

National Summit on Community Supported Fisheries

*Building a Network, Identifying Challenges and Opportunities,
& Defining Next Steps*



Final Report, Needs Assessment, and Recommendations
July 2012

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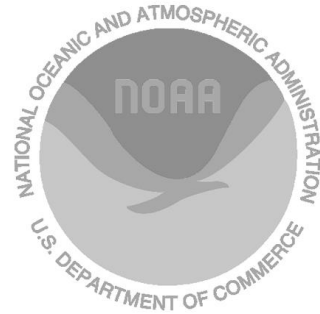
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Executive Summary

Community Supported Fisheries (CSFs), based upon the Community Supported Agriculture model, have been one approach that fishermen and fishing communities have explored to direct more money to boats, while achieving a range of other social and environmental goals. Over the last five years CSFs have grown dramatically in number and size. Despite their potential, a variety of technical barriers and overarching questions about their long-term viability have emerged.

The purpose of the *National Summit on Community Supported Fisheries*, hosted in Portsmouth, New Hampshire, was to bring together CSFs from across North America to share experiences, learn from each other, and identify challenges and opportunities for supporting the evolution and long-term viability of CSFs. The two-day summit drew participants from 9 states and 2 Canadian provinces, representing 21 CSFs and a small group of government, academic, and non-profit interests. The ideas, points, challenges, questions, answers, and proposed actions from the Summit form the foundation of this report.

This document provides an overview of the planning, implementation and immediate outcomes of the Summit, highlighting the breadth of information that was gathered. The needs assessment, recommendations and conclusions captured in this document are intended to inform and inspire new and ongoing activities, partnerships, and initiatives that serve to address the needs of fishing communities involved with CSFs and other direct marketing activities.



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Section I. Introduction

Context

The *National Summit on Community Supported Fisheries: Building a Network, Defining Challenges and Opportunities, Identifying Next Steps*, held in Portsmouth, New Hampshire, May 30 - June 1, 2012, provided an initial opportunity for those involved in Community Supported Fisheries (CSFs) from across North America to meet, share, and learn from each other. The Summit also provided an opportunity for individuals from institutions that provide support to fishing communities to learn from attendees, and to facilitate a 'needs assessment' to inform efforts to support CSFs and other direct marketing models.

CSFs are a rapidly emerging approach to marketing seafood that represents one of a portfolio of direct-marketing tools available to small-scale fishermen, fishing cooperatives, and community-based organizations to improve the resiliency of fishing businesses. Direct markets include any opportunities for sales between fishermen and the end consumers of their catch, and aim to capture more value for harvested fish in fishing communities as fishermen work to comply with management goals, compete with imported seafood, and adapt to changing ecological conditions.

Over the last five years CSFs have grown in number and size across the Nation, sparking the interest of fishermen, fishery scientists, managers, and fishing communities (Figure 1). Increasing consumer demand and willingness to pay a higher price for sustainable, traceable, local, high quality seafood creates opportunities for CSFs and other direct marketing arrangements that connect consumers with harvesters. These marketing models create attractive alternatives for consumers who are confused by heavily marketed sustainability pledges and numerous, often conflicting, sustainable seafood guides. A key principle for CSFs is that they provide a fair price to the boats, so they are attractive to fishermen who are struggling to increase the profitability of their businesses without sacrificing environmental or social sustainability.

What is a Community Supported Fishery?



Community Supported Fishery (CSF) programs are a new and innovative form of direct marketing modeled upon Community Supported Agriculture (CSA) programs. CSFs are contractual arrangements between fishermen and consumers, where the CSF members (also called shareholders) provide fishermen with financial support in advance of the season in exchange for a weekly share of seafood caught during the season. By receiving payment upfront, instead of post-harvest, fishermen know what they are going to earn and in doing so they have the means to invest in their operations. (Source: Starting and Maintaining a Community Supported Fishery Program).

Distribution of CSF pick-up locations in North America (2012)



Figure 1. Distribution of CSF pick-up locations in North America (Source: LocalCatch.org).

Challenges

Despite CSFs potential to produce positive economic, social, environmental outcomes, a variety of technical barriers, risks, and overarching questions about the long-term viability of CSFs have emerged. In particular, CSFs require that fishing communities develop skills and expertise in areas such as processing, distribution, safe seafood handling, pricing, business planning, web-based business applications, the use of social-media, and marketing of seafood. For fishermen and others in fishing communities this may be a brand new skillset; businesses that develop without these capacities run the risk of losing money and missing business opportunities- an outcome that many fishing communities simply cannot afford.

Summit Objectives

The Summit brought together about 60 fishermen, small business owners, non-profit, University, and government representatives to address these short-term and long-term goals:

Immediate and Short-term Goals (0 to 6 months)

1. Greater exchange of resources and expertise among fishermen and CSF coordinators.
2. Improve understanding of CSF challenges, opportunities and resource gaps.
3. Develop a list of recommendations for agencies and organizations that support fishing communities and advise CSFs.

Long-term Goals (1+ years)

1. Increase the success CSFs and other community-based operations nationally.
2. Improve consumer access to locally sourced fish.
3. Increase seafood consumer awareness of fishing practices, management actions, and challenges facing fishing communities.
4. Enhance local markets available for locally-sourced seafood that provide greater value to fishermen for their catch (including underutilized species).
5. Improve competitiveness of smaller fishing operations and maintain or improve fleet diversity in fishing communities.
6. Increase resiliency of fishing communities to a volatile ecological, economic and management setting.

Approach

The focus of the Summit was to bring together fishermen and coordinators of existing CSFs, representatives from non-profits, and government organizations that provide support to fishing communities. The more than 60 attendees at the Summit represented 21 CSFs from nine States and two Canadian Provinces, and 12 government and non-governmental organizations (Appendix II). The Summit focused on the experiences, reflections, and ideas of fishermen and coordinators of CSFs, who shared with each other, and with representatives from supporting agencies who served as organizers, facilitators and listeners. The peer-to-peer exchange was used to increase attendees' self-efficacy, cultivate collaboration, and connect individuals to existing and developing resources. A professional facilitator worked with members of the planning committee to develop the meeting agenda.

All elements of the agenda outline were carefully linked to stated objectives for the meeting. The agenda (Appendix I) included opportunities for networking, facilitated sessions to identify challenges, solutions, and resource needs for CSFs, and discussions on existing resources for CSFs and priorities and next steps.

Day 1

Introductions and welcome – The first day of the summit was a travel day followed by registration, a welcome reception, and dinner at a local restaurant. The meal featured seafood provided by four CSFs attending the meeting and prepared by a local chef.

Day 2

Breakout Groups - The Day 2 agenda focused on facilitated roundtable discussions on social, environmental, and economic topics. Specific topic areas were identified based on surveys that were given to attendees prior to the summit. Trained facilitators guided discussions and rapporteurs captured discussion topics and highlights.

Discussion of Resource Guide and Available Resources – In preparation for the Summit, the planning committee produced a ‘Resource Guide’ designed to be a first-step in assembling resources available to communities interested in developing or maintaining a CSF. The Resource Guide was distributed to meeting attendees and an overview of the document was presented to frame a large group facilitated discussion designed to share what resources are currently being used and brainstorm what types of support would be most useful as CSFs evolve.

Day 3

Next Steps – The focus of the final day of the Summit was to reflect on the previous days’ work and to consider action items moving forward. To help facilitate this discussion, the facilitator and planning committee organized the notes from Day 2 and identified emerging themes. The emerging themes were presented to attendees and then the themes were prioritized. Finally, the group discussed whether a network of CSF participants would be helpful, and if so, what structure that network should take and what next specific steps would be necessary to establish and maintain a CSF network.

Follow-up Webinar – June 13, 2012

Following the Summit, a webinar overview of what occurred was presented to 70 webinar participants who were unable to attend the meeting. Participants were invited to join the CSF participant network or a second network that will focus on forwarding extension efforts inspired by the Summit.

Objectives of Summit Proceedings

The purpose of this document is to provide an overview of the planning, implementation and immediate outcomes of the CSF Summit providing the reader an idea of the breadth of information, themes, and opportunities that emerged from the Summit. Recommendations are based on careful consideration and analysis of notes from Summit discussions. Overall, the needs assessment, recommendations, and conclusions are designed to inform and inspire new and ongoing activities, partnerships, and initiatives that serve to address the needs of fishing communities involved with CSFs and other direct marketing activities.

Section II. Needs Assessment – Challenges, Needs & Resources

Part One – Challenges and Needs

The purpose of the breakout groups (Day 2) was to identify challenges and needs of existing CSFs in North America. Attendees were split into four small breakout groups (approximately 10-15 people) to promote effective participant interaction and outcomes. Each breakout group discussed one of the following seven topics identified by participants in a questionnaire prior to the meeting: 1) Regulatory Considerations; 2) Product Promotion; 3) Establishing a Market; 4) Communicating with Consumers; 5) Seafood Handling & Safety; 6) Business Planning; and 7) Sustainability. Each breakout session was allotted 60 minutes to cover a topic. In total, each attendee discussed four of the seven topics.

Each session was moderated by a facilitator and framed by a set of trigger questions about the current challenges, lessons learned, and future needs of CSF programs. The main points of each discussion were recorded by a facilitator, while a rapporteur at each table captured more detailed notes. The ideas, points, challenges, questions, answers, and proposed actions from these notes form the foundation of this report and the first part of this needs assessment.

The observations and comments from each session are organized by topic (1-7). Each topic has been broken down into two to four challenges each with a summary of discussion and lessons learned followed by identified needs.

A complete set of needs is provided in Appendix III. This list is intended to be used by individual organizations to inform ongoing or new initiatives designed to support fishing communities that are either interested in, or already engaged in CSFs.

Session 1. Regulatory Considerations

Challenge – Access to markets and fisheries: Fishermen and fishing communities alike are looking to CSFs as part of a portfolio of direct-marketing approaches that they can use to stabilize their businesses. Many CSF operators see access to a portfolio of markets and fisheries as critical to maintaining their businesses.

Discussion and lessons learned - The recent trend towards direct marketing reflects communities' efforts to adapt to ambitious conservation requirements and declining catch limits. The CSF model is one of a diverse portfolio of direct-marketing approaches that small-scale fishermen, fishing cooperatives, and community-based organizations are using to stabilize their fishing businesses. Many of those who sell their catch through these outlets depend on access to multiple fisheries, fishing grounds, and gear types.

Many CSF operators see access to multiple fisheries, fishing grounds, and gear types critical to maintaining their businesses. From a marketing perspective, diversity can prevent or buffer local and direct markets from being saturated by a single species. Having access to a portfolio of fisheries is also important in terms of meeting consumers' demands. Individual consumers and restaurants, which make-up the majority of local buyers, have an appetite for variety. Without being able to offer choices to consumers, fishermen are less able to capitalize on local and direct outlets. There is also an important connection between fishing communities' resilience and the diversity of fisheries, fishing grounds, and gear types that are available. Access to multiple fisheries reduces community vulnerability to unexpected economic, environmental, and regulatory changes that periodically affect species.

Need – A regulatory framework that increases fishermen’s flexibility to shift fisheries, locations, or gear during unexpected changes.

Challenge – *Complexity of regulations: The complexity of and frequent changes in regulations is a barrier to doing business. CSF operators recognize the importance of proper oversight and regulation, but see a need for better coordination among federal, state and local authorities.*

Discussion and lessons learned - CSFs often function as vertically integrated businesses, doing everything from fishing to customer service. To operate a vertically integrated business, regardless of size, CSFs are required or encouraged to maintain a number of permits and certificates as well as abide by multiple reporting requirements. In addition to federal and state fishing licenses and permits, CSF operators and/or their partnering entities often need a dealer permit, HACCP certification, liability insurance, and farmers market or retail sales permits (or the equivalent, depending on sales location). CSFs that process and transport their own seafood also must abide by seafood handling and transportation requirements. Navigating the maze of federal, state and local regulations is complicated further by the fact that regulations change regularly.

Need – Better coordination among federal, state and local regulatory authorities to accommodate small-scale vertically integrated seafood businesses.

Need – Access to clearly presented guidelines for navigating the permitting, licensing and certification processes required for a CSF.

Challenge – *Seafood safety and deliveries: Transporting seafood is costly and subject to local and state health and safety regulations.*

Discussion and lessons learned - Seafood is a highly perishable product. To ensure its quality, CSF operators are required to adhere to local and state health and safety regulations. Being adequately equipped to transport seafood safely is part of the cost and complexity of running a CSF properly. CSF operators generally use mechanical refrigeration or rely on low-tech equipment (e.g. ice and coolers) to deliver seafood. Using low-tech equipment is less expensive, but there are limitations to this approach. Notably, CSF operators and other seafood purveyors generally cannot transport live seafood (e.g. shellfish) or histamine-producing species without mechanical refrigeration.

Need – Access to expertise related to seafood safety and handling in fishing communities.

Need – Access to affordable mechanical refrigeration equipment for safe transport of live and histamine-producing seafood.

Challenge – *Liability insurance: The cost of liability insurance is problematic for small-scale fishermen and CSF operators.*

Discussion and lessons learned – Businesses use liability insurance to protect themselves from the risks of lawsuits and similar claims. CSFs without insurance acknowledge the need for coverage, but see it as prohibitively costly. Several CSFs have access to insurance through fishing and agricultural support organizations, such as Farmers’ Markets. Organizations that distribute or process seafood for small or limited-resource fishermen can also support CSFs’ insurance needs by carrying group insurance.

Need – Group liability insurance plan for CSF programs or small-scale commercial fishing businesses.

Need — Legal resources such as a list of attorneys who have worked with CSFs or Transactional Law Clinics.

Session 2. Promoting Your Product

Challenge – *Messaging:* *Educating consumers can be difficult because CSF operators often have to compete with conflicting, and sometimes inaccurate, information about fisheries and seafood.*

Discussion and lessons learned – For consumers accustomed to buying fish from the freezer aisle at a grocery store, CSFs represent a departure from the conventional supply chain. Consumers invest in CSFs for a variety of reasons, including a desire to see where and how local seafood is harvested. This presents an opportunity for CSF operators to educate shareholders. Many CSFs offer their members basic information about the product (e.g. how to distinguish between species, different methods for harvesting, how to fillet a whole fish, how to cook a fish, etc.), and about small-scale fishing businesses and local fisheries (e.g. what distinguishes CSFs and artisanal fishing communities from large-scale harvesters, what are the risks and rewards of commercial fishing, what are the challenges and issues in fisheries, etc.). Many CSF operators recognize the importance of providing this information to consumers, but find it challenging because members are regularly inundated with conflicting, and sometimes inaccurate, information about fisheries and seafood.

Consumers accustomed to inexpensive, imported seafood may also be surprised by the price of a share in a CSF. CSF operators can address this reaction by communicating how they arrived at the final price, and explaining the additive costs (including gear, gasoline, etc.) of catching a fish that eventually ends up on their plate. Communicating the role of small-scale fishermen in the larger context of a working waterfront helps to differentiate the product, and justifies a slightly higher price that helps fishermen continue fishing. Providing this information to potential shareholders will appeal to those consumers with a strong sense of place and a desire to support local institutions.

Need – Improved messaging and branding to communicate the benefits of CSF programs.

Challenge – *Communication strategies:* *CSF operators use a variety of communications tools to reach target audiences, inform consumers, and provide feedback to influence research priorities, but it is difficult to keep pace with these tools as they evolve.*

Discussion and lessons learned – With limited time and resources, fishermen are finding social media useful as a way to reach a broad audience for minimal cost. Facebook, twitter and emails are effective ways to advertise and recruit new shareholders, share recipes, alert customers of delivery updates, and announce the day's catch in real-time. These tools are also helpful in connecting individual CSFs with other CSFs and local food groups. In keeping with consumer's desire to know where their food came from, information about fishermen and their catch appeals to consumers. Online profiles of fishermen on a CSF website strengthen the connection consumers have with the seafood they receive.

Need – Training and/or exposure to new and emerging social media and online communications tools.

Challenge – Collaboration strategies: CSFs need to work with their shareholders, other local CSFs, universities, like-minded NGOs, and the aquaculture industry to advance their business through synergistic collaboration.

Discussion and lessons learned – CSF operators need not go at it alone. There are ample opportunities for collaboration to ease the burden of fishing and operating a CSF. Some CSF operators have found that their shareholders are willing to volunteer. Whether they have specialized skills (such as book-keeping or business planning), or are willing to staff a drop-off location or make deliveries, taking advantage of eager volunteers can lessen the workload of a CSF operator. When shareholders become invested in the business they are supporting, they may be more inclined to speak to their representatives, or provide comments on the regulatory process, in support of small-scale fishermen.

Collaborating with university partners opens the door to a large pool of creative, innovative, and well-connected people. Working with business classes, for example, could result in a class project to develop a CSF business plan, execute community surveys, and identify marketing strategies. Engaging students early on can result in a core group of volunteers willing to help with logistics of running a CSF. Looking beyond students, university researchers and extension agents can assist in translating difficult scientific concepts into easy to understand information that fishermen can share with consumers. Some CSF operators have partnered with university researchers to test the quality of their catch, ultimately assuring consumers that their local seafood is safe to eat. Additionally, collaborating with researchers opens a dialog in which fishermen can communicate their present and future needs directly to influence research priorities and inform funding opportunities.

Chefs and restaurateurs can also be useful collaborators because they can influence consumer demand for specific types of seafood. Chefs can also develop recipes for CSF operators to include with their shares, and can highlight seafood in their restaurant(s).

Need – Collaboration with universities, non-profits, government officials and community groups through formal and informal networks.

Challenge – Collaboration with small-scale farmers: CSF operators and fishermen may benefit from cultivating relationships with the small-scale farming sector

Discussion and lessons learned – The small-scale farming community in the United States has been exploring ways to market their produce for the last three decades. For CSF operators and fishermen, the small-scale farming community represents an important resource and partner. Some CSF operators share delivery duties with CSAs or at Farmers' Markets to maximize efficiency and build mutual respect between providers of locally sourced food. One way to support the development of CSFs is to cultivate the relationship between farmers and fishermen. Small-scale farmers and CSA operators have paved the way for CSFs and should be viewed as potential collaborators.

Need – Increased networking and business opportunities with CSAs, including farmers, operators, and customers.

Session 3. Establishing a Market

Challenge – Supplying local demand: Many CSF programs target urban consumers outside the community, raising concern that local communities might lose access to seafood.

Discussion and lessons learned – Maintaining ties to coastal communities is important for CSF operators and fishermen. However, because urban areas provide a large consumer base, some are concerned that local communities may eventually lose access to local seafood. There is also concern that fishermen who participate in a CSF will create tension with other local fishermen who sell their catch using more typical supply chains. One way to address this is to band together in local catch groups, and to work on local and regional branding opportunities.

Need – Establish local outlets for seafood where needed, that complement or enhance existing businesses and ensure local access to seafood.

Challenge – *Managing customer expectations: CSF operators often have to address misinformation and preconceived notions about less known and under-utilized species.*

Discussion and lessons learned – Due to conflicting information in the media and elsewhere, many consumers perceive some species of seafood to be of lesser quality than others. Some consumers assume they will not like a species because it has an unusual name (e.g. sheepshead) or because it isn't available in a supermarket. Others feel like they aren't getting their money's worth. Establishing a market for species that some consider "baitfish" or "trash" fish (e.g. redfish, mullet) requires outreach on the part of CSF operators. To overcome this challenge, CSF operators are working with chefs to create new recipes, holding cooking demos, and offering taste tests or free samples in weekly shares to expand consumer awareness and appreciation for the diversity of local seafood. CSF operators also address this by allowing members to swap shares, double up shares, or donate unused shares to local schools and food banks.

Need – Increased consumer awareness/knowledge of unknown and under-utilized species to increase the value of these species.

Session 4. Communicating with Consumers

Challenge – *Educating consumers: CSFs can provide a forum for CSF operators, fishermen and the public to communicate on a regular basis. However, fisheries and sustainability are complicated and often controversial topics.*

Discussion and lessons learned – CSF operators communicate with consumers and the general public in a variety of ways. Most CSFs interact with their members on a one-on-one basis at distribution points and through regular email and social media correspondence (e.g. twitter, blog, and Facebook). Some CSFs also host "meet and greets," "pop-up" dinners, and customer appreciation cookouts to bring their community together. CSFs also interact with the public through partnerships with churches, wellness groups, non-profit organizations, universities, and government agencies, including the Small Business Administration and Sea Grant. These partnerships give fishermen an opportunity to share their perspective on a variety of topics including regional fisheries, seafood, and conservation. CSFs also interact with the public through traditional media outlets. With growing interest in local food and rural economies, CSFs have received local, regional, and national media attention. Given the controversy surrounding fisheries, CSF operators and fishermen need to be able to talk about what and how they fish in a way that resonates with the public.

Need – Information and materials CSF operators and fishermen can use to inform consumers about local and regional seafood, fisheries, and community issues.

Challenge – *Maintaining direct communication: One of the benefits of a CSF is that members have an opportunity to interact with local fishermen directly. As CSF programs*

grow, it is difficult for CSF operators and fishermen to interact with members on a regular basis.

Discussion and lessons learned – Members participate in CSF programs for a number of reasons (e.g. health, desire to eat more seafood, interest in supporting fishermen, sustainability). Part of the allure of a CSF is that members can interact with local fishermen. However, as CSFs have grown to accommodate new members, communicating with consumers directly is more difficult and time intensive. To address this challenge, CSFs rely on social media and email. These tools are efficient, but they are not a replacement for direct or personal interaction with members. Balancing the need for efficiency (gained through online tools) and direct communication is a challenge for many CSF operators.

Need – Market research that addresses the value consumers place on one-on-one communication will help CSF operators weigh the pros and cons of increasing membership and decreased direct communications.

Session 5. Best Practices for Product Handling and Distribution

Challenge – Internal organization: CSFs are data-dependent businesses that require well-structured and efficient systems of internal organization.

Discussion and lessons learned – CSF operators maintain information about seafood, transportation, finances, and consumers. This information is crucial to their businesses, and many CSFs invest a substantial amount of time and money to maintain it. Learning from experience, CSFs have devised a range of strategies to reduce costly errors (e.g. miscalculating yield or delivering too much or too little seafood to a delivery site). Many count shares multiple times. Others use programs like Farmigo to process payments and keep track of what, when, and how much seafood each consumer receives. Several CSFs have also invested in dedicated staff to oversee and coordinate parts of the operation. Having a coordinator(s) is particularly useful in instances where CSFs are owned and operated by multiple fishermen or fishing cooperatives, or when a CSF works in partnership with a third-party processor or transportation company.

Need – Organizational software for business management.

Challenge – Seafood availability: Reliable seafood availability is a challenge to CSF operators. CSFs are overcoming this issue by managing consumers' expectations and using frozen and aquaculture raised product when needed.

Discussion and lessons learned – Seafood availability (e.g. supply) is a perennial problem even for the largest and most well established CSFs in the United States and Canada. Seasonal abundance, weather, and regulations all influence what, when, where, and how much seafood is caught and landed in any given port or community. Recognizing this challenge, CSFs have adopted a variety of techniques to manage consumers' expectations and stabilize their supply of seafood.

CSF operators deal with seafood availability indirectly by managing consumers' expectations. Informally, operators integrate messages about seasonality and substitutability into the “story” of local seafood and their CSF. By making consumers aware of the uncertainty of fishing, CSF operators face less pressure to replicate the supermarket model (e.g. providing the same species all the time) and can instead focus on quality, diversity and freshness. Consumers' expectations are also managed more formally, using contracts and clearly defined protocols for canceled deliveries and

skipped shares. These approaches do not directly affect supply, but they give CSF operators flexibility to use whatever is available.

Some CSFs also freeze seafood or use aquaculture as a way to supplement their supply of wild-caught, fresh seafood. Freezing product allows CSF operators and fishermen to build up an inventory of product that they can sell during periods of bad weather or when species are not available or fisheries are closed. Aquaculture plays a similarly important role, providing a secure supply of seafood that CSFs can draw on when wild caught product is not available.

Need – Frozen product, aquaculture, and other locally-relevant strategies for increasing seafood availability.

Session 6. Planning Your Business

Challenge – *Adapting a model:* *There are notable differences between CSF programs across North America. The variation, in part, reflects the diversity of fisheries and fishing communities and points to the need for adapting the CSF model to fit each community.*

Discussion and lessons learned – The ownership, business structure, fisheries, processing capacity, geography, and objectives of many CSFs differ. CSFs are owned and operated by individual fishermen, fishing cooperatives, community-based organizations and entrepreneurs. Some CSFs sell multiple species; others offer a single type of seafood such as lobster or salmon. Some offer whole fresh fish; others only sell frozen fillets. Some fishermen distribute shares directly off a dock or boat; others deliver seafood to members in urban centers far from the coast. Some CSFs are community-oriented; others focus more on conservation. The variation among CSF programs, in part, reflects the diversity of fisheries and fishing communities in North America. Fishermen and community-based organizations are adapting their CSF programs to meet their needs and those of their communities.

Need – Acknowledging the diversity of fisheries and fishing communities, fishermen need support developing and adapting their CSF program to fit the contours of their communities.

Challenge – *Business planning:* *Many fishermen see the need for business planning, but lack the skill-set or confidence to develop a robust business plan for their fishing business.*

Discussion and lessons learned – Declining catch limits are forcing fishermen to change their approach to fishing. With less wild-caught finfish to sell, fishermen are starting to turn their attention to non-traditional markets like CSFs that pay a premium for high quality, fresh, and local product. However, business planning remains a major obstacle for many fishermen because they do not have the necessary skillset or confidence to develop business plans. Among the decisions that may have to be made when developing a CSF are: prices, profit, product (species and form), access to fish, processing facility, logistics (e.g., transportation, distribution points, rules for shareholders) and publicity (e.g., farmers' markets, educational materials and outreach). Business planning can also be a barrier to obtaining monetary assistance or loans, as applications for support often require the submission of a business plan or completion of business plan template.

Each CSF program has approached business planning differently. Some have comprehensive plans, while others appear to have devoted less time to planning upfront. Many CSFs have had support from one of a variety of support-groups, including: SCORE volunteers (retired businesspersons who provide advice to new and small businesses), universities, non-profit organizations, and Sea Grant programs.

Need – Business planning assistance.

Session 7. CSFs as Sustainable Seafood

Challenge – *Communicating “sustainability” to consumers: CSFs provide a platform for fishermen and CSF operators to communicate with consumers about the nuances of “sustainability.”*

Discussion and lessons learned – The general public is increasingly interested in knowing when, where, and how their seafood is caught. Communicating this information to the public is complicated by the term “sustainability.” Although sustainability is often important to consumers, stakeholders use the term differently. Fishermen and CSF operators see the ubiquity and ambiguity of the term as being problematic, but recognize the need to engage the public in a dialog about what it means specifically to them, their respective fisheries, and their communities.

One of the major obstacles that fishermen and CSF operators face in communicating this information are seafood sustainability cards produced by organizations such as the Monterey Bay Aquarium and Food and Water Watch. Seafood cards were designed to be a reference for consumers who want to make informed decisions about the seafood they buy. The cards provide general information about popular fish, crustaceans, and shellfish, ranking their “sustainability.” As these cards have gained popularity, they have helped elevate the public’s interest in where and how seafood is caught. However, the simplicity of the ranking systems and the aggregated scale at which species are evaluated is problematic, in part, because they don’t reflect the complexity or diversity of fisheries.

The mismatch between the simplicity of seafood cards and complexity and diversity of fisheries creates confusion for consumers and poses a challenge to CSF operators. This is particularly true in instances where a given species is locally abundant, yet defined as “unsustainable” or a species to “avoid” on one or more seafood cards. Such is the case of blue crabs in North Carolina. Blue crabs are one of the largest and most important fisheries in the state, but Food and Water Watch lists them as one of their “dirty dozen” because research found that crabs at sites in Houston, Texas and Savannah, Georgia had elevated levels of PCBs.

Overcoming these generalizations is challenging, but CSF operators are well positioned to address this issue. In the case of North Carolina’s blue crabs, CSF operators, fishermen and university researchers have partnered to test for the presence of PCBs and mercury in crabs (along with a handful of other non-migratory species) in the state. Data suggests that blue crabs in the region are not polluted. Information like this, that is specific to a region, is a critical component of explaining when, where, and how seafood is caught. Such information provides a level of nuance that seafood cards lack. Many CSF operators view “nuance” as something they can contribute to the broader discussion about “sustainability” and as a starting point to talk about local food and the economic and social tenets of sustainability.

Need – More nuanced information (e.g. gear type, seasonality, location, etc) about local fisheries in seafood sustainability programs and outreach materials.

Challenge – *Defining “sustainability”: Defining sustainability can be a challenge. Many CSF operators define sustainability in terms of social, economic, and ecological considerations that benefit themselves and their broader communities.*

Discussion and lessons learned – CSFs do not have a shared definition of “sustainability.” Some view sustainability as being able to “keep catching what has been caught in the past” or “being able

to live off of what you have locally.” Others associate sustainability with “securing resources for future generations,” “ecosystem approach,” and “healthy stocks.” Many also see communities, culture, economies, and local food systems as facets of sustainability. These differences reappear in the range of ways CSF operators and fishermen make their CSFs “sustainable.” For example, some “catch only what [they] need,” or they operate small-scale, owner-operated vessels. Others are involved in fisheries management, minimize bycatch and waste, use sustainable gear, educate consumers, and reduce their carbon footprint by purchasing carbon offsets.

To some extent, the diversity of perspectives reveals two important commonalities about how CSF operators and fishermen perceive the term. The first is that their definitions of “sustainability” are not strictly ecological, economic, or social. Instead, sustainability appears to be viewed as a combination of these three components. In particular, many CSF operators and fishermen draw the link between sustainability and economic stability. This interpretation of sustainability diverts from traditional definitions of the term, emphasizing the interconnectedness of healthy fisheries (e.g. ecological sustainability) and viable communities (e.g. social and economic sustainability). The second commonality has to do with who benefits from sustainability. Although CSF operators and fishermen talked about sustainability in terms of direct benefits to themselves, many also see sustainability as being linked to broader benefits to the rest of the community.

Need – Incorporate social, economic, and community objectives into definitions of seafood sustainability.

Part Two - Resources

There are a multitude of organizations that assist fishermen, fishing cooperatives, and community-based organizations. One of the objectives of the Summit was to better understand which of these entities and their associated resources CSF operators use, what other resources are available, and what gaps, if any, exist. To stimulate this discussion, the planning committee assembled a resource guide: *Starting and Maintaining Community Supported Fishery (CSF) Programs: A Resource Guide for Fishermen and Fishing Communities*. The guide introduces the CSF concept, identifies common business, management, and legal issues, and highlights some of the well-known resources that are available to CSF operators.

All summit participants came together to take part in the 60-minute Resource Guide discussion. Notes from this discussion form the basis of the second half of the needs assessment.

During the discussion, attendees identified a range of resources that government, non-profit, and for-profit entities provide. The list of these resources, some of which are in the CSF Resource Guide, is presented below (Table 1). The list is not intended to be comprehensive. Rather, it reflects what emerged as a focus during the meeting.

Most revealing about the resource list is the range of organizations that support fishing communities. Fishermen and fishing communities depend on a wide assortment of interconnected organizations (rather than a single one-stop organization). CSF operators draw on services and resources provided by well-known agencies and organizations like Sea Grant and the Island Institute as well as less obvious resources that are not solely fisheries-focused (e.g. SCORE and Small Farm Central).

The list of resources is a valuable starting point for a more comprehensive set of resource lists that could come later. Taken as a whole, the list (which includes more than 75 organizations and resources) is informative in two ways. First, it provides practical information for CSF operators that need helping planning their business, acquiring HACCP certification, marketing, managing their operations, selling seafood, networking, doing outreach, raising capital, conducting research, or gaining legal assistance. Second, the list highlights the need for resource providers to collaborate and coordinate efforts where possible. Many CSF operators rely of the services provided by multiple organizations. By working collaboratively, it is conceivable that future resources could be strengthened and existing resources can be shared and offered to CSF operators and fishing communities more easily.

Resource Guide

The National Sea Grant Law Center, the National Marine Fisheries Service, New Hampshire Sea Grant, Maine Sea Grant, MIT Sea Grant, the Island Institute, and the Northwest Atlantic Marine Alliance prepared in association with the National Summit a resource guide titled, *Starting and Maintaining Community Supported Fishery (CSF) programs: A Resource Guide For Fishermen and Fishing Communities*. The guide provides general information to assist fishermen and fishing communities with starting and/or maintaining a CSF. The guide is not intended to be a step-by-step set of instructions. Rather, the authors hope the CSF Resource Guide will serve as an introduction to the CSF concept, identify common business, management, and legal issues, and direct fishermen and fishing communities to additional resources that can help them develop their businesses.

Ref. Showalter Otts, S. et al. 2012. *Starting and Maintaining Community Supported Fishery (CSF) programs: A Resource Guide For Fishermen and Fishing Communities*. National Sea Grant Law Center (<http://nsglc.olemiss.edu/csfrg.pdf>)

Table 1. Organizations, Networks and Resources Used by CSF Operators

Sector	Organization	Resource	Website	1	2	3	4	5	6	7	8	9	10	Description
Government/University	National Sea Grant College Program		http://www.seagrant.noaa.gov/ ; http://www.seagrant.noaa.gov/colleges/index.html?	Y	Y	Y			Y	Y	Y	Y	Y	Sea Grant is made up of a National Office, Law Center, and 32 state programs. Resources provided vary by state.
		Fishermen's Direct Marketing Manual	http://seagrant.uaf.edu/bookstore/pubs/MAB-53.html	Y	Y	Y								This book expands business horizons for the commercial fisherman, helping work through the steps involved in direct marketing
		National Sea Grant Law Center		http://nsglc.olemiss.edu/						Y		Y	Y	The National Sea Grant Law Center (NSGLC) provides legal research, education, and outreach to the Sea Grant programs.
		SBA Small Business Development Center		http://www.sba.gov/content/small-business-development-centers-sbdc/	Y		Y					Y		Small Business Development Centers (SBDCs) are partnerships between the government and colleges/universities administered by the Small Business Administration and aims at giving educational services for small business owners and aspiring entrepreneurs.
		USDA National Institute for Food and Aquaculture		http://www.csrees.usda.gov/	Y		Y			Y	Y			The National Institute of Food and Agriculture (NIFA) is an agency within the U.S. Department of Agriculture (USDA).
			Agricultural Marketing Service	http://www.ams.usda.gov/AMSv1.0/			Y					Y		The U.S. Department of Agriculture's Agricultural Marketing Service (USDA AMS) administers programs that facilitate the efficient, fair marketing of US agricultural products, including food, fiber, and specialty crops.
			Community Food Project	http://www.nifa.usda.gov/fo/communityfoodprojects.cfm								Y		The Community Food Project (CFP) designed to meet the food needs of low-income people, increase the self-reliance of communities, and promote a comprehensive response to nutrition issues.
			Farmers Market Promotion Program	http://www.ams.usda.gov/AMSv1.0/FMPP						Y	Y			The Farmers Market Promotion Program (FMPP) offers grants to help improve and expand domestic farmers' markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities.
			NOAA Fisheries Service							Y	Y	Y		NOAA Fisheries Service (NMFS) is the federal agency, responsible for the stewardship of the nation's living marine resources and their habitat.
			FishWatch	http://www.fishwatch.gov/						Y				FishWatch provides easy-to-understand science-based facts to help consumers make smart sustainable seafood choices.
		Cooperative Research	http://www.nefsc.noaa.gov/coopresearch/								Y	Y	The Northeast Cooperative Research Program (NECRP) improves and increases information about commercial fishing operations and the animals they harvest.	

1 – Business Planning; 2 – HACCP Planning; 3 – Marketing; 4 – Business Management Tools; 5 – Sales; 6 – Networking; 7 – Outreach; 8 – Funding; 9 – Research; 10 – Legal

Sector	Organization	Resource	Website	1	2	3	4	5	6	7	8	9	10	Description
Foundation	National Fish & Wildlife Foundation		http://www.nfwf.org/AM/Template.cfm?Section=Home								Y			The National Fish and Wildlife Foundation (NFWF) is one of the nation's largest non-profit funders for wildlife conservation.
	Fisheries Innovation Fund		http://www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=61&ContentID=13554								Y			The Fisheries Innovation Fund (FIF) is a grant program that fosters innovation and supports effective participation of fishermen and fishing communities in the implementation of sustainable fisheries in the US.
Online	Kickstarter.com		http://www.kickstarter.com/								Y			Kickstarter is an online tool used to fund creative projects using "crowd sourcing."
		MarketMaker	http://national.marketmaker.uiuc.edu/					Y						MarketMaker is a national partnership of land grant institutions and State Departments of Agriculture dedicated to the development of a comprehensive interactive data base of food industry marketing and business data.
		Small Farm Central	http://www.smallfarmcentral.com/				Y							Small Farm Central provides professional and affordable web services (websites and ecommerce) to direct-marketing farmers.
		Farmigo	http://www.farmigo.com/				Y							Farmigo provides web services to direct-marketing farmers.
		Word Press	http://wordpress.org/				Y							WordPress is a free web software that can be used to create websites and blogs.
		Google Analytics	http://www.google.com/analytics/				Y							Google Analytics is a resource that allows users to track the use of a website.
	MailChimp	http://mailchimp.com/				Y							MailChimp is an online publishing platform that helps you design email newsletters, share them on social networks, and track results.	
Network	Community Fisheries Network		http://www.communityfisheriesnetwork.org/	Y		Y			Y					The Community Fisheries Network (CFN) is a group of community-based fishing organizations from across the US that have joined together to address common challenges.
	LocalCatch.org		http://www.localcatch.org/			Y			Y					LocalCatch.org is an online network that links consumers to community supported fisheries (CSFs).
	Fish Local Collaborative		http://namanet.org/fish-locally-collaborative						Y	Y				The Fish Locally Collaborative is based on a give and take process where individuals and groups work together toward an intersection of common goals by sharing knowledge, learning and building consensus.

1 – Business Planning; 2 – HACCP Planning; 3 – Marketing; 4 – Business Management Tools; 5 – Sales; 6 – Networking; 7 – Outreach; 8 – Funding; 9 – Research; 10 – Legal

Sector	Organization	Resource	Website	1	2	3	4	5	6	7	8	9	10	Description
Other	SCORE		http://www.score.org/	Y										SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship.
	SeaWeb		http://www.seaweb.org/home.php						Y	Y				SeaWeb is a nonprofit organization dedicated to using the science of communications to shift the way people interact with the ocean.
	Community Food Security Coalition		http://www.foodsecurity.org/						Y	Y				The Community Food Security Coalition (CFSC) is a North American coalition of diverse people and organizations working from the local to international levels to build community food security.
	Slow Food International		http://www.slowfood.com/						Y	Y				Slow Food is a global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment.
	This Fish		http://thisfish.info/			Y		Y						ThisFish is a resource fishermen can use to market seafood.
Gulf States	Louisiana Sea Grant Law & Policy Program		http://www.lsu.edu/sglegal/index.html									Y	Y	The mission of the Sea Grant Louisiana Law and Policy Program (SGLPP) is to provide timely and relevant legal information and services for the many users of Louisiana's coastal lands and waters, including state and local governments; coastal business, including commercial fishers, recreational fishers and non-governmental organizations; and the general public.
		Direct Seafood Marketing	http://www.lsu.edu/sglegal/projects/faqs/index.html	Y										This online resources helps commercial fisherman in the Gulf of Mexico work through the steps involved in direct marketing
		Louisiana Direct Seafood	http://louisianadirectseafood.com/Home.htm					Y						Louisiana Direct Seafood is an online marketplace where consumers are able to contact seafood producers (fisherman) directly to purchase fresh shrimp and other seafood when they arrive at the dock.
		Gulf States Marine Fisheries Commission	http://www.gsmfc.org/#:links@1									Y		The Commission is empowered to make recommendations to the governors and legislatures of the five Gulf States regarding the management of the fisheries.
West Coast	Ecotrust		http://www.ecotrust.org/	Y		Y			Y	Y				Ecotrust's mission is to inspire fresh thinking that creates economic opportunity, social equity and environmental wellbeing.
		Pacific FishTrax	http://www.pacificfishtrax.org/			Y								FishTrax provides information about West Coast fisheries as well as specific information on projects and customers using Pacific FishTrax utilities such as "Find Your Fish" and the "Fisherman's Portal."
		Seafood for the Future	http://seafoodforthefuture.org/											Seafood for the Future (SFF) is a non-profit seafood advisory and promotion program of the Aquarium of the Pacific.

1 – Business Planning; 2 – HACCP Planning; 3 – Marketing; 4 – Business Management Tools; 5 – Sales; 6 – Networking; 7 – Outreach; 8 – Funding; 9 – Research; 10 – Legal

Sector	Organization	Resource	Website	1	2	3	4	5	6	7	8	9	10	Description
Northeast	Island Institute		http://www.islandinstitute.org/	Y		Y			Y	Y				The Island Institute is a nonprofit organization that serves as a voice for the balanced future of the islands and waters of the Gulf of Maine.
	Northwest Atlantic Marine Alliance		http://namanet.org/	Y		Y			Y	Y				The Northwest Atlantic Marine Alliance's (NAMA) mission is to restore and enhance an enduring marine system supporting a healthy diversity and an abundance of marine life and human uses through a self-organizing and self-governing organization.
		Bait Box	http://namanet.org/our-work/market-transformation/resources-fishermen	Y		Y								The Bait Box is a primer on what a CSF is and how it can work in a community.
		Seafood Throw Down	http://namanet.org/our-work/market-transformation/seafood-throwdown								Y			Seafood Throwdowns are an educational and community driven events to engage the larger community in issues affecting our ocean, fishing communities and fisheries.
		Red's Best	http://www.redsbest.com/s-hopreds/index.php/fishermen?__store=default			Y	Y	Y						Red's Best provides quota management and monitoring, state and NOAA reporting services, unloading and trucking services, and marketing and sales.
		Ecological Action Center		http://www.ecologyaction.ca/							Y			Based in Nova Scotia, the Ecology Action Center works closely with social and natural scientists and makes strong use of science in communicating its message to the public.
Southeast	South Carolina Aquarium		http://scaquarium.org/default.aspx							Y				The South Carolina Aquarium is a 501(c)-3 non-profit organization that supports the commercial fishing sector through its Sustainable Seafood Initiative.
		Seafood Sustainability Initiative	http://scaquarium.org/ssi/							Y				The Sustainable Seafood Initiative helps ensure that consumers have fish for the future by teaching partner chefs about sustainable and local seafood, assessing their menus, and encouraging consumers to dine at its partner restaurants.
		North Carolina Catch Groups	http://www.outerbankscatch.com/ ; http://brunswickcatch.com/ ; http://carteretcatch.org/			Y			Y	Y				The North Carolina Catch Groups are branding organizations that promote locally caught seafood.

1 – Business Planning; 2 – HACCP Planning; 3 – Marketing; 4 – Business Management Tools; 5 – Sales; 6 – Networking; 7 – Outreach; 8 – Funding; 9 – Research; 10 – Legal

Section III. Recommendations

One of the primary objectives of the Summit was to identify challenges and needs of existing CSFs in North America. The following list of recommendations is drawn from the Needs Assessment (Section I) and larger, broader observations that emerged from the planning and execution of the Summit.

Recommendations

1. Develop actions to address the needs identified in the Needs Assessment (Section I):

- A regulatory framework that increases fishermen’s flexibility to shift fisheries, locations, or gear during unexpected changes.
- Better coordination among regulatory authorities to accommodate small-scale vertically integrated seafood businesses.
- Access to clearly presented guidelines for navigating the permitting, licensing and certification processes required to establish a CSF.
- Access to expertise related to seafood safety and handling in fishing communities.
- Access to affordable mechanical refrigeration equipment for safe transport of live and histamine-producing seafood.
- Group liability insurance plan for CSF programs or small-scale commercial fishing businesses.
- Improved messaging and branding to communicate the benefits of CSF programs.
- Training and/or exposure to new and emerging social media and online communications tools.
- Collaboration with universities, non-profits, government officials and community groups through formal and informal networks.
- Increased networking and business opportunities with CSAs, including farmers, operators, and customers.
- Establish local outlets for seafood where needed, that complement or enhance existing businesses and ensure local access to seafood.
- Increased consumer awareness/knowledge of unknown and under-utilized species to increase the value of these species.
- Information and materials CSF operators and fishermen can use to inform consumers about local and regional seafood, fisheries, and community issues.
- Market research that addresses the value consumers place on one-on-one communication will help CSF operators weigh the pros and cons of increasing membership and decreased direct communications.
- Organizational software for business management.
- Frozen product, aquaculture, and other locally-relevant strategies for increasing seafood availability.
- Acknowledging the diversity of fisheries and fishing communities, fishermen need support developing and adapting their CSF program to fit the contours of their communities.
- Business planning assistance.

- More nuanced information (e.g. gear type, seasonality, location, etc.) about local fisheries in seafood sustainability programs and outreach materials.
 - Incorporate social, economic, and community objectives into definitions of seafood sustainability.
2. Form networks to improve accessibility to resources that can support CSFs.
 - Create a network of representatives from organizations that support fishing communities.
 - ❖ Use the network to strengthen synergies and improve overall integration and collective awareness among these groups.
 - Create a network of CSF fishermen and coordinators.
 - ❖ Structure of network should be based in existing tools, easily maintained, and provide opportunities for on-line and in-person exchange of information and ideas.
 - ❖ Annual or semi-annual face-to-face meetings should be supported and are critical to maintaining networks.
 3. Create opportunities for face-to-face exchange and networking of small-scale industry stakeholders to transfer expertise and skills and to inform extension and management initiatives.
 4. Explore policy and regulatory options that promote the visibility and viability of small-scale, multi-species fishing businesses.
 5. Inventory and organize regionally specific guides of resources available to initiate, maintain, grow, and evaluate CSFs.
 6. Improve coordinated marketing efforts and business relationships in fishing communities among fishermen, dealers, processors, marketers and distributors.

Section IV. Summary, Evaluation and Intended Outcomes of Recommendations

A two-part, pre- and post-Summit survey was provided to participants. Results of the survey indicated that 100% of the participants were satisfied and 95% were very satisfied with the overall summit and 88% of the participants said that they planned on making changes to their CSF within the in the next year based on information they gained at the Summit. These and other results from the survey suggest that the short-term networking and information exchange goals of the Summit were met. Over the next several months, meeting participants and organizers will be tracking the longer-term impacts and outcomes of the Summit. An 8-month, follow-up survey will be distributed to Summit attendees in February 2013, complementing the surveys from the Summit and a set of exit-interviews conducted immediately following the Summit. A brief report detailing results from these evaluations will be produced by June 1, 2013.

Although a complete assessment of the impacts of the Summit awaits the Summit Evaluation Report, the National CSF Summit achieved a number of outcomes, including:

- 1) A facilitated exchange of expertise and experience among fishermen and community organizers involved with CSFs
- 2) A needs assessment that produced a robust set of recommendations that can inform and direct extension and policy efforts designed to support fishing communities
- 3) Support for a meeting style that focuses on sharing expertise and experience among fishermen and community organizers
- 4) Evidence for the value of inter-agency and organizational collaboration in addressing the needs of fishing communities
- 5) A contribution to the ongoing discussion of the role of CSFs in the larger context of direct marketing initiatives that are a part of the transition of fishing communities from traditional markets and businesses to ones that conform to the current and emerging management, ecological, economic, and cultural setting

We expect these outcomes will motivate and influence a broad range of activities and initiatives. ***In addressing the recommendations and needs presented in this document, we encourage organizations to build on the collaborative nature of the CSF Summit, by coordinating with others when appropriate and utilizing each group's specific capacities, strengths, and current programming efforts.***



Roundtable @ National Summit

Quotes from the Summit

"It was really useful to learn about other CSFs with similar or different models. This helped develop our confidence. Learning more about other CSFs taught us that we are on the right track, that what we are doing is feasible and can work."

"This meeting has completely reframed what we are doing, we talk about the Summit every day here, and we are in touch with people who were at the meeting almost every day."

Sonia Strobel
Skipper Otto's CSF
Vancouver, BC

"This type of networking is really important because I'm worried that without it people would be discouraged and not start a CSF because they are having trouble knowing how to navigate all of the permitting and licensing issues."

Sarah Rathbone
Community Seafood
Santa Barbara, CA

Appendix I. National Summit Agenda

National Summit on Community Supported Fisheries Building a Network, Identifying Challenges and Opportunities, & Defining Next Steps

Seacoast Science Center, 570 Ocean Boulevard
Rye, New Hampshire
May 30th - June 1st, 2012

Brief Background

Community Supported Fisheries (CSFs) have been one approach that fishermen and fishing communities have explored to direct more money to boats, while achieving a range of other social and environmental goals. Over the last five years CSFs have grown dramatically in number and size on a national scale. Despite their potential, there are a variety of technical barriers and overarching questions about their long-term viability that have arisen as these programs have matured over the past several years. This Summit is an initial step to bring together CSFs from across North America to share experiences, learn from each other, and identify challenges and opportunities for supporting the evolution of CSFs.

Objectives of the Summit

- Provide opportunities to network among CSF participants.
- Learn from each other by sharing experiences and offering new information.
- Develop a shared understanding of the opportunities and challenges facing CSFs.
- Identify current resource for CSFs and potential for additional support.
- Create interest and generate ideas for establishing a “CSF Network”.
- Define next steps for addressing the needs of CSFs identified at the Summit.

Style of the Retreat

This Summit, the first of its kind, is meant to provide an initial opportunity for those involved in CSFs around the nation to meet, share, and learn from each other. The Planning Committee has hired an outside facilitator (Laura Singer) for this Summit to ensure that our time together is productive and to make sure that everyone has an opportunity to be heard. The success of the Summit depends on your active participation.

At the start of the retreat, Laura will review some ground rules that we will keep in mind in order for us to stay on schedule, while remaining inclusive. We will work from a planned agenda yet be flexible and follow the “group energy” and interests that emerge. The agenda includes working in a large group and smaller breakout groups to give ample opportunity for individuals to participate and be comfortable sharing.

Agenda

DAY 1 - BUILDING A NETWORK

1:30 - 3:30 pm Summit Registration
Residence Inn in Portsmouth Downtown (100 Deer Street • Portsmouth NH)

4:00 - 6:30 pm Welcome Reception
Portsmouth Brewery (56 Market Street • Portsmouth NH)

6:00 pm

Welcome - Jonathan Pennock, NH Sea Grant and
Paul Anderson, ME Sea Grant

Why We are Together - Carolyn Eastman

Carolyn will share her vision for the Summit and for creating a network for the future of CSFs across the nation.

Overview of Summit Agenda – Erik/Josh

Erik/Josh will set the context for the Summit and outline the agenda and logistics for the days ahead.

7:00 - 9:00 pm **Wednesday Night Dinner**

Black Trumpet (29 Ceres Street • Portsmouth, NH)

DAY 2 - RESOURCES, OPPORTUNITIES, CHALLENGES

6:30 am **Breakfast Buffet Available**

Residence Inn (100 Deer Street • Portsmouth NH)

**8:00 am

Bus to Seacoast Science Center Leaves – Meet in Lobby of Residence Inn**

8:30 - 9:30 am **Opening**

Seacoast Science Center (570 Ocean Boulevard • Rye, New Hampshire)

Welcome – Erik Chapman and Josh Stoll

Overview of the Summit – Laura Singer

Laura will define her role, review the agenda, and outline ground rules to help us have a productive meeting.

Laura will also explain that there is an open invitation for folks to put their ideas for Challenges or Opportunities on a large wall throughout the day so all ideas can be captured in case they are not voiced in a group.

Introductions – All

We will have a quick round of introductions so we all know who is present at the meeting. Please share your name, your organization and role/link to CSFs.

- For CSFs: *What do you see as the greatest accomplishment for your CSF during this past year?*
- For non-CSFs: *What new skills, information, or resources, could you bring to the CSF network?*

9:30 - 10:00 am

Setting the Context – Niaz Dorry, Northwest Atlantic Marine Alliance

Niaz will provide a brief presentation to orient the group to the evolution of community-supported fisheries within the broader context of fisheries management over the past decade.

10:00 – 10:10 **Discussions Sessions Explained – Laura**

The group will be divided into smaller discussion groups to address the topics that were generated from a questionnaire of CSF participants. The discussions will focus on current challenges, sharing “lessons learned”, and identifying future needs as CSFs move forward.

Coffee break

10:30 - 11:30 am Discussion Session 1

11:35 - 12:35 pm Discussion Session 2

12:40 - 1:30 pm Lunch

1:30 - 2:30 pm Identifying Resources - Stephanie Showalter Otts, National Sea Grant Law Center, University of Mississippi

Each CSF has evolved in different ways with varying levels of support from government folks, NGOs, Sea Grant or others. We will come together as a group to share what resources are currently being used and brainstorm what types of support would be most useful as CSFs evolve.

We will begin the conversation by presenting a resource guide that was recently pulled together to provide general information to assist fishermen and fishing communities with starting and/or maintaining a CSF. This guide is a starting place for a broader discussion of the resources that are available to communities for CSFs. The group will critique the usefulness of the resources listed in the guide, suggest additional resources available, and identify the types of resources that are most valuable to a CSF.

2:30 – 3:30 pm Discussion Session 3

Coffee break

3:50 - 4:50 pm Discussion Session 4

4:50 - 5:15 pm Wrap-up for the Day and Preview of Tomorrow

5:30 - 6:30 pm Social Hour

6:30 - 8:00 pm Casual Dinner at Seacoast Science Center

DAY 3 - NEXT STEPS

6:30 am Breakfast Buffet Available
Residence Inn (100 Deer Street • Portsmouth NH)

8:45 am Walk to Library - Meet in Lobby of Residence Inn
Portsmouth Public Library (175 Parrott Avenue • Portsmouth, NH)
Levenson Room

9:00 - 9:30 am Greeting and Warm-up - Erik/Josh/Laura

Laura will outline the agenda for the day. If needed, she will remind the group about the ground rules for discussion.

We will have a brief warm-up for the group to get the energy flowing again.

9:30 – 10:30 am

Summary of Discussion Sessions & Reflections

Laura will recap the results from the previous day and present the results (in aggregate) from the breakout groups with a focus on challenges and opportunities identified. There will be time for follow-up reflections and clarification.

The group will prioritize which challenges/opportunities deserve focus in the short-term and long-term.

Coffee Break

10:45 – 11:30 am

Moving Forward with a CSF Network

How do we build on the CSF network that has been started through this national summit? We will spend time discussing:

- Should we establish a more formal network?
- What would that look like?
- Who should be part of that network?
- How do we build off of existing networks?
- What can we do to maintain a CSF network moving forward?

11:30 – 12:00 pm

Next Steps and Closing Comments

Erik and Josh will present ideas for next steps and where we go from here.

Each person will have a chance to make a brief closing comment, perhaps a reflection on the meeting or a particular hope or concern for CSFs going forward.

12:00 pm

Adjourn

Appendix II. Participant List

Aaron Longton	Port Orford CSF
Alan Lovewell	Local Catch Monterey Bay
Amanda LaBelle	Island Institute
Amy Richards	Kittery CSF (in prep)
Amy Scaroni	National Sea Grant Office
Anna Child	Core Sound Seafood
Antoinette Clemetson	NY Sea Grant
Barb Rountree	National Marine Fisheries Service
Brett Tolley	Northwest Atlantic Marine Alliance
Carolyn Eastman	Eastman's Fresh Catch
Charlie French	UNHCE
Dave Atler	Off the Hook CSF
Debra Callaway	Walking Fish CSF
Dick McGee	Port Clyde Fresh Catch
Doug Dickerson	Cville CSF
Ellen Tyler	unaffiliated
Erik Chapman	NH Sea Grant
Gabby Bradt	NH Sea Grant
Jack Cochran	Cville CSF
Jim Turner	Turner's Seafood
Jodie Jordan	Alewife's Brook Farm
Jon Pennock	NH Sea Grant
Jordan Nikoloyuk	Off the Hook CSF
Joshua Stoll	National Marine Fisheries Service
Kathi Turner	Turner's Seafood
Ken La Valley	NH Sea Grant
Kerry Marhefka	Abundant Seafood CSF
Kirby Rootes-Murdy	SeaWeb
Laura Taylor-Singer	Facilitator
Madeleine Hall-Arber	MIT Sea Grant
Margie Hurd	San Luis Obispo Fresh Catch
Mark Hooper	Walking Fish CSF
Mark Marhefka	Abundant Seafood CSF
Marty Odlin	Southern Maine CSF (in prep)
Meri Ratzel	Cape Cod Weir Harvest
Monique Coombs	Lobsters on the Fly
Morgan Parker	Cape Cod Weir Harvest
Natalie Sattler	Alaskans Own
Niaz Dorry	Northwest Atlantic Marine Alliance
Nick Battista	Island Institute
Oren Frey	Local Catch Monterey Bay
Padi Anderson	Granite State Fish
Patricia Clay	National Marine Fisheries Service
Patricia Jordan	Alewife's Brook Farm
Paul Anderson	NH Sea Grant
Penny Hooper	Walking Fish CSF
Rebecca Zeiber	NH Sea Grant
Ross Pearsall	Ocean City Fresh
Rusty Gaude	LA Sea Grant

Sarah Rathbone	Community Seafood CSF
Sarah Redman	ME Sea Grant
Shaun Strobel	Skipper Otto's CSF
Sonia Strobel	Skipper Otto's CSF
Stephanie Mutz	Community Seafood CSF
Stephanie Showalter Otts	National Sea Grant Law Center
Stephanie Webb	Port Orford Sustainable Seafood CSF
Steve Tousignant	Cape Ann Fresh Catch
Susan Park	VIMS/William & Mary CSF (in prep)
WanJean Lee	National Sea Grant Office