

# Staying Green

*After eight seasons with the Patriots and two Super Bowl rings, defensive end Jarvis Green is growing a business selling his superb canned shrimp pate in the New England region he loves. In the age of Covid-19, he's managed to do pretty well meeting the needs for PPE too. BostonMan caught up with Green to talk about his football career, his successes in business, and being a part of the Patriots family.*

By Kurt Smith

Jarvis Green didn't exactly part ways with Bill Belichick and the Patriots on the best of terms.

The two-time Super Bowl champion defensive end, who'd finished the 2009 season with 36 tackles and a sack, was offered a four-year extension from the Patriots. He turned it down.

The move is on his small list of regrets.

"I should have took it," he reflects. "My sports agent, he got into it with Belichick. It was more or less, you know, you should fire your agent. I can't get into details, but a lot of s\*\*\* happened between Belichick and Denver."

You might not think it was the worst move on his part at the time. He was, after all, offered more money to go to Denver than many of us will make in our lifetimes. Denver isn't an awful place to live in or to be a pro athlete. And he knew Broncos coach Josh McDaniels, the Pats' former (and now current) offensive coordinator.

But Green, who is prone to using colorful language in an entertaining way, describes his short stint in Denver as a "s\*\*\*show".

It started out promising. After having stem cell work done on his deteriorating knee, he was having the training camp of his life.

"When I went in the off season, I was number one. When we used to practice these one-on-ones, I was the one who'd get the best guy on the Denver team. I get him lined up, I kill him! I remember calling Pepper Johnson, saying this is my best off season ever. I'm killing these guys. They can't even keep up with me.

"I go in to training camp, I'm the sixth string D-line man. I'm like, what the hell just happened? But they knew. They saw my knee kind of tripping in film. They saw that I had something going on with my knee."

Still, he was rightly displeased at a demotion without warning or explanation. "I got released the day before cut day. When I left, I didn't say bye to anyone."

After similar fruitless visits with the Browns and Texans... Green describes his three weeks in Texas as a vacation...he "limped out of the office" in Houston and retired.

Jarvis Green frequently gets asked who the leaders were in the locker room of those great Patriots teams. His answer makes clear what made Belichick's Pats one of the great dynasties in professional sports: everyone.

"Everybody was leaders, man. I've been to Denver, I've been to Houston, everybody's waiting for one guy to show up. In New England, we had everybody pushing, trying to get in front to say, who's going to say this, or who's going to do this, who's going to make the play first.

"I remember when Junior Seau came in. It was so funny because he was a guy that wanted to be on top of the soap box and give out his three, four minutes, you know? I remember I could see the guys, we just kind of grin and give him his throne.

"That's the type of tradition we had."



Photo courtesy of The New England Patriots

Oceans 97's Amazon entry for hickory smoked shrimp pate describes it as being keto-friendly, made with only natural ingredients, and a versatile product that can be eaten straight out of the can, or on vegetables or crackers.

There's no mention of the dedication of Oceans 97's founder, or a picture of his New England-famous face. You have to visit the website for that.

Being on a two-time championship squad may have pushed Green to set a higher standard for himself. Maybe that's how he stayed on that squad. But Green is dedicated like that, and he proved it again in life after football.

He decided to go into the shrimping business as a favor to a friend. After buying a boat that he christened "Jenny", he sang with the choir in church every weekend until a hurricane wiped out every boat but his.

Okay, that last paragraph is bunk, except for the bit about going into the shrimping business for a friend. Green is well aware of the parallels to Forrest Gump. Don't call him Bubba. Like Forrest, Green knew nothing about the shrimp business.

Given his status as a Super Bowl champion, he could have simply lent his face, name, and uniform number to Oceans 97, the company he started.

But knowing that having his visage on a website wouldn't improve the product's taste, he dove deep and learned the business. The hard way. Green is a proud native of South Louisiana who knows the importance of quality food and its role in good times. He wanted his shrimp product to be the best it could be, because



“people are going to create s\*\*\* all the time. It’s hard to sell s\*\*\*.”

The two time champion multi-millionaire endured a six month internship in the world of shrimping. He even took on a broom and a mop in the factory. (Imagine handing a 6-foot-3, 285-pound defensive lineman a broom. Someone there has some brass ones.)



Photo by Samantha Robshaw

“We had a factory of like 90 people. I remember, I’m the tallest person looking across the factory. We’ve got about 50 people, peeling shrimp, eight hours, ten hours at a time. I was on that line, peeling and deveining shrimp with my hand, and understanding that it’s a certain process, the way you procure the shrimp, you peel it, you rinse it, you freeze it, you package it. And it makes a difference, you know?”

“That’s the biggest thing about having the right quality shrimp. It’s the supply chain.”

Oceans 97’s supply chain, Green confidently asserts, is “super tight”. He had landed multiple deals with local markets, and had several larger deals in place when a blasted virus changed the world. Green’s story is one of the lesser told stories about the impact of Covid...the devastating damage to businesses from lockdowns.

“I had got just approved with our Hong Kong market. Hong Kong Island, with a company called Food Wise and another 2,000-plus distributors of stores. I had that and I had another, and I’m working on some other more independent retailers in the South.

“I had that kind of set up and Covid hit. Can’t do demos anymore, Hong Kong canceled, corrections canceled, a few of the independent guys canceled because it’s a new product, right? They said we’re going to buy what we typically buy, buying a new product’s going to be kind of hard. You can’t do demos.”

Many established entrepreneurs could probably tell you a similar story. Not very many could say how they turned it all into a net gain.

After a few of his ongoing deals fell through, including with a corrections facility in Louisiana where Green lives, he found himself in the “what now” state that so many entrepreneurs faced in 2020. That’s when the corrections facility he was working with asked him if he could supply hand sanitizer.

“Covid hit, locked down New Orleans, limit this, limit that, limit limit limit. I remember I wasn’t looking for this, but then my corrections guy was like, ‘Hey Jarvis, could you help me get some sanitizer, figure out how to get some sanitizer for the inmates?’

“I have no idea. I don’t know the first thing about sanitizer. I started doing research, calling some people. A friend of mine had another friend, he knew someone who had some spirits company in the mountain, west, whatever area. I helped my guy with some stuff in the corrections.

“I started looking into some stuff, and I won a bid with the

## Bringing The Chefs To You

Food delivery has become enormously popular. Restaurant chains have focused on apps to help customers continue to enjoy their eats, through pickup or delivery.

There’s just one problem, as Jarvis Green points out.

“Everybody knows the menu of Burger King, McDonald’s, Chipotle, Domino’s Pizza. That gets old.”

Great point. It might be nice to be able to find chefs in the area, and enjoy a decent meal for a change.

Green and his partner, Eddie Rhodman Jr. of Rhodman Enterprises, are part of a team producing a new app that does just that. With Chef2U, you can find a local chef to make an amazing meal for you, delivered to your home.

“If you’re tired of eating Big Macs and Little Caesars, you could go in and see the chefs in your area. It’s like an eight to ten mile radius. Then if you want like Mediterranean food, that’s going to pop up, but it will be the chef’s face. It won’t be the name of the local restaurant, but his face.”

It also offers chefs a much-needed chance to supplement their incomes.

“The app has food trucks, bartenders, baristas, chefs, catering, meal prep, and instant meals. It’s very detailed. There’s so many opportunities to get private chefs back into and create diversity in this industry.”

Green expects Chef2U to outlast the pandemic.

“This is built to stay, because again, we will not be competing with traditional fast food chains. We’re going to be giving all those chefs, entrepreneurs, restauranteurs, a chance to make money on the side.”

Rhodman adds that Chef2U gives aspiring chefs “the opportunity to create their own brand, their own customer base, because they haven’t been given the opportunity. It will give them the freedom to expand their brand and have the unique luxury to deliver their personal chef experience directly to a customer’s home.”

Green and Rhodman expect Chef2U to be available in April. If you have favorite Beantown chefs, make a note to get the app. It’ll make for a great date night or family night.

Try something new with  
**CHEF 2 YOU**  
Sign up now and forever for  
**FREE!**  
18% commission fee when  
you partner with Chef 2 You (forever).

**1/2**  
**COMMISSION FEE**  
\*Compared to other food delivery apps



state of Louisiana for sanitizer. I won some masks bids with Louisiana, and then I won a huge proposal deal with the Tennessee National Guard.

"I won the bids, made a ton of money. I made more money in those two months than I made with my shrimp business in the last five years. You can put that on paper. It's just been crazy and I'm still doing that now."

They may be wholly unrelated businesses, but Green credits his education in the shrimping business "big time" for his success in the world of PPE distribution.

"The biggest thing is about being patient and to find the deals, because every deal's not for you. I've lost some great friends, because everybody's playing octopus and has got ten different deals that they thought were real and weren't real at all.

"I got my counsel involved, and I separated from all the different deals. I stopped dealing with all of these agents and buyers. We started working with the factories in China directly. The biggest thing right now is price gouging. The things we're selling, we're not price gouging, and we're selling a competitive product through great sources.

"This is what I tell people. When I got into the shrimp business, it taught me how to understand international trade, international business. Dealing with different companies, dealing with banks, understanding LCs and different jargon, just to get business done abroad."



Photo courtesy of The New England Patriots

Throughout his football career, Jarvis Green dealt with severely debilitating back pain. Even to this day, he says, he is strongly encouraged to have back surgery.

"My spine doctor, they call me twice a year. In 2014, they wanted to rush and give me surgery. They wanted to give me fusion, L3, L5 fusion, six points, all this bulls\*\*\*.

## Canned Shrimp Pate — From A Man Who Knows Shrimp



BostonMan is hoping that Jarvis Green can make it to a future Legacy Club gathering, because his Oceans 97 shrimp pate will be a great addition to the already excellent finger foods usually available at our events.

But for now, you can find it in 150 specialty retailers, strategic restaurant partners and on Amazon.



Photo courtesy of Jarvis Green

Green's canned shrimp pate is available in five varieties: Hickory Smoked, Creamy Lemon, Shrimp Rillettes, New Orleans BBQ, and Jalapeno Chili. On the Oceans 97 website, there's a brief description of each flavor...for Creamy Lemon, it explains the presence of vinegar:

"It is the Gem that interacts with shrimp protein, water and milk. It also alters the texture and consistency making the Creamy Lemon Paté unique from the other flavors. Vinegar is a tenderizer."

Spoken like a football great who knows his food. And he does. Green also offers several recipes on the website that make the best use of the shrimp pate, including a corn bread recipe that includes a can of the New Orleans BBQ edition. Just the pictures of the corn bread may make you start planning your next dinner gathering.

The website is [www.ocean97.com](http://www.ocean97.com).



"I didn't want to do it, because my Dad had 17 back surgeries. He shakes like a leaf. He's a veteran, he has a wheelchair. He has all kinds of s\*\*\*, he broke his back with a job back in '79.

"My dad always said, I don't care what you have to do. Don't ever let anybody touch your back. Deal with the pain, it's going to be much better than going through surgery because you'll never be the same person again."

Green deals with the pain, through highs and lows on the football field, in business, and in his personal life. Today, of all his considerable accomplishments, he is proudest that he's still the same guy.

He unexpectedly learned that the local football team, with whom he went to the top of the mountain twice, felt the same way about him.

After some years of hard feelings, Green is currently an ambassador with the Patriots again, making appearances and occasionally going on trips with the club.

Mending the broken fences following his contentious departure, it turned out, wasn't as difficult as he thought.

"It took three years for that to happen," he says. "The Patriots were playing the Saints. Home game for the Patriots, right? I went to the game, I had the throwback jersey on, #97. I'm just a fan, I bought my ticket. I just went to the game, enjoyed myself and went home.

"So I'm thinking this just the way it is when you retire, they don't give a s\*\*\* about anybody. That was my mentality, right?

"I'm in the stands, and they caught my picture on the jumbotron when I was eating popcorn. Before that, I heard people behind me saying, why's this guy got a Jarvis Green jersey on? They didn't know who I was. After that, people come to me asking for autographs.

"I got a call from Pepper Johnson, or a text. He said, 'Hey, what are you doing? You at the stadium?' And then somebody said, hey, they want you to come down into the operations the next day.

"This is three years apart from the beef, you know, the Belichick situation, me and my sports agent, going to Denver, getting cut, all this s\*\*\*. And I'm like nervous as hell. Won two Super Bowls with this team, now nervous as hell. I remember walking in and right when I walked in, I think I saw Tom first.

"I was there for like two and a half hours, just going through, saying hey to everybody. I remember talking to Josh in the cafeteria, just me and him at the table. Just saying, it's business, things happen, back was against the wall, do what he had to do and pretty much a shake and a hug.

"It was very emotional, seeing all those guys. You know, eight years is a long time in the football world to be under one team, one organization. I appreciate Coach Belichick, to let me come in there.

"That's kind of how everything got back. You know, they say, hey, you're okay."

In the interview for BostonMan, Green speaks slowest and pauses the most when speaking of his former coach's words to him that day.

"Now this was the biggest part. After I was leaving, I'm walking out, drowning some of my tears. Belichick walks out, he says, 'Hey Jarvis, remember, you're always gonna be family here. You were a part of all of this.'

"He said, 'Never be a stranger. You're family.'"

## The Helmet Catch Play



Photo courtesy of The New England Patriots

You probably remember the Pats' undefeated season of 2007. You may remember Jarvis Green on that invincible squad. You might have to read his Wikipedia entry, though, to know that he was one of several Patriots who had Eli Manning in his grasp on the "Helmet Catch" play in Super Bowl XLII. Green nearly tore off Manning's jersey, but the Giant QB got away and fired a Hail Mary pass to David Tyree. You know the rest.

It was hardly the ground ball dribbling through Buckner's legs, or the 7-20 September collapse of 2011. The New England sports fan faithful have dealt with far worse as season ending falters go. Even Manning called it "the luckiest play in NFL history", joking that it went exactly how they scripted it in practices.

Green doesn't think about it much these days. But it did cost him sleep for a couple of weeks. Because leading up to that play, he'd played a hell of a game.

"It could have probably changed my life. I'm like, it was like third and seven, I should have been the guy saying 'I'm going to Disney World!' You know, because I remember that game, I had a sack and maybe seven tackles or five tackles. That would have ended the game, that would have been icing on the cake.

"I think for the guys who really played, it's not something that we really talked about at the time, it's more friends because the family don't bring it up. It's more the friends, you know, everybody wants to get a one-up on you.

"So it's always comedy time, you know, for everyone except me."