



October 6 & 7, 2019  
The Redd at Ecotrust  
831 SE Salmon St, Portland, OR

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#### About LocalCatch.org

LocalCatch.org is a network of fisherman, seafood businesses, organizers, researchers, and consumers from across North America who are committed to supporting small-scale fisheries and community supported businesses. The group is guided by a set of Core Values that provides the foundation for the Local Catch Network.

#### About the summit

The 3rd Local Seafood Summit celebrates the creativity and entrepreneurial spirit of small-scale and community-based seafood businesses committed to strengthening our local, regional, and national food systems.

The goals of the summit are to:

- Facilitate knowledge sharing, mentor relationships, and networking within our growing community and with new partners
- Develop business skills and explore innovative strategies and tools for protecting, operationalizing, and promoting the Local Catch Core Values in a profitable manner
- Increase LocalCatch.org's capacity to directly support small-scale fishermen and values-based seafood businesses.

*For more information, please email LocalCatch.org Managing Director, Taylor Witkin ([taylor.witkin@maine.edu](mailto:taylor.witkin@maine.edu))*

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## SUMMIT WORKSHOP DESCRIPTIONS - subject to change

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### **Track A: The Business of CSFs**

This track will feature workshops led by fisherfolk and business owners that have developed effective business models for selling community/values-based seafood at appropriate scales. During these workshops, participants will learn about some of the tools available to help develop effective business models and management practices. There will also be ample time for participants to share their experiences with and stories about running a seafood business.

#### **Exploring the Skipper Otto and Sitka Salmon Shares CSF Models**

Are you struggling to find the right model for your CSF? Frustrated with the challenges around weekly or monthly box-style programs? Do you have a high turn-over of members year to year? Maybe you should consider the Skipper Otto model! Over the past 10 years, Skipper Otto Community Supported Fishery has grown to over 2,700 annual members without taking on outside investors. This growth has only been possible due to the structure of their model and the various systems that the organization has put in place. This session will begin with an overview of the Skipper Otto model. The second part of the session will be a Q&A discussion with participants around the pros and cons of the model for their situations and how to start a CSF or transition an existing CSF to the Skipper Otto model. Port Orford Sustainable Seafood will also be on hand to share their experiences transitioning to the Skipper Otto model in 2018/19.

#### **Moderator**

Kelly Harrell, *Sitka Salmon Shares*

#### **Panelists**

Sonia Strobel, *Skipper Otto's CSF*

Chris Kantowicz, *Skipper Otto's CSF*

Nic Mink, *Sitka Salmon Shares*

Marsh Skeele, *Sitka Salmon Shares*

#### **RSF and Fisher(wo)men – Chef Relationships**

Learn more about what it takes to make lasting sustainable relationships between chefs and fishermen

#### **Workshop leader**

Andrea Tomlinson, *New Hampshire Community Seafood*

#### **Skipper Otto's: Managing the Local Seafood Business**

Whether you are responsible for managing your CSF's business or just want to be a better partner to someone who is, this session is for you! We will cover how to get a handle on the numbers and operations side of things like pricing, budgeting, cash flow, inventory management, and more. Running the business of a CSF can be daunting. But there are lots of ways to make it less complicated. This session will use worksheets and straightforward examples that you can then apply to your own business operations. Topics that will be covered include:

- How to track your costs and price your product
- How to budget for a season
- How to manage and plan cash flows

The session will also include discussions with all participants around inventory management, labelling, and online platforms."

### **Workshop leaders**

Chris Kantowicz, *Skipper Otto's CSF*

### **Sea + Tech**

Sea + Tech is a Customer Relationship and Inventory Management software for value-based seafood intermediaries, which aims to improve efficiency, profitability, communication, and traceability in seafood distribution. Mission-based seafood intermediaries trying to shorten and straighten the seafood supply chain must match supply and demand, build consumer awareness, meet customers' needs, and maintain accurate business information. 'Big business' food distributors and intermediaries use expensive software to track inventory, shipping, purchasing, and customer accounts and leads, but smallholders in the food system cannot afford such luxuries. Sea + Tech organizes and automates business strategies unique to selling seafood as well as reduces and/or eliminates the cost, error, and redundancies associated with capturing fishery-dependent data and monitoring consumer trends. It matches supply and demand in real-time, (2) builds consumer awareness, (3) streamline communications with fishers and consumer alike, (4) maintain and recognize business trends, and (4) track customer leads for value-based seafood intermediaries. It traces aggregated inventory from individual fisher through processing to customer by maintaining information about product origin, variety, and product yields. Sea + Tech not only increases the trustworthiness of seafood but it also helps overcome multifaceted obstacles facing the seafood industry to create a level economic playing field for small scale, value-based seafood intermediaries.

### **Workshop leaders**

Stephanie Webb, *UC Santa Cruz / Sea + Tech*

### **Costs and Benefits of Bringing Underutilized Species to Market**

How do our decisions about which species to target and which to throw back affect our businesses? Traditional business models tell us that there are keeping underutilized species is not profitable. But seafood harvesters and chefs are looking for better ways to make use of everything we catch and make it profitable for everyone in the supply chain.

Sahan Dissanayake is an environmental and resource economist at Portland State University with a focus on conservation. His work focuses on fisheries and marine conservation, in particular exploring preferences for underutilized seafood. He has created a game/exercise that highlights bycatch issues and the underlying causes of market prices and profit-maximizing decisions.

Participants will be able to make better-informed decisions on targeting underutilized species that are based on the best available economic science. They will also hear about the successes and challenges from a region of the country they may not be familiar with.

Lance Nacio and Kendall Dix have experience trying to create a market for underutilized species in South Louisiana, a region famous for adhering to its traditions. Lance can speak to the economic challenges and benefits of bringing the full diversity of the Gulf of Mexico to eaters' plates. Kendall can talk about the same issues from the point of view of the restaurant and help facilitate a discussion that brings in the experiences of the participants.

### **Workshop leaders**

Kendal Dix, *Health Gulf*

Sahan Dissanayake, *Portland State University*

Lance Nacio, *Anna Marie Seafood*

### **Track B: Marketing, Branding, and Developing Supply Chain Relationships**

These workshops will help answer this essential question: how do we convince consumers to buy our seafood? These workshops will focus on effective marketing and branding of high-quality, values-based seafood, as well as strategies for developing and maintaining the supply-chain relationships that form the backbone of the local (sea)food movement.

### **Scaling Up: Using People, Place, and Purpose to Grow Business in the Current Seafood Landscape**

The commoditization of seafood has resulted in lost economic value and opportunities for fishermen of all kinds in all regions of the country. This is especially true in Alaska where the commoditization of wild salmon has resulted in a consolidation of seafood processors and fishing permits as well as a disconnect with the end consumer. In response, a growing number of Alaska fishermen are getting involved in processing, distributing, and marketing their own catch. With this increased ownership and independence comes new costs, risks, and barriers, resulting in many direct marketers either remaining small or abandoning their efforts entirely. To overcome these limitations, several fishermen/fishermen's groups have begun to adopt new branding initiatives, marketing methods, and processing technologies that have allowed them to scale up and ultimately increase the value of their catch.

#### **Moderator**

Elizabeth Herendeen, *SalmonState*

#### **Panelists**

Kate Consenstein, *Rising Tide Communications*

Tyson Fick, *Taku River Reds*

Ben Blakey, *Northline Seafoods*

### **Sea to School: Sourcing Sustainable Seafood for School Lunches**

Does creating a dynamic, successful seafood school lunch program feel impossible? Afraid those kiddos won't like the menu? Fear not! In this session, Jenny will provide proven, replicable and rock-star concepts so you can confidently build seafood into your menu cycle.

Attendees will learn the ins and outs of successfully incorporating and building sustainable, responsibly sourced seafood into their school lunch program.

#### **Workshop leader**

Jenny Devivo, *Up Island School District, Martha's Vineyard*

### **Whither the Local Consumer?**

Amid all the talk of supply chain connections (boat to chef, boat to school, boat to institution, etc.), have we lost the link to the consumer? Can consumers still walk up to a boat & buy a fish? Or has that become irrelevant as \$50-a-plate restaurants corner the catch? Does the consumer buying seafood matter anymore or is it more important for fishers to have connections to chefs, schools, and institutions?

We started FishLine to create connections between fishers and consumers. But now we're feeling irrelevant as the consumer gets locked out of the local seafood market and restaurants lock in catches from local fishermen. If consumers can only eat local seafood at a restaurant, is that really OK? How do we maintain connections between fishers and consumers and continue to make a profit? Is this focus on institutional sales in a way, re-creating the very distribution networks that have been despised over the years? Is there a way to balance consumer and institutional sales like a chic restaurant reserving so many tables for locals? Come prepared with your stories and ideas for preserving the connections between fishers, working waterfronts and consumers.

#### **Workshop leader**

Joe Falcone, *FishLine / Phondini Partners*

Colles Stowell, *One Fish Foundation*

### **The Value(s) of a Frozen Fish: A Blind Challenge for Consumer Preferences and Perceptions**

"We put consumers (...and chefs and buyers) to the test and the answer might surprise you! Come learn about the latest science in the fresh vs. frozen debate. In seafood, much like other parts of the food system, global supply chains dominate. Despite having access to healthy fish stocks compared to other global fisheries, our domestic, small-boat community fishermen who utilize sustainable harvest practices often struggle to compete.

One way our community-based fishing businesses have risen to the challenge is by investing in direct marketing to sell their local catch. Often this model demands freezing that fresh caught fish either on-boat or immediately after dropping

their catch at dock. Advantages of these freezing processes allow community-based fishing business to avoid the volatility inherent in the fresh-fish market, extend the shelf life of their catch, reduce waste, lower carbon emissions, and deliver what seafood eaters are demanding: delicious food.

Despite the careful handling, attentive processing practices, and good quality, consumers still demonstrate a marked preference for fresh fish, often attributing “fresh” with a product that is healthier, higher quality, and even more local. This pervasive preference, along with the desire to build more stable markets for community fishermen, prompted recent studies we conducted to address this key assumption: That fresh means best.”

#### **Moderator**

Tyson Rasor, *Ecotrust*

#### **Panelists**

Ann Colonna, *OSU Food Innovation Center*

Jamie Doyle, *Oregon Sea Grant*

#### **Get Your Tunas in a Row: Why Marketing Success Can Only Happen Through an Organized Fishing Community**

Sustainable local seafood systems require reliable supplies of an abundance and variety of locally landed fish, such as the collective catch found within ports. But small-scale marketing operations, individuals or small groups marketing within a port, are not usually coordinated and are limited in the amounts (<10-15%) and types of fish that can be sold. Achieving success will take more than a cluster of small-scale, individual marketing projects.

We argue that a coordinated, port-wide fishing organization is needed to set comprehensive goals, define strategies, and coordinate marketing projects so that the fishing efforts (of all participants and gear types) can be leveraged to build economies of scale, while increasing the visibility of local fisheries, fishermen and their products. This building of social capacity is especially important in cities, where there are many conflicting uses of water and land; a disconnect between consumers and food sources; and little sense of fishing heritage and place. This session will explore the role of port-based community fishing associations in creating stronger markets for locally caught fish; what works and what doesn't when trying to boost sales for all fish landed in a port, and the importance of involving every fisherman in the community. We'll discuss traditional sales to wholesalers but will also highlight a variety of alternative arrangements including seafood auctions and direct-to-consumer sales.

#### **Workshop leader**

Pete Helmay, *Fishermen's Marketing Association, San Diego, CA*

#### **Culinary Engineering: A San Diego case-study for increasing value of landings by expanding the city's seafood palate**

This workshop will present a case study of a culinary engineering approach to increase value and reduce waste in fisheries. In San Diego, we have built a collaborative team of fishermen, scientists, processors and chefs who are on a mission to expand our city's seafood palate.

We focus on two San Diego-based fisheries which target high value, highly migratory species like tuna and swordfish, and also catch eminently edible species like opah, common thresher shark, blue shark and snake mackerel, among others. We connect chefs with these little known and under-appreciated species to create demand and interest from consumers. For species with established market demand, we explore ways to increase the yield from each individual fish by utilizing parts normally discarded, like the heads, cheeks, bellies, or even the flank in opah. For sharks, where factual information on the sustainability of local fisheries can be difficult to find, we provide succinct materials for distribution to buyers.

We'll present our findings, share our challenges, and invite participants to share experiences and input from their own local fisheries. Finally, we'll invite all participants to taste some of the edible results from our project!

#### **Workshop leaders**

Oriana Poindexter, *Ocean Associates*

Sarah Mesnick, *NOAA Southwest Fisheries Science Center*

#### **Developing Successful Relationships and Supply Systems with Institutional Buyers**

Large institutions (universities, hospitals, etc.) are playing an increasingly important role in our local food community. They act as aggregators of community-based (sea)food and have the ability (and obligation) to present their customers with healthy, sustainable options that support small- and mid-scale, local food producers. This session will focus on effective communication and building successful supply chains between small and medium-scale seafood harvesters and large institutions

### **Workshop leaders**

Katy Rexford, *Alaska Marine Conservation Council and Catch 49*

Theresa Peterson, *Alaska Marine Conservation Council*

### **Track C: Environment and Resilience**

These workshops will explore the environmental footprint of community-based fisheries and strategies for increasing sustainability and resilience within the Local Catch Network in the face of changing environmental conditions. These workshops acknowledge that "sustainability" has many layers and will give participants an opportunity to their relationship to sustainability and what it means in the context of business.

#### **Weathering the Storm: An Essential Resilience Toolkit for Small and Medium-Scale Fishing and Seafood Businesses**

Extreme weather events and adverse impacts of climate change pose increasing challenges for fishers and seafood businesses. 75% of small businesses do not re-open after a disaster, 25% more fail within a year. How can we increase the resilience of Local Catch members to overcome these odds? Drawing on a variety of regional experience, this interactive session will identify best practices for before, during, and after a disaster that are actionable at the individual business level as well as through community and policy-level engagement. In addition to acute events like hurricane and oil spills, we will discuss slow onset fisheries disasters such as drought, disease, rising ocean temperatures, ocean acidification, sedimentation, and other diffuse events that create disaster-level impact on fishing and seafood operations.

### **Workshop leader**

Lauren Parnell, *Conscious Catch*

#### **Footprints and Finger Prints: Climate Change & Fisheries**

Suddenly the climate crisis has catapulted carbon emissions to be the number one priority in sustainability. The carbon footprint of seafood in US is rarely discussed. But a dangerous aspect of a 90% import rate that relies most heavily on air-freight for transportation. Local Catch Values dictate that seafood sourced according to its core values have the lowest food miles and smallest carbon footprint of any other sourcing options. Of nearly equal importance is traceability and fingerprint of fish, seafood that can be traced back to a specific fisherman. In the complex space of sustainable seafood. The concept of "Footprints and Fingerprints" are unique criteria that set members of the Local Catch Network apart from the industrialized seafood system and the symbolism of footprints and fingerprints are as easily understandable to a PhD student as a kindergarten classroom. In this session we will discuss why small footprints and big fingerprints will come to define truly sustainable seafood in the next 100 years.

### **Workshop leaders**

Elise Gilchrist, *Dock to Dish, NY*

Sarah Rathbone, *Dock to Dish, LA*

#### **Beneficial vs. Harmful Aquaculture: Where do we draw the line?**

Shellfish and plant aquaculture, when properly sited and appropriately scaled, can enhance marine ecosystems in various ways, including filtering out toxins and fostering biodiversity. Certain land-based recirculating farms can also produce seafood with a low environmental footprint and contribute to food security.

On the other hand, industrial ocean fish farming – sometimes referred to as open ocean or marine finfish aquaculture – is extremely risky and fraught with havoc, including significant harm to public health, the environment, and the communities, industries, and economies that rely on the ocean. Industrial-scale shellfish farms or land-based fish farms also pose significant risks.

This workshop will explore the distinctions between various types of aquaculture in social, economic and ecological terms. The discussion will cover how and whether aquaculture can honor the ocean and help to define what community-

based aquaculture means. We will also share ways to block efforts of mega-corporations to dominate more of the seafood system through aquaculture.

**Moderators**

Hallie Templeton, *Friends of the Earth*

Rosanna-Marie Neil, *North American Marine Alliance*

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