Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.

Economic development is a hot issue right now. It’s the “in” thing, the latest bandwagon for Johnny-come-lately politicians to jump on and being suddenly heralded as the one solution to our financial plight. (In a word, for those who haven’t been paying attention lately, we’re broke.) Now all this concern has been voiced for years and years by saner voices, but, heck, we were just now finding out, there may yet be more to the crawfish; there can be no doubt Louisiana has about the most fascinating foodstuff on the planet. Inward and discover within our state all the unique things we have to offer, then get out there and sell it!

Consider the lowly crawfish. Whether prepared “smothered” in rice (“etoufee”), served up in a cheesy casserole (au gratin), or just boiled up nice and spicy, the delectable little mudbug has been a source of delight to Louisianians since back before anybody even thought to misspell it (“crayfish”?). But throughout all these years of peeling, munching and, sometimes, slapping (my own mother, for one, claims the head is the best part) very few native Louisianians have paused to consider that the crawfish may be more than just a fun food source. It may yet be the key to Louisiana’s economic future—or even its survival.