



The "Monstah Lobstah" roll from Cape Cod Fish Co. in south Fort Myers is enough to feed two to three hungry lobster lovers. ANNABELLE TOMETICH/THE NEWS-PRESS

## Seven

Continued from Page 2D

### 4. Ceviche

With roots in Peru and throughout Latin America, this is a dish built for Florida. Cool fish, bright lime, savory salt — I, for one, can never get enough.

**Some places to find it:** *El Gaucho Inca, Fort Myers and Estero; Tacos y Ceviches, San Carlos Park; Ceviches by Divino, Fort Myers; El Patio, Cape Coral and Fort Myers; La Cuisine Peruvian Restaurant, Naples; Aji Limon, multiple locations*

### 5. Lobster roll

This New England staple has strongly rooted itself in the area, just as the Red Sox have, and just as so many Massachusetts and Rhode Island transplants have, too. Local? No. Classically delicious? At these places, yes, yes, yes.

**Some places to find it:** *Cape Cod Fish Co., south Fort Myers; Doug's Seafood, Bonita Springs; Lobster Lady Seafood, Cape Coral; The Clam Bake, south Fort Myers; The Boathouse on Naples Bay, Naples; Twisted Lobster, Cape Coral; The Clam Shack, Sanibel; Steamers of Naples, Naples*

### 6. Fish tacos

Unlike fish sandwiches, which can be more bread than seafood, the fish taco strikes a far more delicate balance, allowing the snapper/mullet/mahi/grouper within to shine.

**Some places to find them:** *The Turtle Club, Naples; Olde Fish House Marina, Matlacha; Bert's Bar, Matlacha; Big Hickory Waterfront Grille, Bonita Springs; Turco Taco, Naples; Cape Cod Fish Co., south Fort Myers; 400 Rabbits, Sanibel*

### 7. Sushi

Sushi, good sushi, is a celebration of seafood in its purest form. While Southwest Florida has a long way to go to match the depth and breadth of sushi options found in larger cities, we've made some seriously delicious progress.

**Some places to find it:** *Namba Ramen & Sushi, North Naples; Origami, south Fort Myers; Ember Korean Steakhouse, Fort Myers; Maks Asian Kitchen & Sushi, south Fort Myers; Mr. Mee's, Fort Myers; J&P Asian Fusion, Cape Coral; Yellowfin Sushi, Cape Coral; Sushi Thai Too, multiple locations; Fuji Sushi, Naples; Araya Sushi, Naples*

Annabelle Tometich is a staff writer and food editor for *The News-Press* and *Naples Daily News*. Email [atometich@news-press.com](mailto:atometich@news-press.com) and follow her on Instagram (@abellewrites) and Twitter (@atometich).

**FIRST PRESBYTERIAN CHURCH of NAPLES**  
*In the Heart of Naples with the Love of God:  
 we worship, we love, we grow, we serve*

**Join us on Christmas Eve**  
 Friday, December 24  
 5 p.m.  
 Family Worship  
 7 p.m.  
 Traditional Candlelight Worship  
 Special music begins at 6:30 p.m.

---

Sunday, December 26  
 9:30 a.m.  
**Rev. Rex Childs**  
**"Searching for Jesus"**  
 Colossians 3:12-17 and Luke 2:41-52

Services may also be livestreamed at  
[www.fpcnaples.org/live](http://www.fpcnaples.org/live)

250 Sixth Street South 239.262.1311  
 2 blocks north of 5th Ave.S. [fpcnaples.org](http://fpcnaples.org)

**VOTED #1** **42 YEARS & COUNTING...**  
**MICHELBOB'S**  
 Championship RIBS & STEAKS

**THURSDAY DEALS**  
**ONE-DAY ONLY!**  
**DECEMBER 23**

**DINE IN OR TAKE-OUT**

**FULL RACK RIB DINNER \$16.99** (Reg. \$20.99)  
 ADD FULL RACK BABY BACKS \$11  
 MUST HAVE COUPON GOOD FOR ENTIRE PARTY

**\$4 MARGARITAS ALL DAY!**  
 Naples Only • Dine-In • Take-Out

Valid Thursday, December 23, 2021. Dine In or Take-Out Only. Can not be combined with other coupons, discounts or offers. Not valid on delivery or online orders. Naples Only 643-7427.

**DINE IN OR TAKE-OUT**

**NEW! THE "JUNIOR" FEAST ONLY \$32.99** REG. \$40.67  
 WITH COUPON  
 LIMIT 3  
 Naples or Marco Island.

- BABY BACK RIBS (1 RACK)
- PULLED PORK (PINT)
- 1/2 BBQ CHICKEN
- 1/2 PINT BEANS
- 1/2 PINT SLAW
- GRILLED GARLIC TOAST (2)

Valid Thursday, December 23, 2021. Dine In or Take-Out. Can not be combined with other coupons, discounts or offers. Not valid on delivery or online orders. Naples Only 643-7427. Marco 394-0302.

# BLUE ZONES PROJECT - SOUTHWEST FLORIDA



## Southwest Florida Regional Planning Council Receives Federal Grant Award to Strengthen Local and Regional Markets for U.S Agriculture Products

Guest contribution by: Southwest Florida Regional Planning Council

The Southwest Florida Regional Planning Council (SWFRPC) was selected for the 2021 USDA Agricultural Marketing Service (AMS) Regional Food System Partnership (RFSP) grant to implement the trademarked regional brand "SWFL Fresh: Choose Local, Choose Fresh." The trademarked regional brand will showcase SWFL food producers and their products. The Regional Planning Council will lead the three-year project in collaboration with University of Florida Institute of Food and Agricultural Services (UF/IFAS) Cooperative Extension Service and Tropical Research and Education Center (UF/TREC). The total project amount of \$752,426 will support ongoing efforts within the regional food system.

"The SWFL Fresh brand is a producer led initiative and has farmers at the table with us developing the look, direction and opportunities of the brand," says Jessica Ryals, Agriculture & Sustainable Food Systems Agent for UF/IFAS Extension in Collier County.

The project partnership also includes the following organizations: Blue Zones Project Southwest Florida, Collier County Department of Health, Florida Gulf Coast University, Lee County Economic Development, Feeding Florida/Harry Chapin (along with other small/local food pantries and food banks), MEANS Database and Healthy Lee Coalition. "We are excited to continue our regional collaboration focusing on our food system," says Southwest Florida Regional Planning Council (SWFRPC) Project Director, Asmaa Odeh.

"This grant will allow us to enhance market opportunities for local growers while providing all consumers with better access to highly nutritious food," says Dr. Trent Blare, Assistant Professor in Food and Resource Economics at UF/TREC.

Blue Zones Project Southwest Florida will contribute \$108,926 of the total project amount towards in-kind marketing services for SWFL Fresh: Choose Local, Choose Fresh. Blue Zones Project is a community-wide well-being improvement initiative designed to help make healthy choices easier for everyone in Southwest Florida. "Blue Zones Project is thrilled to collaborate on this project and support the economic resiliency of local farmers while enhancing accessibility to fresh, local produce for our community," says Megan Greer, Policy Lead for Blue Zones Project.

"My first inclination is to highlight the individuals that have put time into getting this grant who are also largely responsible for establishing a strong foundation of producers, networks and research to build the branding identity of SWFL Fresh- Jessica Ryals (UF/IFAS Extension), Megan Greer (Blue Zones Project), Margaret Wuerstle (SWFRPC) Trent Blare (UF/TREC) and Asmaa Odeh (SWFRPC) have led the way in obtaining this funding to support and encourage local production of vegetables and fruits for our community and to promote the abundance of Southwest Florida produce," says David Outerbridge, UF/IFAS Lee County Extension Director.

In 2017, following Hurricane Irma, the Southwest Florida Regional Planning Council (SWFRPC) and the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) worked with small to mid- sized growers in Southwest Florida (SWFL) to identify negative impacts on their production capacity and how to make them more resilient. An Agricultural Sustainability Study funded by the Department of Economic Opportunity (DEO) resulted in an analysis that identified numerous threats and opportunities these growers face. The research confirmed consumers, producers, and retailers

all find value in marketing a "local" brand for agricultural products. The Federal Economic Development Administration (EDA) then funded the development of a SWFL brand: "SWFL Fresh: Choose Local, Choose Fresh."

The project will implement the trademarked regional brand to showcase SWFL food producers and their products through multiple marketing platforms. The brand will support the development of new markets for farmers, increase public knowledge of healthy, local food sources, and connect food producers to consumers. The marketing campaign will expand markets, increase farmer profitability, and promote the local economy in our six-county region while exposing consumers to higher quality and healthier food. This includes expanding access to farmers' markets, farm stands, community supported agriculture, and farm-to-school initiatives. By supporting the creation of markets for locally produced foods with government subsidies and the adoption of tools that encourage healthy food choices among socially disadvantaged populations, we will improve food security for low-income individuals.

Brought to Southwest Florida by NCH Healthcare System, in collaboration with Sharecare, Inc., Blue Zones Project is part of Southwest Florida's well-being improvement initiative that encourages changes in the community that lead to healthier options. For more information, visit [southwestflorida.bluezonesproject.com](http://southwestflorida.bluezonesproject.com).

