats for endangered bunnies and Monarch butterflies -- and invites guests to get

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- ▶ Garden dinners– farms
- ▶ Great local stories around food
- ▶ Giving Tree– lounge– school books & clothes



Sea Glass

Celebrate all things local

"Chef Mitch" lets the food speak for itself

FOOD FOR Thought

*A culinary dialogue
of current perceptions
and techniques*



CAPE ELIZABETH, ME - It's a long journey from Argentina to the coast of Maine but for Mitchell Kaldorovich, the trip is like a homecoming, both literally and symbolically, to a spot where he's on the cutting edge of today's culinary trends - using fresh, organic, locally sourced ingredients in an "on-tapery" restaurant.

Born in the US but raised in his parents' homeland, Argentina, he welcomes the opportunity to work with "the fresh ingredients, the beautiful fish" that he's finding here and learn a new perspective.

A native of East Orange, NJ where his parents worked at the time of his birth, he discovered an early love of food and cooking, and by the age of 10, was helping his grandmother cook nutritious family meals.

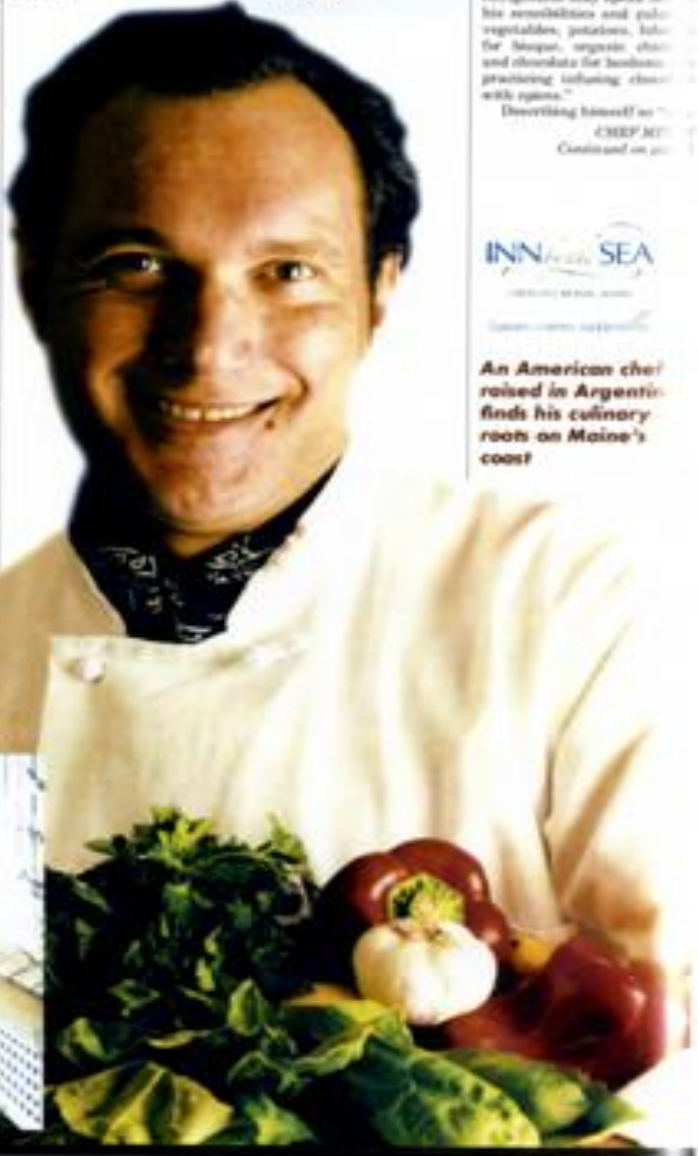
"I grew up with European-style cooking," says Chef Mitch, "but I love this country and fish like I had to live here."

Argentina's strong tomato-flavored heritage tradition was also an early influence, says Kaldorovich who also had three years of culinary education in the "Latin French classes."

Now he's taking the knowledge gathered in a number of four-star restaurants in Buenos Aires and Patagonia, plus

high-end restaurants in resorts from Florida to California (most recently Plumjack Square Valley Inn in Lake Tahoe) and applying it to the challenge of creating a new 40-seat ocean view restaurant, Sea Glass, at Inn by the Sea here.

Forging friendships with farmers is the key to sustainable menus



"We're trying to use simple, freshest foods," says, calling Mitch's sea "products from the ocean. I want their flavor, so letting the food speak for itself. I don't want to overcook it with sauce."

The food in his own is refrigeration may speak to his sensibilities and paleo vegetables, potatoes, fish for broque, organic cheese and chocolate for boudin, practicing tending close with eggs."

Describing himself as "CHEF MIT" Continued on page 11

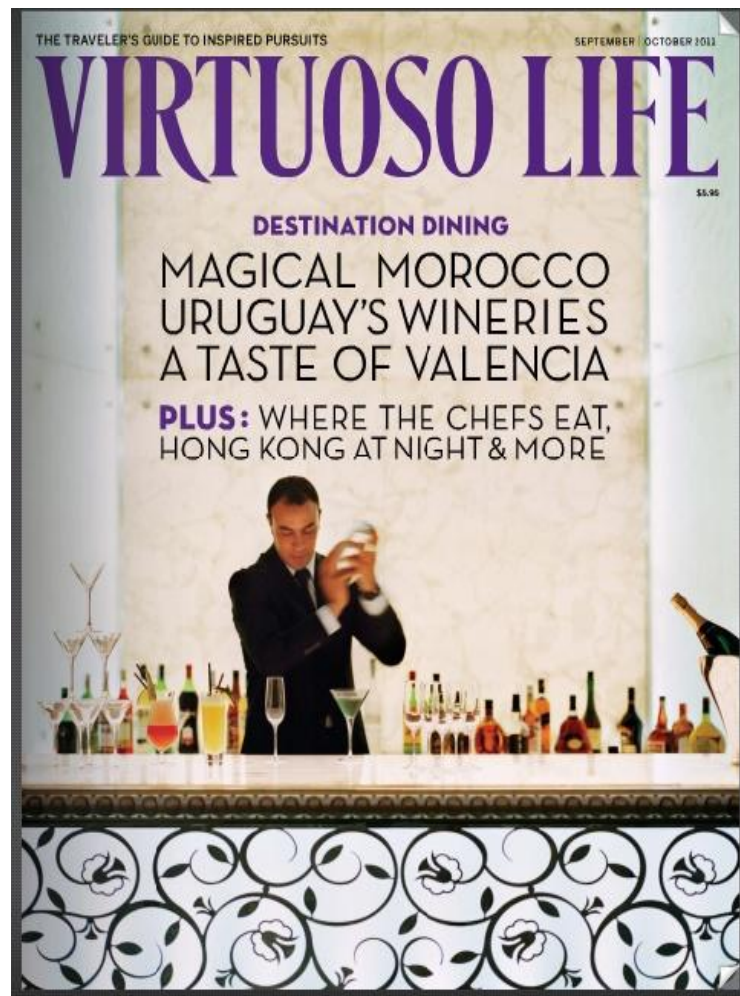
INN by the SEA

RESTAURANT & BAR

1000 W. 10th Street, Cape Elizabeth, ME 04108

An American chef raised in Argentina finds his culinary roots on Maine's coast





GO GREEN

MEALS THAT MATTER

These hotel restaurants step up to the sustainable plate.

SEA GLASS Inn by the Sea
Cape Elizabeth, Maine

ECO-FACTS: Maine's tourism slogan – "The way life should be" – translates into ultrafresh, unprocessed ingredients at Sea Glass. Family farms and lobstermen (Maine has a model sustainable lobster fishery) deliver their day's top selections to executive chef Mitchell Kaldovich's kitchen door.
TASTE THIS: The five-course lobster tasting menu, including poached lobster with tarragon butter gnocchi and grilled lobster risotto.

Local lobster at Inn by the Sea.



AVENUES The Peninsula Chicago

ECO-FACTS: "Local small farmers put as much detail into growing [our ingredients] as we do into preparing our dishes," says chef Curtis Duffy, whose seasonally changing menu consists of 80 percent sustainably sourced ingredients.
TASTE THIS: Sweetcorn bread pudding with huck ash, preserved plums, corn blossoms, and Japanese knotweed.

Vegging out at Fish Out of Water.



FISH OUT OF WATER WaterColor Inn and Resort
Santa Rosa Beach, Florida

ECO-FACTS: The menu declares, "Supporting local farmers and fishermen," and chef de cuisine Philip Krizek delivers on that promise while serving up some of the finest dishes in the Southeast.
TASTE THIS: Panhandle blue crabcake with Florida citrus, radish, and herbs, followed by local hopper shrimp with herb-mustard risotto.

Experiential dining at TreeTops Lodge and Eatables.



SAGE Aria Resort & Casino, Las Vegas
ECO-FACTS: Sin City took a surprise turn when Aria Resort and Casino opened in 2009 at CityCenter – the world's largest LEED Gold-certified new construction project. Aria's Sage restaurant follows suit with an emphasis on farm-to-table ingredients and sustainable seafood.
TASTE THIS: Slow-poached organic farm egg with smoked potato and summer truffles.

DINING BY THE ROCKS Six Senses Ninh Van Bay
Nha Trang, Vietnam
ECO-FACTS: A beautiful organic garden

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Roasted Mushroom Tart with Parmesan Crust and Fern Hill Farm Goat Cheese

Posted: Jun. 19th, 2012 | Comments 1 | [Make a Comment](#)



Photo Courtesy of Sea Glass Restaurant

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Environmentalism Meets Luxury for the Holidays: An Interview with Rauni Kew of Inn by the Sea - Cape Elizabeth, ME

by Antoinette Bruno with June Miller

Antoinette Bruno

November 2010



Overlooking the Atlantic Ocean on the coast of Maine, Inn by the Sea embraces its mandate to "preserve, protect, and inspire." Carbon Neutral since 2007 (through carbon offsets), the Inn by the Sea is the first hotel in New England to install dual flush toilets and the first in Maine to heat using biofuel.

Responsible luxury spreads throughout the Inn. Five acres of gardens are pesticide free, due to the hardy indigenous perennials, and filled with wildlife. Solar power is used to warm the saltwater pool. The spa is built with recycled materials and eco-friendly. Head here during the holidays



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Cape Elizabeth

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spacious bathroom with a heated floor, an air-jet tub and a walk-in steam shower.

Always eco-aware, the property launched a multimillion-dollar renovation in 2008 which included elements designed to step up its "green" initiatives. In addition to its Silver LEED-certified spa, some of the inn's more innovative efforts include heating with biofuel, using green-seal cleaning products, creating an on-site bird habitat with 22 nesting stations, incorporating recycled cork floors into the spa design, installing dual-flush toilets, and holding claim as the first hotel in Maine to achieve carbon-neutral status through offsets.

The green theme continues into the kitchen, where Executive Chef Mitchell Kaldrovich works with regional purveyors to incorporate local flavors and seasonal ingredients into the dishes he creates at the Sea Glass restaurant. In fact, Mitchell works with local fishermen to find alternatives to some of the region's most over-fished species. The result is a seamlessly delicious transition to dishes featuring fish you may not find at your local supermarket — at least for now.

INN BY THE SEA

40 Bowery Beach Road
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www.innbythesea.com 

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AUGUST 2011

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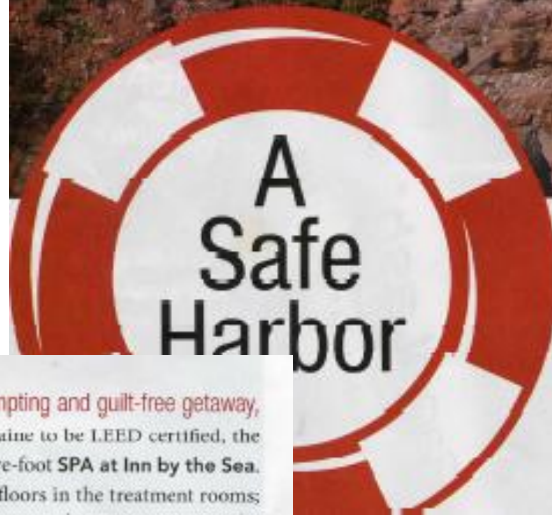
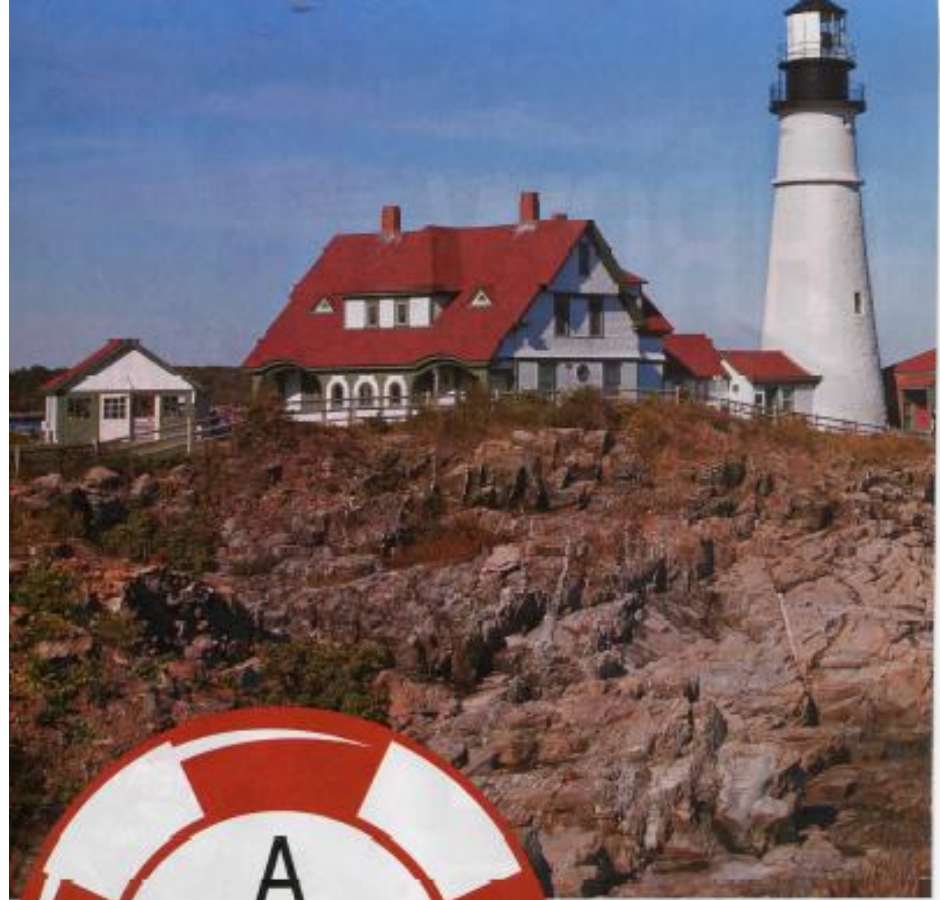
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SPA LA QUINTA AT LA QUINTA RESORT & CLUB (CA)



An eco-sensitive spa on Maine's unspoiled coast provides the perfect refuge for those looking to leave the realities of daily life behind.

WRITTEN BY HEATHER MIKESSELL

Located in the charming coastal town of Cape Elizabeth, ME, Inn by the Sea serves as a tempting and guilt-free getaway, thanks to its seaside setting and various conservation strategies. Home to the first spa in Maine to be LEED certified, the property underwent a multimillion-dollar renovation in 2008 that introduced the 3,800-square-foot SPA at Inn by the Sea. It features low-VOC paint; recycled studs and sheet rock; bamboo linens and towels; recycled cork floors in the treatment rooms; recycled rubber flooring in the fitness area; and dual-flush toilets. According to spa director Malina Payne, the spa even goes so far as to offer special parking for guests with hybrid cars.

Although the spa's environmental philosophy certainly works in its favor, it isn't the reason most guests visit. "Our guests are looking to relax, be pampered, and get away from it all," says Payne. "Some of our locals will call us on the same day for their appointments because they just found a two-hour gap in their day, and they want to spend it with us. Though they are looking to be pampered and relax, they are often spa savvy and have expectations for high-quality providers, which we easily supply."

Health, Wellness, & Modern Green Living

organic spa

MAGAZINE

Relax – Inn By The Sea

BY LAUREL KALLENBACH



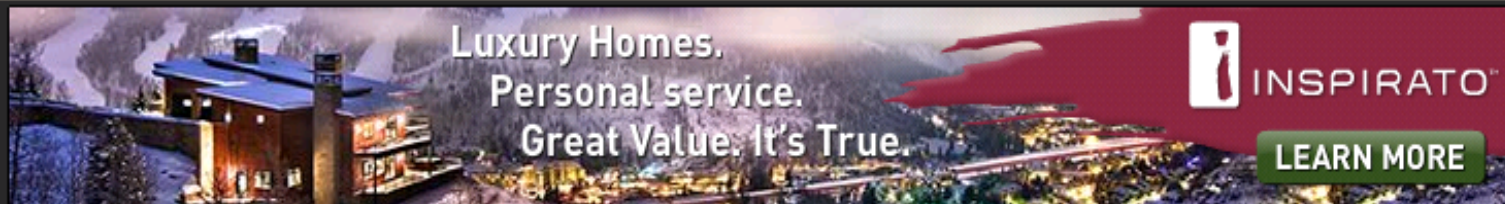
The Inn by the Sea near Portland, Maine, takes care of the eco-friendly details so guests can simply luxuriate at the beach or in the LEED-certified spa. Committed to outstanding hospitality and environmental preservation, this tranquil getaway overlooks the ocean and five acres of bird sanctuary and native-species habitat. In the sea-inspired spa, all-natural treatments such as the Casco Bay Stone Massage or Maine Mud Mask feature ingredients from rejuvenating seaweed to pure essential oils. And Chef Mitchell Kaldrovich oversees an innovative menu in the Sea Glass dining room or al fresco deck that focuses on organic, locally grown produce and sustainable seafood. After enjoying the coastal scenery, guests retire to well-appointed rooms where the lobster-shaped “Do Not Disturb” sign on the door promises a peaceful rest. innbythesea.com

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Green Hotels: Maine's Inn by the Sea

Posted: Jun. 17th, 2010 | By [Kellie K. Speed](#)



Luxury Hotels: If you haven't been to the amazing Inn by the Sea in Cape Elizabeth, Maine yet, you are in for a real treat. Surrounded by the beauty of Maine's pristine coast, located on an unspoiled sandy beach, and adjacent to a wildlife sanctuary, Inn by the Sea has long been dedicated to protecting and preserving its natural environment.

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By Hilary Nangle
Globe Correspondent | September 27, 2009

Going green is their Maine thing, though the guests might not notice

Green is the latest buzzword and accommodations nationwide are rushing to cash in. That has resulted in "green washing," or creating the illusion of environmental virtue without the substance. Check into one of these Maine properties to sample the real thing.

Inn by the Sea, Cape Elizabeth "We started down a green path eight years ago by ripping out all the exotic plants and replacing them with indigenous ones that require less water and chemicals," says spokesperson Rauni Kew. "The next thing we did was change out 850 incandescent light bulbs for compact fluorescents, LED, and solar lights, and then we were on our way."

The beachfront inn, which says it is the first in Maine to heat with biofuel and the first in New England to have dual-flush toilets, also has solar panels, and when it added a spa last year during a multimillion-dollar renovation, the green initiatives continued. During treatments, "guests are wrapped in bamboo towels, and we use natural products," Kew says.

Five acres are dedicated to a wildlife habitat, including a certified butterfly way station. "We created fun and whimsical programs for kids and adults, such as how to plant for wildlife for adults, and bug's-life summer programs for kids, in which they dress like bugs and learn about ecosystems from a bug's viewpoint." 800-888-4287; www.innbythesea.com; 5189-5819



BOSTON DAILY

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Home / Divine Destinations: Where to Get Hitched Outside the City

Divine Destinations: Where to Get Hitched Outside the City



INN BY THE SEA

Photograph courtesy of Inn by the Sea

Why did we put the Inn by the Sea on our list? Because the sweeping views of the Atlantic are utterly romantic, and the inn itself – which recently underwent a multimillion-dollar renovation – is environmentally friendly, from its LEED-certified spa to its farm-to-table dining and indigenous gardens. But the thing that captivated us most? The butterflies. Every year, monarchs come to feed on the milkweed that grows in abundance on the property, recently designated as a certified monarch way station because it sustains the insects' migration and reproduction. Brides-to-be are even given a list of ways to make their celebration eco-friendly, like giving packets of milkweed seeds as favors.

40 Bowery Beach Rd., Cape Elizabeth, ME, 207-799-3134, innbythesea.com.

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Current

Vol. 11 / No. 14 Thursday, December 1, 2011

All about the bunny

A Cape Elizabeth inn joins an effort to save the New England cottontail rabbit from extinction.

By Duke Harrington
dharrington@capebizcurrent.com

Cape Elizabeth Town Manager Michael McGovern jokes that it was "the most over-reported story of 2011," but somewhat attention paid to a bunny imbroglio at Fort Williams Park may have done some good after all.

On Monday, the Inn by the Sea, located on Route 77 in Cape Elizabeth, launched a project designed to help save the New England cottontail rabbit from extinction.

The inn will pay to rehabilitate two acres of Crescent Beach State

Park situated between the inn and the ocean, converting a tangle of non-native bamboo into the natural state of brushland and berries the bunnies need to live and breed in peace from predators. In doing so, the inn joins efforts stepped up in both Cape Elizabeth and Scarborough since April, when news of the bunny's plight, and the park's involvement, captured public attention.

Here's how it happened.

In late 2010, volunteers with the Fort Williams Arboretum project cleared invasive species - including samoe, bittersweet, black swallow-wort and Japanese knotweed - from the Cliffside section of Fort Williams Park. An anonymous tipster alerted the state Department of Inland Fisheries and Wildlife, which was quick to advise McGovern that while alien plants do indeed choke out flora and fauna native to the area, they had

made safe harbor for a species in dire straits - the New England cottontail, put on Maine's list of endangered species in 2007 and a candidate for federal protection since 2006.

At the state's behest, the town forked out \$4,800 to fund a summer-long project to sound up any rabbits remaining in the park and ship them to breeding grounds in Rhode Island. The next generation of cottontails would have been shipped to Cape Elizabeth, but, as luck would have it, only one rabbit was ever collared, and that one, in typical Bugs-like fashion, gave his captors the slip.

"We didn't get a chance to start trapping until pretty far into the spring," lady Camano, a state wildlife biologist, said last week. "Rabbits can be difficult to catch when things green up, after which they show no real

"Rabbits" see page 14



A New England cottontail rabbit, photographed in Cape Elizabeth, taking a light lunch of sedge in its preferred habitat. Wildlife officials have stepped up efforts in recent months to save the cottontail, which is on the list of endangered species.

Photo by Jake Greene courtesy of the Rachel



Maine Inn Creating Strawberry-Filled 'Rabbitats'

Cottontail rabbits in Maine are endangered, so one inn is working to restore a 'Rabbitat'

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By [Jessica Chou](#), Editor

Apr 05, 2012 @ 11:53 AM



A Maine inn is getting into the locavore spirit by planting wild [strawberries](#), raspberries, blackberries, dogwood and alder trees, winterberries, and dewberry shrubs, but the fruit from these new plants won't be served up in their kitchen.

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Inn by the Sea, in Cape Elizabeth, Maine, is planting shrubs and [herbs](#) for bunny rabbits, namely Cottontail rabbits, which are endangered in the area.

The beach resort is working to recreate "rabitats" that help the bunnies survive. Unfortunately, visitors won't be able to help out (or try any of the berries) since the land belongs to the Department of Conservation, a representative tells us, but the bunnies are adorable. Plus, it's just in time for Easter.

Comments (1)

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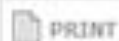
My Rating: ★★★★★

Overall: ★★★★★

Travel

Saving Easter Bunnies at Maine's Inn By the Sea

Sunday Apr 8, 2012



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COMMENTS (0)

Cape Elizabeth, Maine - Inn by the Sea, Maine's premier luxury beach resort, boasts dramatic Atlantic views, a soft white sand beach, and ... bunnies. New England Cottontails aren't just Easter visitors here. They're native to coastal Maine but also endangered.

In an effort to stop New England Cottontails from disappearing in Maine, Inn by the Sea and the Maine Department of Conservation and Bureau of Parks and Lands are collaborating to restore habitat - or "Rabbitat," if you will -- for the endangered rabbits at Crescent Beach State Park. Loss of native shrubland and predation are causes commonly attributed to the region's dwindling Cottontail populations. Cottontail habitats typically include a combination of local shrubs, vines, dense thicket and wetlands.

"Cape Elizabeth's coastal setting is important to the Inn," said Sara Masterson, the Inn's general manager. "Restoring bunny habitat, creating nectar gardens to help the survival of endangered butterflies and creating pleasing gardens that also feed and provide shelter for local wildlife - this is what will preserve Maine's pristine environment for future generations. The beauty of this natural cottontail is an important part of our guest's



New England Cottontail Bunnies

On Earth Day at Coastal Maine's Inn by the Sea, 'Green' Comes Naturally

Green is Good Business at Maine's Environmentally Savvy Hotel

“... a truly green resort is about preserving a sense of place, preserving your unique traditions, and celebrating local people, food and culture.” ”

April 02, 2012

What are five good reasons why coastal Maine's Inn by the Sea has been lauded as one of [TripAdvisor's Top 10 Environmentally-Friendly Accommodations](#) and a [Top 10 American Green Hotel](#) by MSNBC?

The answers come from Rauni Kew, Director of Green Programs at Inn by the Sea, commenting in advance of Earth Day on April 22. Kew spearheaded the Inn's green initiatives and says that "being green is not only good for the [environment](#), it's good for business as well."

1. Inn by the Sea's latest green initiative, saving Cottontail Bunny Habitat.

New England Cottontails are native to coastal Maine but also on the endangered list in the state. Kew says that Inn by the Sea is removing invasive, non-indigenous plant species, such as bamboo, from two acres on state park and private property near Crescent Beach.

"We're re-planting the area with indigenous shrubs such as raspberry, blackberry, dogwood, alder, winterberry and dewberry to create a high quality and safe habitat for rabbits," she says. Herbs and grasses such as goldenrod, clover, plantain, chickweed, wild strawberry and buttercup will also be planted as additional food sources. Restoration work began in November 2011 and will be finished by Earth Day, April 22. The gardens that also feed and provide shelter for wildlife like New England Cottontails will also preserve Maine's pristine environment for future generations.



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Working to Revive Native Species

By Catherine KR Hunter

Find past issues



Maine's Inn by the Sea Pitches in for the Cottontail

Rabbits don't have a reputation for being in short supply—they are frequently depicted in quaint bucolic tableaux, often featured on swank eatery's nightly specials boards and they have a reputation for, well, frolicking like rabbits. Despite all evidence to the contrary, there are certain species of rabbit that are disappearing from the countryside. One such case is the New England Cottontail. The Cottontail can be recognized by its namesake tail, small stature and erect ears. And by the fact that they it has become exceedingly hard to spot.

The Cottontail's decline has been most significant on the east coast where it was nominated for the endangered species list in 2006 and was inducted onto the register in Maine and New Hampshire shortly after. In those areas, the Cottontail's population has decreased 86% since 1960, due mostly to the parallel decline of the rabbit's environmental habitat. The shrubs and dense greenery native to the area that acts as food and shelter for the Cottontail has stopped flourishing because of climate change, development and foreign invasive plants.

The ambiance of New England is a huge tourist draw to the area. The iconic green rolling hills and abundant wildlife are as imperative to the overall feel of the destination as the historic properties and antique decor. With this in mind, the Maine Department of Conservation Bureau has launched a series of programs to help restore the Cottontail's habitat within Beach State Park near Cape Elizabeth. Joining the cause is local hotel property, Inn by the Sea.

DownEast.com

Endangered Cottontail Rabbits Getting Help

Tue, 07/24/2012 ·

"The Cape Elizabeth state park complex and adjacent private lands support the most state endangered New England cottontails in Maine," said Wiley.

The Inn by the Sea – an elegant resort that borders Crescent Beach – has removed two acres of invasive, nonindigenous plant species, such as bamboo and bitter street, from state park land. It's a tough job, requiring repeated plowing up of the ground.

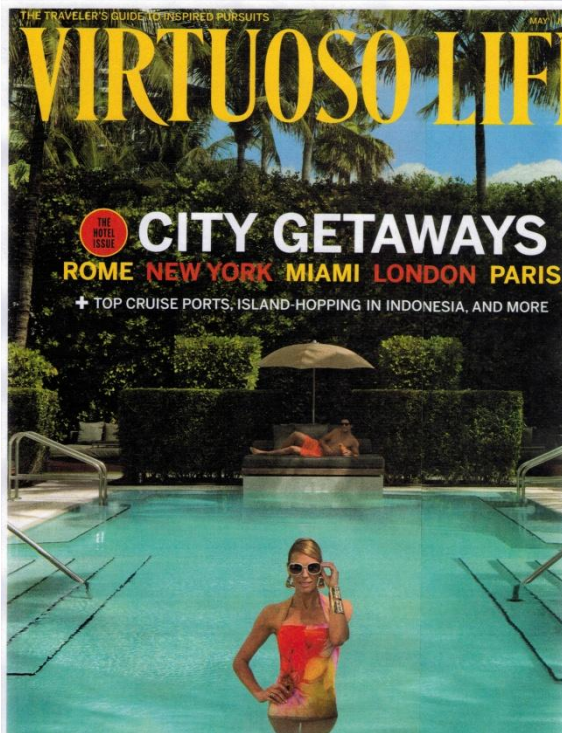
"Now, we're hand pulling the bamboo as it keeps coming up," the Inn's Rauni Kew told me during my visit there. Local shrubs such as raspberry, blueberry, dogwood, alder, winterberry, and dewberry have been planted.

Rauni summed up the problem nicely, noting that the cottontail, "is not a great species. They're small and don't turn white in the winter," leaving them vulnerable to predation, especially from coyotes that are now common in Cape Elizabeth. "They need our help," she said.

The good news is that biologists who collected rabbit scat identified 89 different cottontails in and around that area. And now, what Rauni calls her "rabitat" gives the bunnies a wonderful place to live – as elegant for them as the Inn by the Sea is for us!



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Suite Stays in Maine

JULY 17, 2012

ADD TO MY FAVORITES

As summer hits its stride on the Maine coast, **Inn by the Sea** on Cape Elizabeth, just south of Portland, provides several reasons for guests to visit this alluring part of the Pine Tree State. Last month, the inn unveiled 10 beachfront suites: one bedroom (700 square feet) or two bedrooms (1,300 square feet) and with the option to open up two adjoining suites for a large gathering. Each suite has a balcony or porch overlooking the inn's wildlife habitat and Crescent Beach, as well as gas fireplaces, oversize bathrooms, and fully equipped kitchens, complete with lobster pots and claw crackers.

The inn also offers a broad range of activities and facilities, including a spa, and local victuals such as Gulf of Maine seafood-and-lobster paella in its restaurant, Sea Glass.

This time of year, the inn reintroduces its latest version of the Lucky Catch Package (starting at \$775 per night for a three-night minimum). The package, available through October 4, includes admission for four aboard the *Lucky Catch* lobster boat, where guests don rubber aprons and gloves and help haul and bait lobster traps while they gain knowledge about life on and in the harbor. The outing also includes four lobsters and a gift certificate for the Portland Lobster Co. next door on the pier, which will cook the crustaceans on the spot. Available through October 15, another summer package called Taste of Maine (starting at \$748 per night for a two-night minimum) includes, among other gastro treats, a guided foodie tour of Portland, where the itinerary might include samplings of smoked seafood at Browne Trading Co. or craft beers at Gritty's brew pub. (207.799.3134, www.innbythesea.com)

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by Neal Webster Turnage

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[ENLARGE](#)

The multimillion-dollar renovated Inn by the Sea on Crescent Beach in Cape Elizabeth, [Maine](#), is a picturesque hideaway that seems straight from the pages of a John Irving novel.

A mere two hours from [Boston](#), there's no better place for a weekend escape than this cozy resort; it's exactly where we yearn to curl up by the fire with a mug of spiked hot chocolate. But we suggest you take a more salubrious approach. Their winter package (from \$412 a night, for two nights, through March 31) scores you and yours said hot chocolate, daily breakfasts — and two pairs of L.L. Bean snowshoes that are yours to keep! Put them on, zip up the parka and hit it. The spa and a farm-to-fork dinner at the Sea Glass restaurant will be waiting upon your return. 40 Bowery Beach Rd., (800) 888-4287, www.innbythesea.com

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▶ Maine: Winslow Homer package at Inn by the Sea

[Cape Elizabeth, Greater Portland + Casco Bay, Maine](#)

Why Go:

The lighthouses and windswept coast of Cape Elizabeth were a source of inspiration for artist Winslow Homer. Starting this fall, the Portland Museum of Art is holding a major exhibition of the artist's oil paintings and watercolors. Just as picturesque as any of Winslow's works, the Inn by the Sea (67 stylish rooms and suites with "contemporary Maine art, comfy furniture, and bold crimson- and chocolate-colored fabrics") has created this package in the master painter's honor. Valid for travel from September 22 - December 30, 2012.

Seascapes package includes:

- > 2 nights' accommodations in a bedroom suite or fireplace room
- > 2 cocktails in the fireplace lounge
- > 2 tickets to Weatherbeaten: Winslow Homer and Maine at the Portland Museum of Art
- > Daily breakfast

For more information or to book, please visit [Inn by the Sea](#), or call (800) 888-4287.

PRICE \$632.26 (\$316.13 per night)**BOOK BY:** December 30, 2012

For more information or to book, please visit [Inn by the Sea](#), or call (800) 888-4287.

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Photo: Courtesy of Inn by the Sea

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- ▶ Collaborate w. not for profits, agencies and competitors
- ▶ Bring experts on board
- ▶ Media kick off

Plenty of Fish in the Sea

A promotional poster for the Harvest On The Harbor 2011 festival. The top section is a dark red banner with the website address 'www.HarvestOnTheHarbor.com' in white. Below this is a photograph of a wine glass filled with red wine, a bottle of 'Harvest Harbor' wine, and a plate of food on a woven placemat. The background of the photo is a blurred harbor scene. The text 'October 20-22 2011' is overlaid on the photo in a white, serif font. The bottom section is a dark red banner with the text 'Three-Day FOOD + WINE Festival' and 'Portland, Maine' in white. At the very bottom is a teal banner with the text 'Underutilized Seafood– Seafood Splash' in white.

www.HarvestOnTheHarbor.com

October 20-22
2011

Three-Day FOOD + WINE Festival
Portland, Maine

Underutilized Seafood–
Seafood Splash

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Out of the Blue

Developing Markets for Underutilized Seafood

In 2011, a team of local fishermen, restaurants, and food service providers began working with GMRI to build markets for underutilized and under-appreciated Gulf of Maine species. This team used criteria, such as low ex-vessel price, only a small percent of allowable catch harvested, variance in foreign market values, and strong management were used to identify five species to promote. Ultimately, the project seeks to increase consumer awareness of underutilized local, sustainable seafood by spotlighting these species at local restaurants and food service outlets.

Atlantic Mackerel

Scomber scombrus



Atlantic mackerel is a distinctly flavorful seafood fish rich in omega-3 fatty acids and serves as a good source of protein, niacin, and vitamins B5 and B12. Although highly valued by foodies, there is not a great demand for mackerel in the United States. Due to this lack of domestic demand, much of the mackerel landed in New England is sent to the lobster and occasional fisheries, or exported to foreign markets where there is greater culinary appreciation. Although abundant, mackerel represents one of our most valued species landed in the New England, with fishermen receiving an average of \$0.20/lb in 2009.

Atlantic Mackerel

1. Clean, freshly cleaned, clean fish by removing scales and gills, and gutting. Rinse and pat dry. Season with salt and pepper. Grill at medium heat for 10 minutes until fish starts to flake off the bone.

2. Mackerel can be tricky to cook properly. It is very oily and it will stick to the grill. Use a non-stick pan and a little oil. Cook for 10-15 minutes. Do not let the fish get too dry. Season with salt and pepper. Grill at medium heat for 10 minutes until fish starts to flake off the bone.

Prep time: 20 minutes. Serves: 2 people (typically serve 1-2 fish per person).
 Courtesy of Adam Sabau, Senior Research Scientist, Marine Research Institute, Portland, ME

Northern Shrimp

Pandalus borealis



Northern shrimp hail from the marvelous cold waters of the Gulf of Maine. Harvested in winter months, they boast a delicious sweetness that complements a broad range of dishes, from a piquant gazpacho to a refreshing ceviche salad. Northern shrimp are hermaphroditic, meaning they begin life as males and transform into females in their third year. Northern shrimp play an important role in the food chain, feeding on plankton and benthic invertebrates, while they are prey to many British species, such as cod, redfish, and silver and white hake.

BBQ Northern Shrimp, New Orleans Style

- In a bowl, mix shrimp, garlic, salt, chili powder and black pepper.
- In a HOT medium sized pan, add 2/3 of the vegetable oil and sauté shrimp for 1 minute and then remove from pan.
- Place sauté pan back on the heat, add beer, lemon juice and Worcestershire sauce, then reduce on high heat for 2 minutes. DONT let pan go dry!
- When liquid is reduced to about 1/3 of its original volume, add shrimp to pan and continue cooking for 30 seconds.
- Remove pan from heat and slowly stir in cold butter.

Serve hot and garnish with chives. Dish can be served with French bread, biscuits, cheese grits, polenta, pasta, etc. Makes a great appetizer for 2 people.

Prep time: 20 minutes (more, if shrimp needs to be cleaned). Serves: 2 people.
 Courtesy of Chef Michael Rocco, Seb's Restaurant, New Orleans, LA

Whiting

Merluccius bilinearis



Whiting is popular in foreign markets, such as the United Kingdom and Spain. This abundant fish is less known to consumers in the United States domestic market. As a result, there is little demand for local whiting. Also known as silver hake, whiting is harvested in the Gulf of Maine from July to November, and fishermen are required to use specialized gear to avoid bycatch of other, non-targeted, marine species. Whiting have many, but small, bones that must be handled carefully as not to overcook. They are very flavorful, and can be prepared baked whole, pan fried, or broiled.

Pan Seared Whiting With Cauliflower Raisin Quinoa & Citrus Pan Sauce

In a dry food processor with a metal blade "ground" the quinoa in small batches, set aside. In a hot skillet add 2 the olive oil and 1 lb of the butter. Add the cauliflower and brown, stirring occasionally until caramelized all around. Add the quinoa, almonds and the raisins. Cook another 3 minutes and season with salt & pepper, set aside. Keep warm.

Heat a heavy cast iron skillet. Pat dry and season the fillets on both sides. Add 2 tbs of oil and butter and cook the sides down for about 3-4 minutes, depending on thickness. Add more butter if needed and keep basting the bases on top of the fish. When fish gets very crispy turn over and cook it another minute or finish to the oven. When fish is done, place over paper napkins and keep warm. Wipe out skillet, add 2 tbs of butter and heat again. Add the citrus segments and citrus juice and swirl contents of pan creating an emulsion. Season with salt and pepper and chopped herbs if preferred. Serve hot.

Prep time: 30 minutes. Serves: 4 people.
 Courtesy of Executive Chef Mitchell Morgan Kaldorovich, Sea Glass Restaurant / Inn by the Sea, Cape Elizabeth, Maine

Redfish

Sebastes marinus



Redfish, which can live to be 40 years old, are abundant in the Gulf of Maine region. These deep-water fish, also known as ocean perch in some west markets, are often exported to MidWest markets where there is a greater consumer demand. The small, white, flaky fillets are often described as a culinary favorite by local fishermen and chefs, but are commonly used as lobster bait in the Northeast. Because of this lack of market demand, New England fishermen harvested just 3.7 million of the 15 million pounds of allowable catch in 2009.

Spicy Redfish Tacos

- Adjust an oven rack to the middle position and heat the oven to 200 degrees. Pour the oil into a large, deep, heavy bottomed pan until it measures 2 inches deep. Heat the oil over medium-high heat until it reaches 375 degrees.
- While the heat, whisk the flour, salt, cumin, black pepper, and cayenne together in a large bowl. When the oil is almost ready, whisk the beer into the flour mixture until completely smooth.
- Whip a stack of corn or flour tortillas in hot and warm on a baking sheet in the 200-degree oven while frying the fish.
- Pat the fish dry with paper towels. Add half the fish to the batter and coat. Use tongs to transfer the fish from the batter, one at a time, to the hot oil.
- Fry, stirring the fish gently to prevent the pieces from sticking together, until golden brown, about 5 minutes.
- Remove the fried fish from the oil and let drain briefly on paper towels. Transfer the drained fish to the oven to keep warm. Tater and fry the remaining fish. Sprinkle each of the warm tortillas with 1 the Spicy Mayo sauce, add shredded cabbage, tomatoes and avocado. Add 3-2 pieces of the fried fish to each tortilla and garnish with lime wedges and cilantro.

Prep time: 35 minutes. Serves: 4 people.
 Courtesy of Sam Grinley, Sustainable Seafood Project Coordinator, Gulf of Maine Research Institute, Portland, ME

Inn by the Sea

Indulge in unexpected flavors from four of Maine's best seafood chefs!

SCENE

Don't expect cod on the menu this summer at the Sea Glass restaurant at Inn by the Sea, a luxury beach resort just 7 miles south of Portland. Chef Mitchell Kaldrovich is using local catches such as Northern Shrimp, Atlantic Mackerel, Silver Hake, Atlantic Pollock and Red Fish on his menu throughout the year. Broaden your horizons and palate by trying out any of these chef's delectable creations at some of Portland's foodie hot spots – Fore Street, Havana South, The Salt Exchange or Sea Glass at Inn by the Sea.

www.innbythesea.com



Known for their culinary creativity, Chefs Mitchell Kaldrovich, Michael Boland, Charlie Bryon and Sam Hayward have teamed up with seasoned local fishermen to create mouth-watering menus featuring lesser known but delectable seafood fresh from Maine's coastal waters.



The Portland Press Herald

MAINE'S MOST UNDERUTILIZED FISH SPECIES



Atlantic mackerel

The oily-fleshed fish is mostly sold as bait for lobster and recreational fisheries or exported as food to foreign markets. In 2009 fishermen were averaging about 20 cents a pound for the fish, one of the lowest valued species in New England. So far this year only 1 percent of the annual quota of 103 million pounds had been landed.



Atlantic pollock

The gray tint of its flesh turns some off but seafood aficionados say it is delicious. The most recent stock assessment found it 115 percent above the National Marine Fisheries Service's targeted level. The allowable catch was 19,000 metric tons in 2010. Only 5,150 metric tons were landed. Fishermen were paid about 80 cents a pound last year.



Northern shrimp

The Gulf of Maine's small, sweet native species, the only commercial shrimp fishery in the Northeast, is catching on but prices remain relatively low compared to other New England fisheries. In 2009, fishermen received an average 42 cents a pound. The fishery is closed early most years because fishermen quickly catch the allowable limit: 4,400 metric tons in 2009.



Redfish (ocean perch)

Midwestern markets, where it is known as ocean perch, have developed an appetite for the small, white flaky filets but in New England the species is largely sold as lobster bait. The allowable catch in 2009 was set at 15 million pounds but only 3.7 million pounds were landed. Fishermen were paid about 50 cents a pound for redfish in 2009.



Whiting (silver hake)

The fish is popular in other countries, such as the United Kingdom where fishermen are paid about four times more per pound as fishermen in the Gulf of Maine who in 2009 were paid 25 cents per pound. In 2009 fishermen were allowed to harvest 7,500 pounds a day but only 1,100 pounds were sold in the entire year at the Portland Fish Exchange.

Plenty of fish in the sea

Local fishermen, restaurants and chefs work together to get consumers to broaden their tastes



Portland Press Herald

FOOD & DINING

The Portland Press Herald/Wednesday, June 6, 2012 C3



Staff Photographer

the fish is almost
igh. Add the but-
n juice. When the
s to froth, taste the
cooked through,
tle resistance
d. Remove from
et rest on a paper

CE:

fter in a saute pan,
p bottoms and cook
heat until soft.
brooms and cook
Add the peas and
til warm. Add the
d cook until they
ason with salt and

th funnel. Melt the
oovy-bottomed
d the flour and
omogenous. Add
t ¼ cup at a time,
e sure there are
ning. When all
has been added,
low heat for 12
ring frequently to
four from sticking
s of the pan. Strain
e sieve and chill.
lanched asparagus
a food processor
til smooth. Fold
to the chilled stock
ugh a fine sieve
the asparagus
e veloute.



Courtesy of the Blue Star

SERRANO-WRAPPED ROASTED REDFISH, LOBSTER AND SEAFOOD SALPICON, ROASTED OYSTER MUSHROOMS AND SALSA VERDE

From chef Mitchell Kaldro-
sch, Sea Glass Restaurant, Inn
by the Sea in Cape Elizabeth

Servings: Four

2 pounds thick-cut redfish,
skin off

4 to 6 slices of serrano ham
or prosciutto ham

1 whole lobster, fully cooked
with meat sliced

1 cup local shrimp, quickly
blanched (20 seconds in salty
water, then iced)

½ cup smoked bay scallops

½ cup celery, diced

½ cup seedless cucumber,
diced

2 tablespoons finely chopped
chives, tarragon and parsley

Juice of 2 fresh lemons

5 tablespoons fruity extra
virgin olive oil

Sea salt, pepper, cumin pow-
der and coriander

1½ cups fresh oyster mush-
rooms, clean and with bot-
toms removed

1 garlic clove

Chopped Italian parsley

Chef's note: Salpicon is a
traditional South American cold
"chopped salad" usually made
with leftovers such as roasted
chicken or grilled fish. You can
add any kind of vegetables as
well.

Add the herbs, the lemon juice
and olive oil. Keep refrigerated.

REDFISH:

Ask your fish market to skin
your redfish.

In a very hot cast-iron skillet,
add some canola oil and roast
the fish wrapped in serrano,
then lower the heat to medium.

Cook for 3 to 5 minutes, or un-
til it starts to get golden brown,
then flip the brown side up and
transfer the pan to a preheated
oven at 350 degrees and cook
for about 8 to 10 more minutes.

The serrano ham should be
crispy but not burned, and
the fish should be just cooked
through. Reserve the fish in a
warm place.

OYSTER MUSHROOMS:

Using your finger, tear the
mushrooms into smaller
strips. Make sure there is no
dirt or leaves.

In another very hot saute
pan, quickly add some olive oil
or canola and cook the whole
garlic clove for 10 seconds,
then add the mushrooms and
cook for 3 to 4 minutes, or until
golden brown.

Season with salt, pepper and
chopped parsley.

SALSA VERDE:

1 cup cilantro leaves

2 tablespoons chopped
chives

¼ cup parsley leaves

4 sprigs of fresh tarragon



Redfish

Midwestern markets, where it is
known as ocean perch, have de-
veloped an appetite for the white,
flaky filets, but in New England the
species is largely sold as lobster
tail. Only 22 percent of the allow-
able catch for redfish was harvested
in 2010. Also known as Acadian
redfish, the species is harvested
year-round from the Gulf of Maine.

Source: Redfish drawing by Rex Clark; images,
courtesy of the Maine Department of Marine Resources
Department Fisheries program and the Maine Lobster
Marketing Fund

STAFF FILE GRAPHIC

prepared correctly, it can turn
into an oily mess.

"It's one of my favorite fish to
eat," Sueltenhess said. "It's deli-
cious. I love fishing for it, I love
eating it. It's always an excit-
ing challenge when you know
going into something that it's
not a hot seller, and try to figure
out the best way to sell it. And
when you run into those nights
where you sell 15 to 20 orders,
it's a really gratifying feeling."

SUCCESS ELSEWHERE

Out of the Blue-style pro-
grams have been tried in other
parts of the country, including
the mid-Atlantic, with some
success.

"There's a species of fish
called jumping mullet down
there, which kind of has the
reputation of being a bait
fish that recreational fisher-
men would use," Grimley
said. "They started serving it
through a community-supp-
orted fishery, and it gained some
popularity through that, and
then some of the restaurants
came on board and they've
began to try serving it."

"There's areas where they've
tried to serve dogfish, and it
hasn't really caught on," he
said. "I think probably the most
well-known example would be
monkfish. Back in the day, Julia
Child talked about it on her TV

Seafood That's Trendy -- And Sustainable

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When diners go mad for fish like Chilean Sea Bass and Yellowfin (Ahi) Tuna, the result is almost never good for the fish. Demand goes up, prices go up, the catch goes up, and the species' chances for survival go down.

That's why the non-profit [Gulf of Maine Research Institute](#), in a unique collaboration with top local chefs around Portland, has launched its "Sustainable Seafood Initiative." The goal was to identify fish that were plentiful, underutilized and tasty, an even bigger challenge than you might think. It turned out that the reasons chefs don't like some fish isn't just the taste, but because they don't hold up well or have other issues after being caught. On the other hand, fishermen don't like some fish because they present problems like intermingling with schools of fish that are protected. So the idea was for everyone to come to agreement on fish that are sustainable, practical, and will please customers. Consumers stand to benefit because the sustainable fish are much less expensive.

One of the chefs intimately involved in the project is Mitchell Kaldrovich of [Sea Glass](#), in the luxury [Inn by The Sea](#) resort in Cape Elizabeth, just minutes for downtown Portland. The restaurant describes the program as follows:

"The goal is to preserve overfished seafood, and to highlight and create



Will Mackerel catch on? Image via Wikipedia

demand for less expensive and underutilized seafood that is both delicious and abundant. Fishermen currently get as little as five cents a pound for perfectly delicious seafood that often goes to foreign markets or to bait simply because there is no regional market demand."

The Gulf of Maine happens to be one of the biggest commercial fisheries in the world, and has way more than lobster, the first thing most consumers associate with seafood in the "Vacationland" state. Almost any ocean fish or shellfish you might commonly eat can be found here. But which ones are most sustainable, the fish the Institute and chefs want you to try while the other species recover? These five:

1. Northern Shrimp: The small "Maine Shrimp" that are delicious fried in shrimp rolls at seaside shacks, as well as in stews, chowder, and pastas.
2. Atlantic Mackerel: Very popular in Britain and Scandinavia, but not here except as sushi, but they should be: very high in Omega 3 and very low in mercury.
3. Silver Hake: A great and possibly better white fish alternative to cod and haddock that lacks name recognition but is increasingly being used anonymously in restaurant fish and chips.
4. Atlantic Pollock: Another white fish cod/haddock alternative.
5. Red Fish: A victim of its own success, redfish was heavily overfished 30 years ago and when the supply dried up, so did regional demand, though it is delicious and still in favor in other regions. Likely the most commercial of this group.



Portland's Harbor Fish Market sells just about everything caught locally, and has seen an uptick in hake.

For average consumers, the most intriguing are the Maine shrimp, which are undeniably delicious and easy to cook with, and the hake, which could be the next "it" fish. Michael Alfiero, owner of [Harbor Fish Market](#) in Portland, one of the country's great retail seafood stores (they also supply many restaurants), said, "Hake is one of the best eating fish, period. Like smelt, it has a

delicate white texture and sweet flavor. It's great for fish and chips, but it's my favorite white fish. Restaurants are just starting to put hake on the menu as hake," something that I saw in the fish of the day special that night at the Inn by the Sea's Sea Glass restaurant.

One more thing on hake's side: at the Harbor Fish Market, fillets of cod sold for \$11.99 a pound, haddock \$8.99, and hake \$4.99.



<< [New Trace and Trust Program Ensures the Quality of Fresh Seafood](#) | [New York's High Line Park Receives \\$20 Million Gift to Expand](#) >>

WEDNESDAY, NOVEMBER 02, 2011

Sustainable Maine



While Maine has long been revered for its juicy lobster, local fishermen and chefs are vying for a new set of seafood to bask in the culinary spotlight. Over the past year, the Gulf of Maine Research Institute has been working closely with some of the region's top fishermen and chefs to identify fish and shellfish species that thrive in the Atlantic waters but have been underutilized in northeastern US cuisine. By creating demand for these

sustainable species, like northern shrimp, Atlantic mackerel, whiting, Atlantic pollock and red fish, fishermen hope to preserve the seafood that has historically been overfished, such as flounder, cod and halibut. Chefs from coastal Maine's finest restaurants are now showing the world just how tasty these sustainable species can be. For example, Chef Mitchell Kaldrovich from [Sea Glass](#) restaurant at [Inn by the Sea](#) in Cape Elizabeth pan-sears whiting, which is less flaky than cod so it develops a nicer crust when seared. Now hunters are getting in on the sustainable movement. Maine Fish and Wildlife recently held a meeting with Registered Maine Guides to look at alternative species found in the Maine interior that might attract hunters.

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your resource guide to a world of adventure



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Maine showcases sustainable seafood

TRAVEL with 

In [USA](#) [Food & Drink](#) 13 October 2011 | By Lindsey Galloway



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During the Harvest on the Harbor, chef Mitchell Kaldrovich from Sea Glass will show off his recipe for whiting. (Sea Glass)

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While Maine has long been revered for its fresh, tasty lobster, local fishermen and chefs are vying for a new set of seafood to bask in the culinary spotlight.

Over the past year, the [Gulf of Maine Research Institute](#) has been working closely with some of the region's top fishermen and chefs to identify fish and shellfish species that thrive in the Atlantic waters but have been underutilized in northeastern US cuisine. By creating demand for these sustainable species, like northern shrimp, Atlantic mackerel, whiting, Atlantic pollock and red fish, fishermen hope to preserve the seafood that has historically been overfished, such as flounder, cod and halibut.

During Portland's annual [Harvest on the Harbor](#), 20 October through 22 October, seafood chefs from four of the city's best restaurants will aim to show the world just how tasty these sustainable species can be in the [Ultimate Seafood Splash](#), a series of recipe demonstrations using the new catches. For example, Chef Mitchell Kaldrovich from [Sea Glass](#) will tackle whiting by pan-searing the fish, (which is less flaky than cod so it develops a nicer crust when seared) and serving it alongside local cauliflower and

What About Whiting? Five Sustainable Fish Species to Try

Nov 14th, 2011 | By [Lisa Goell Sinicki](#) | Category: [Food + Cooking](#), [Food for Thought](#)



Pan Seared Whiting. Photo by Lisa Goell Sinicki.

I've seen whiting and Atlantic pollock at the fish market, and I've considered buying them numerous times. But I've never bitten. They look like good dining, but what do you do with them? I wonder. Then I gravitate to the familiar territory of salmon, cod and haddock.

Thanks to the Gulf of Maine Research Institute's Underutilized Steering Team, a group of Maine chefs, restaurants and fishermen are creating a program that will identify under-used fish species and promote them to consumers. The first five species on the list are mackerel, redfish, Atlantic Pollock, northern shrimp and the afore-mentioned whiting.

The goal for the program is to relieve some of the demand for over-fished species while creating new markets for fishermen. The Steering Team will reach out to restaurants to encourage them to add these species to their menus and will also make recipes using the fish available for home chefs.

So just how do you prepare whiting? Chef Mitchell Kaldrovich of Sea Glass restaurant suggests pan seared and served over quinoa drizzled in citrus pan sauce—the dish he prepared for The Ultimate Seafood Splash, part of the annual Harvest on the Harbor event held at the Portland Waterfront.

Other chefs demonstrating how to put these species on the plate at the event included Cassidy Pappas of Havana South, Sam Hayward of Fore Street, Adam White of The Salt Exchange, and Michael Ruoss—who grew up in Maine and now owns Salu restaurant in New Orleans.

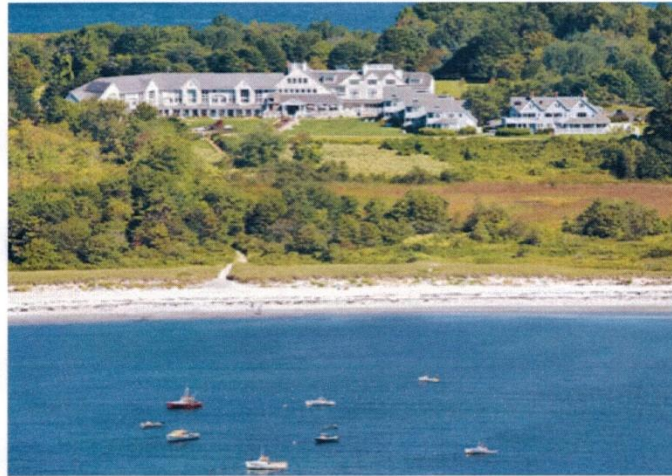
If you missed the event and would like to try the recipes, Gulf of Maine Research Institute has made them available com/site/what-about-whiting-five-sustainable-fish-spec...

SAVEUR

Savor a World of Authentic Cuisine

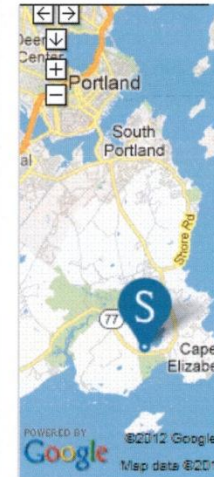
Maine: Inn by the Sea

This elegant, eco-friendly inn on the Maine coast offers suites with top-of-the-line, fully-equipped kitchens, if you want to cook for yourself (and a great restaurant serving crab-cakes Benedict and butter-poached lobster, if you don't).



[ENLARGE IMAGE](#)

Credit: Inn by the Sea



View [Room Service](#) in a larger map

ADDRESS

Inn by the Sea, 40 Bowery Beach
Road
Cape Elizabeth, Maine 04107,
United States
207/799-3134

Over the years, I've visited countless hotels and restaurants that tout their commitment to sustainability and local purveyors, but few walk the walk as honestly as Inn by the Sea—where even the luxuries seem pragmatic. Of course, I'd expect nothing less from a resort in Maine, a state whose residents are known for thinking that one word constitutes a soliloquy. There's an appealing naturalness about the inn that was a true balm to my frayed New Yorker nerves.

Still, when in Maine, it's the seafood you must taste—and not just the lobster. In keeping with the inn's overall ethos, Kaldrovich won't serve endangered species, and he was one of the first area chefs to collaborate with the Gulf of Maine Research Institute, helping scientists and fishermen promote undervalued and locally abundant species such as redfish, which he pan roasts and accents with a sweet-savory sauce of *piquillo* peppers and black olives. This delightful dish is just another example of how the Inn by the Sea manages to seamlessly combine idealism with indulgence. Or, as a local might put it, "Yup." —*Sofia Perez*

bon appétit

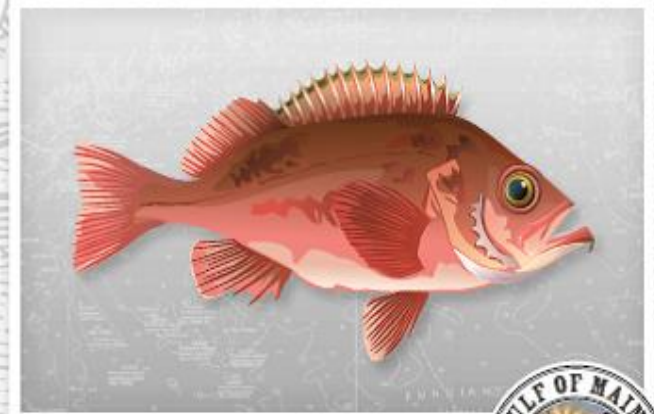
Letting Every Sustainable Fish Have Its Day on the Plate

5:10 PM / SEPTEMBER 17, 2012 / POSTED BY Sam Dean

All of the fish featured in Out of the Blue are considered bycatch, seafood that presently have no market even though they taste good and have sizable populations in the Gulf of Maine, a chunk of the North Atlantic between Cape Cod and Nova Scotia.

Mitchell Kaldrovitch, chef at Sea Glass at Cape Elizabeth, ME's Inn by the Sea. "If you look at the reports, scientists are saying that by 2040 there will be no fish left to eat--it's scary! It's good we're doing this now." Kaldrovitch, who grew up in Argentina and has cooked at restaurants around the world, was most surprised to learn that whiting, this week's fish, needed any help at all. "In Europe, it's a very famous fish," he said, "but here it's 20 cents a pound. It doesn't make any sense." The Out of the Blue promotions were born out of a GMRI project in 2011 that brought fishermen and chefs together to talk about what it's like working on opposite sides of the same industry. The chefs tagged along with the fishermen to auctions, to processing plants, and out on the boats. "Closing the gap between fishermen and chefs is helpful," Levin said. "We've seen a complete flip-flop in the past 20 years: People used to know exactly where their fish came from, buying at local markets by the docks, but [they] got their meat and produce shipped across the country. Now it's the total opposite."

A great fish story



Redfish



Fishery Information

- Redfish live up to 60 years and inhabit the deeper waters of the Gulf of Maine. Like many long-lived species, redfish reproduce at a slower rate, which is accounted for when determining annual harvest levels that ensure the long-term sustainability of the resource.
- Historically, redfish were highly sought after and were an important protein source for the United States military during the 1940's and '50's, but landings and demand of redfish has since dropped significantly.

Sustainability

- Redfish are primarily harvested using otter trawls using 6.5 inch minimum mesh size for nets. The mesh size is one of the largest found globally in commercial fisheries, and the regulation helps ensure avoidance of juvenile and non-targeted species.
- Only 22% of the total allowable catch for redfish was harvested in 2010, and much of it was used as lobster bait. In response, local fishermen and chefs are working with the Gulf of Maine Research Institute to raise consumer awareness of this healthy, abundant protein source.

Seasonality/Availability

- Redfish, also known as ocean perch or Acadian redfish, are harvested year-round from the Gulf of Maine, but tend to be more prevalent in markets in late spring and through the summer.

Great Stories

Engage Guests



- ▶ Rotterdam dance club– Club Watt– Sustainable Dance Floors– dance to create electricity
- ▶ ARIA Resort Las Vegas– slot machine arms create AC with every pull of the arm
- ▶ Crown Plaza Copenhagen– but exercise bikes generate electricity for the hotel
- ▶ Intercontinental Hotel Boston– 40,000 Bees– National Honey Week– Honey Harvest Dinner& talk
- ▶ Seaport Hotel, Boston– 90,000 bees for 45–75 lbs of honey for hotel

*Authentic Travel Experiences –
be part of a bigger local story*

Meadowmere Resort, Ogunquit Surf package donates to Surfrider Foundation, a grass routes organization that fights to preserve beaches, & public access to beaches

Proximity, Greensboro, NC (LEED, earth top roof)
Transport and tickets to the Intl. Civil Rights Museum

- ▶ Heathman , Portland Oregon. Tree planted for each guest as part of “Friends of Trees”
- ▶ Empress, Victoria 3 hour Eco Whales and Wildlife Tour, bottle of local organic wine, donation to Vancouver Island Marmot Recovery Foundation



Get the goods, engage the guest!



- ▶ List green initiatives & certifications on your site
- ▶ Create a Giving Getaway
- ▶ Tie sheet and towel program savings to something local– meaningful
- ▶ Inventory & package around regional icons: museums, city park, historic & cultural & environmental– help them market
- ▶ Contact local Agricultural Assoc. & list local farmer’s markets
- ▶ Inventory heritage and craft fairs– carry local goods, hang local art
- ▶ Use them all to package with, create menus with, and generate local, authentic ‘value add’ engaging experiences for travelers
- ▶ Send packages to: Beth Harpaz AP Travel Editor bharpaz@ap.org
- ▶ Check HARO for travel writer’s leads: www.helpareporter.com
- ▶ Collaborate w competitors, not for profits, on big community projects
Give back, preserve for future generations.

*Rauni Kew rkew@innbythesea.com
C: 207.602.8500 O: 207.799.3134*