



**LOCAL  
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# **3<sup>rd</sup> Local Seafood Summit**

**The Redd | Portland, Oregon | October 2019**



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# 3<sup>RD</sup> LOCAL SEAFOOD SUMMIT

Adding Value(s) to a Transforming Seafood System

The Redd | Portland, Oregon | October 6-7, 2019

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## Planning Committee

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Kelly Harrell, Sitka Salmon Shares  
Tyson Rasor, Ecotrust  
Kevin Scribner, Forever Wild Seafood  
Joshua Stoll, University of Maine  
Colles Stowell, OneFish Foundation  
Kiera Vandeborne, TBuck Suzuki Environmental Foundation  
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Any errors in the resulting work are the author's.

## Introduction

Seafood production systems in the United States and around the world have become increasingly globalized, attenuating the connection between those who harvest seafood and those who eat it. However, in this moment of hyper global production, there has been a resurgence of place-based initiatives aimed at re-connecting people to seafood and those who catch it. These new 'relational' seafood supply chains not only attempt to increase the value of fish harvesters' catch, but also seek to forward a range of complementary social and environmental outcomes (Stoll et al. 2019).

Inspired by the rise and expansion of these initiatives, the theme of the 3<sup>rd</sup> **Local Seafood Summit**, hosted in Portland, Oregon, October 6 – 7, 2019, was "Adding Value(s) to a Transforming Seafood System." The purpose of the summit was to celebrate the creativity and entrepreneurial spirit of those committed to strengthening local, regional, and national food systems via relational seafood supply chains. More specifically, the goals of the summit were to: (1) facilitate knowledge sharing, mentor relationships, and networking within the Local Catch Network and with new partners; (2) identify and develop innovative strategies for operationalizing and promoting the core values of the network; (3) increase the network's capacity to directly support small-scale fish harvesters and values-based seafood businesses.

The two-day summit drew 160 participants from 15 states, 3 Canadian provinces, and 3 European countries. Participants represented 46 direct-marketing businesses, as well as tribal, government, academic, and non-profit representatives. This report focuses on the key themes from the summit and provides a summary of the structure and content of the event.

## Local Catch Network

The Local Catch Network (LCN) is a community-of-practice made up of fishermen, organizers, researchers, technical assistance providers, and engaged citizens from across North America who are committed to providing local, healthful, low-impact seafood via community supported fisheries and direct marketing arrangements in order to support healthy fisheries and the communities that depend on them.

<http://localcatch.org>



Photos courtesy of the Coastal Routes Project (Hannah Harrison and Emily de Sousa)



3<sup>rd</sup> LOCAL SEAFOOD SUMMIT  
ADDING VALUE(S) TO A TRANSFORMING SEAFOOD SYSTEM  
PORTLAND, OREGON | October 6 - 7, 2019



## Key Messages from the Summit

No proceedings document will ever thoroughly capture the detail, diversity, or depth of discussion that takes place during the plenaries, breakout sessions, and sidebar conversations at a conference and this one is no exception. However, in reviewing the rapporteurs' notes, summit materials, and presentations, several themes warrant acknowledgement and amplification:

**1. Equity, Access, and Inclusion: Building a durable seafood system that promotes the resilience of coastal communities requires a long-term commitment to equity, access, and inclusion.**

**2. Growth and Opportunity: The number and diversity of people engaged in the local seafood movement is growing.**

**3. Authenticity in the Seafood Supply Chain: Defining authenticity and educating consumers remains a key challenge in an era of flashy marketing and media campaigns.**

## Key Messages from the Summit

### 1. Equity, Access, and Inclusion

*Building a durable seafood system that promotes the resilience of coastal communities requires a long-term commitment to equity, access, and inclusion.*

The local seafood movement in the United States to date has been largely focused on connecting white fish harvesters to affluent and predominantly white consumers. Yet the issues that underlie the movement, including food production, livelihood sustainability, and health and well-being are not race, gender, or class specific. Therefore, greater attention to the parallels and potential synergies with ethnically diverse, low-income, and indigenous communities and their movements is needed. Bringing greater focus to equity, access, inclusion in the local seafood movement may have mutual benefits. Among these, for example, is the potential expansion of seafood markets and access (Cumming et al. 2020). Ethnically diverse and low-income communities are often the most seafood “literate” groups in the United States and have a long tradition of buying and consuming seafood, but the link between local harvesters and these consumers is weak.

## 2. Growth and opportunity

*The number and diversity of people engaged in the local seafood movement is growing.*

Seafood trade is more globalized than it has been in history, yet there is a resurgence of locally focused initiatives aimed at re-connecting people to seafood and those who catch it. These new 'relational' seafood supply chains not only attempt to increase the value of fish harvesters' catch, but also seek to forward a range of complementary social and environmental outcomes. The expansion of the Local Catch Summits reflects the upscaling of the local seafood movement. The first summit, hosted in Portsmouth, New Hampshire in 2011 brought together 60 participants from 9 states and 2 Canadian provinces, representing 21 seafood businesses and a small group of government, academic, and non-profit interests. The second summit, which took place in Norfolk, Virginia in 2016, brought together 120 participants. The 2019 summit was the largest yet, with 160 participants and represented a 167% increase since 2011.

### 3. Ensuring Authenticity

*Defining authenticity and educating consumers remains a key challenge in an era of flashy marketing and media campaigns.*

Recent reports about seafood fraud by a well-known seafood distributor that specializes in local, sustainable, and domestic seafood have reverberated across the industry. This news, coupled with continued reports of human rights abuses and rampant mislabeling in the seafood supply chain, have the potential to erode consumer confidence in the seafood sector. In the wake of this news, “local” options to purchase seafood, including from community supported fisheries and seafood businesses that sell directly to consumers, have been suggested as a worthy and trusted alternative. This recommendation aligns with studies that continue to show seafood consumers’ strong demand for “local,” “fresh,” and “community-based” seafood and creates opportunities both to grow direct-to-consumer businesses in the U.S. and address the widening trust gap with other types of seafood suppliers. However, despite growing interest in this sector of the seafood economy, the potential for CSFs and similar seafood businesses to mislead consumers, either knowingly or unknowingly, is high due to differing understandings and values associated with seafood marketing and branding terms like “local,” “fresh,” and “community-based” that are widely used. More attention to defining what is meant by these key concepts is needed to building an authentic and values-based seafood system as is continued education of consumers.



## Summit Sessions

The Summit brought together 160 participants to address a series of interrelated goals and questions:

### Short-term (6 months to a year)

- Facilitate knowledge exchange and networking
  - Bolster network of fish harvester and community leaders involved with CSFs and related business models; and
  - Provide a platform to discuss current and future opportunities and challenges associated with direct-marketed, small-scale seafood businesses
  - Provide a platform to discuss community accountability within seafood systems and the network
- Business development
  - Identify opportunities to expand or modify direct-marketing seafood businesses, moving beyond the CSF model
  - Deliver critical information and expertise in areas of immediate need to businesses within the Local Catch Network, including legal considerations and guidelines and best practices related to business planning, financial modeling, customer retention, and educations.
  - Discuss critical needs of seafood harvesting communities by providing access to information about tools and strategies such as CRM, traceability software, and organizational best practices
- Develop a shared understanding of how core principles interact with market-based realities
  - Reaffirm commitment to the Core Values developed at the 2016 Summit and adjust/adapt as needed
  - Develop a shared understanding of how these Core Values interact with the realities of maintaining a (triple) bottom line.

### Long-term (+1 year)

- Direct-market seafood businesses are more economically viable
- Standards of accountability within the Local Catch Network have been developed
- Consumers (including individuals, chefs/restaurants, and institutional buyers) have improved access to locally sourced fish through small-scale, community-based seafood businesses

### Key Questions

- What is the status of our movement and where do we want to go from here?
- What are current ways in which small-scale and direct marketing seafood businesses are operationalizing Core Values to grow their businesses and forward community-based objectives
- What technical assistance do businesses need to remain viable?
- What are the barriers that new businesses face when trying to incorporate the Core Values into their daily work?
- How do we, as a community, hold each other accountable for violations of the Core Values that advance the movement?
- How do we instill, grow, rebuild and repair trust throughout the supply chain?
- What does a network-based alternative to ecolabels (i.e. MSC, ASC, Seafood Watch, etc.) look like and how do we implement and market it?
- What strategies, tools, and technologies will help the transition toward a values-based authentic seafood supply chain?

## Summit Structure

The summit included a keynote, multiple plenary sessions, and a series of workshops. Here, we provide an overview of the three workshop tracks and a description of each session:

### Keynote Address

**Willie Frank III**, Nisqually Tribal Council  
**Bob Iyall**, Medicine Creek Enterprise Corporation

#### Track A: The Business of CSFs

This track will feature workshops led by fish harvesters 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.

#### 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.

#### 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.

### SESSION I – 12:30 to 1:45 pm – October 6

#### ***Exploring the Skipper Otto and Sitka Salmon Shares CSF Models (MAIN HALL - A)***

Explore the models of two of North America's largest CSFs and their differing, yet similar, pathways to success with their CEOs and top leadership. Based in Vancouver, BC, Skipper Otto has grown to over 2,800 annual members without taking on outside investors over the last 10 years. Founded in 2012, Sitka Salmon Shares currently serves over 8,000 members through an integrated supply chain that includes a processing operation in Alaska, a Midwest manufacturing hub, and an investment structure that provides ownership opportunities for fishermen. Skipper Otto's requires customer pickup and provides a flexible buy-down system for members. Sitka Salmon Shares delivers seafood to customer doorsteps and pre-determines what types of seafood they will receive. While different in many ways, both businesses share in common dedicated co-founders who have been intimately involved with the CSF's growth.

#### **Moderator**

Kelly Harrell, *Sitka Salmon Shares/LocalCatch.org Steering Committee*

#### **Panelists**

Sonia Strobel, *Skipper Otto's CSF*  
Chris Kantowicz, *Skipper Otto's CSF*  
Nic Mink, *Sitka Salmon Shares*  
Marsh Skeele, *Sitka Salmon Shares*

### ***Costs and Benefits of Bringing Underutilized Species to Market (BOARD ROOM - B)***

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 an environmental and resource economist at Portland State University has created a game 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.

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, *Anne Marie Seafoods*

### ***Footprints and Finger Prints: Climate Change & Fisheries (ALCOVE - C)***

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*

### ***Sea to School: Sourcing Sustainable Seafood for School Lunches (KITCHEN - B)***

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*

## **SESSION II – 2:00 to 3:15 pm – October 6**

### ***Scaling Up: Using People, Place, and Purpose to Grow Business in the Current Seafood Landscape (MAIN HALL - B)***

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 Consentein, *Rise Tide Communications*

Tyson Fick, *Taku River Reds*

Ben Blakey, *Northline Seafoods*

### ***Skipper Otto's: Managing the Local Seafood Business (BOARD ROOM - A)***

Whether you are responsible for the 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, labeling, and online platforms.

#### **Workshop leader**

Chris Kantowicz, *Skipper Otto's CSF*

### ***Whither the Local Consumer? (ALCOVE - B)***

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 fishermen to have connections to chefs, schools, and institutions?

We started FishLine to create connections between fishermen 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 fishermen 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 fishermen, working waterfronts and consumers.

### **Workshop leaders**

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 (KITCHEN - B)***

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*

## **SESSION III – 1:00 to 2:15 pm – October 7**

### ***Exploring the Fishadelphia model: Thinking about issues of affordability, access, and equity in local seafood (MAIN HALL - A)***

A major challenge in this movement is extending the reach of our work beyond wealthy, high-end consumers. Fishadelphia is a youth-coordinated, community seafood program based in Philadelphia, whose mission is to connect local seafood harvesters and processors with culturally and economically diverse seafood consumers. This workshop will present some background on the Fishadelphia model, and then host a facilitated discussion that includes questions, challenges, benefits, and joys of working on affordability and access in local seafood.

### **Workshop leaders**

Talia Young, *Fishadelphia*  
Tasha Palacio, *Fishadelphia*

### ***Sea + Tech (BOARD ROOM - A)***

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 fishermen 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 fishermen 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*

Joe Falcone, *FishLine / Phondini Partners*

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

Extreme weather events and adverse impacts of climate change pose increasing challenges for fishermen 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*

#### ***Managing a Restaurant Supported Fishery: Revitalizing the Catch of the Week (KITCHEN - A)***

How do you sell whatever fishermen are catching to restaurants and retailers? You revitalize the old adage of "The Catch of the Week"! Learn how to target specific restaurants and chefs as well as local food retailers for your Restaurant Supported Fishery (RSF)! From Farm-to-Table restaurants to local food boutique stores, there is a plate and a refrigerator for all your locally caught seafood. We will discuss the learning curves and successes that NH Community Seafood has experienced over the last 7 years of our RSF growth! Learn how to promote your off the boat product to restaurant owners and chefs through creative and collaborative marketing, as well as outreach and education techniques.

#### **Moderator**

Andrea Tomlinson, *New Hampshire Community Seafood*

#### **Panelists**

Kelly Fukushima, *F/V Threeboys*

Jake Harth, *Erizo*

Kendall Dix, *Healthy Gulf*

#### **SESSION IV – 2:30 to 3:45 pm – October 7**

#### ***Get Your Tunas in a Row: Why Marketing Success Can Only Happen Through an Organized Fishing Community (MAIN HALL - B)***

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.

**Moderator**

Sarah Shoffler, *NOAA Southwest Fisheries Science Center*

**Workshop leaders**

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

Aaron Longton, *Port Orford Sustainable Seafood*

Darius Kazprzak, *Jig fisherman, Kodiak, AK*

***Fishing Business Health Assessment – How to Chart a Course Towards Sustainability and Resilience (BOARD ROOM - A)***

This session is structured around a self-assessment tool to help you assess your business knowledge and skills and set goals for yourself. Topics covered are: Business Formation, Managing Assets and Environmental Regulation, Accounting, Taxation, Labor and Contractors, Production and Marketing, Credit, Business Planning, Insurance, and Continuing Education. We will work through the seven-part self-assessment together and discuss how you can set goals and plan next steps to improve your business knowledge and management skills and make sure that your business is resilient and in compliance with applicable regulations, and that you are taking advantage of programs designed to help you.

**Workshop leaders**

Tyson Razor, *Ecotrust*

Poppy Davis, *UC Davis Agriculture & Sustainability Institute*

***Beneficial vs. Harmful Aquaculture: Where do we draw the line? (ALCOVE - C)***

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.

**Moderator**

Hallie Templeton, *Friends of the Earth*

**Panelists**

Jonny Foss, *Wild Salmon Nation*

Amy van Saun, *Center for Food Safety*

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

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*

**2019 LOCAL SEAFOOD SUMMIT FIELD TRIP**  
**October 8 and 9**  
**Lower Columbia River and Oregon North Coast Fishing Communities**

The 2019 Local Seafood Summit Field trip was lead by Kevin Scribner and Tyson Rasor and planned via steering committee. The experience was designed to provide participants with and in-depth look at the natural resources, habitats, and Pacific Northwest communities that depend upon them. 15 field trip participants were hosted by various stakeholders at 10 stops in 5 communities. A wide array of public servants and community leaders introduced participants to local culture and issues. Hosts discussed history, challenges, successes current happening most affecting their communities and their natural resources.

**Field Trip Itinerary**

**October 8<sup>th</sup> – Columba River and River Communities**

10:30 AM, Vancouver, WA

The first stop of the field trip was hosted by Guy Norman and The Washington Department of Fish and Wildlife. Guy currently sits on the North West Power & Conservation Council and is a former Washington Department of Fish & Wildlife employee of 33 years. He has worked with the fish and wildlife resources of the Columbia River basin since 1977. During this session participants were exposed to the complexities of the management of Columbia river resources. Subjects discussed included, Salmon Harvest, Restoration Management, co-management, and the effects of dams on animal behavior and management of those animals.

12:30, Cathlamet, WA

At the second stop of the day, the group heard from Irene Martin, author of numerous books/articles on the Columbia River fisheries, and Robert Sudar, non-Tribal Columbia River Commercial Salmon Fisherman. Irene and Robert taught participants about the history, impacts, and struggles of commercial fishing on the Columbia River.

**Afternoon Session**

Astoria, OR

4 pm, Astoria, OR

Participants met with Matt McGrath, Director of Operations for the Port of Astoria, at Buoy Brewery. Here participants were provided insight into the complexities of Astoria's working waterfront. Matt spoke of challenges with infrastructure maintenance, and managing competing demands of various stakeholders, rise of the tourism industry, supporting the commercial fishing fleet, and challenges of working within the public .

6 pm, Astoria, OR

The tour wrapped up the day with Rob Seitz, commercial fisherman of 30+ years, at his family restaurant "South Bay Wild Fish House". Over dinner Rob spoke with the tour about his career in commercial fishing, trawling, Catch Shares, and his experience in vertically integrated business and sales.

### **October 9<sup>th</sup> – Coastal Fishing Communities, Tillamook County**

9:30am – Garibaldi, OR

The second day of the tour started in the fishing community of Garibaldi, Oregon. Here, 3 stops were made to meet with various fishing businesses and stakeholders. The first stop was at "Piers End" a historic coast guard station now being preserved by a local non-profit, Garibaldi Cultural Heritage Initiative. Here, Kristen Penner, Fisherman & Seafood Value Chain Coordinator, Valerie Folkema, Port Commissioner and Owner of Garibaldi Marina, and Mike Saindon, Port Manager at the Port of Garibaldi spoke with participants about preserving their fishing culture, creating synergy between commercial fishing, recreational fishing, and tourism to support each other and create a more integrated and diversified working waterfront economy. Other subjects discussed included developing community wealth through their "Seafood Value Chain Initiative" and providing shared access to vital infrastructure supporting fishermen and businesses.

10:30am - Garibaldi Oregon

The next stop at Tillamook Bay Seafoods was hosted by Jeremy Coon, fishermen and business owner. Participants gain insight into this upcoming businesses values, beliefs, and mission to provide more opportunities to the commercial fishing fleet and other processors/buyers. The businesses is striving to provide competition and new opportunities at the dock to increase the fleets \$/lb. received at the dock for its catch.

11:15am - Garibaldi Oregon

Participants then visited "Garibaldi Landing" a business that has merged with Fish People, a larger portland-based seafood buyer and processor that is a certified B-corporation. Jennifer Hughes, Operations Manager, discussed what it means to be a B-corp and how the company strives to provide additional services to fishermen, such as meals and an additional place for fishermen to sleep, when needed. Here participants learned more about the fisheries utilized by the fleet, community dynamics, and challenges for processors and buyers supporting this mostly "day-boat" fishing fleet.

12:30pm, Netarts Bay, OR

For lunch, the tour met with Esther Lev, Executive Director of the Wetland Conservancy, and Liu Xin, Owner of Oregon Oyster Farms at Schooners Restaurant. Here participants were exposed to various aspects of local watersheds and estuary dynamics. As well, they learned about public-private partnerships created to support species and habitat restoration, oyster farming, and public education.

2pm - 4:30pm

Following lunch, the tour was lead to its last stop at Whiskey Creek Shellfish Hatchery. Whiskey Creek is the largest shellfish hatchery in the U.S.A. and provides oyster, clam, and mussel seed for commercial use and restoration efforts. Chrissy Smith, Executive Director of Watershed, Estuary, Beach, and Sea, and Alan Barton, Hatchery Operations Manager, provided a tour of hatchery facilities, and insight as to how Whiskey Creek has been at the forefront of ocean acidification research and adaptation. Beginning in 2007, the hatchery struggled with mass mortalities associated with highly corrosive upwelled water off the Oregon coast. In the last few years, thanks to research and improvements in hatchery monitoring techniques, Whiskey Creek has been able to better predict and respond to changes in ocean chemistry and the negative impacts of those changes on shellfish larvae.

## Appendix I. Summit Agenda

# 3<sup>RD</sup> LOCAL CATCH SEAFOOD SUMMIT

## Adding value(s) to a transforming seafood system

October 6 - 7, 2019 | The Redd on Salmon Street | Portland, Oregon

### SUMMIT PROGRAM

#### DAY 1 | OCTOBER 6

**8:00 – 9:00 am**      **Registration, Breakfast, & Swag Swap Setup**

**9:00 – 9:30 am**      **Welcome**

**Joshua Stoll**, University of Maine  
**Kelly Harrell**, Sitka Salmon Shares  
**Colles Stowell**, One Fish Foundation [Moderator]

**9:30 – 10:15 am**      **Keynote**

**Willie Frank III**, Nisqually Tribal Council  
**Bob Iyall**, Medicine Creek Enterprise Corporation  
**Buck Jones**, Columbia River Inter-Tribal Fish Commission

**10:15 - 11:15 am**      **Marketplace of Ideas**

*Summit participants will have two minutes to introduce themselves, share an idea, project, or challenge and then present an "ask" to the group.*

**11:15 – 12:30 pm**      **Lunch with Fisherpoet interlude**

*Commercial fishermen and poets from the renowned Fisherpoets Gathering based in Astoria, OR will share their poetry, prose, and song*

**12:30 – 1:45 pm**      **Session I: Workshops**

*Learn about the business of CSFs, supply chain relationships, and new business approaches that honor the ocean.*

- MAIN HALL** - Exploring the Skipper Otto & Sitka Salmon Shares CSF Model
- BOARD ROOM** - The Costs and Benefits of Bringing Underutilized Species to Market
- ALCOVE** - Footprints and Fingerprints: Climate Change & Fisheries
- KITCHEN** - Sea to School: Sourcing Sustainable Seafood for School Lunches

**1:45 – 2:00 pm**      **Break** (*Snacks and coffee available in the Main Hall*)

**2:00 – 3:15 pm**      **Session II: Workshops**

*Learn about the business of CSFs, supply chain relationships, and new business approaches that honor the ocean*

- MAIN HALL** - Scaling Up: Using People, Place, and Purpose to Grow Business in the Current Seafood Landscape
- BOARD ROOM** - Skipper Otto's: Managing the Local Seafood Business
- ALCOVE** - Whither the local consumer?
- KITCHEN** - The Value(s) of a Frozen Fish: A Blind Challenge for Consumer Preferences and Perceptions

**3:15 – 3:30 pm**      **Break** (*Snacks and coffee available in the Main Hall*)

**3:30 – 3:45 pm**      **Fisherpoet interlude**

*Commercial fishermen and poets from the renowned Fisherpoets Gathering based in Astoria, OR will share their poetry, prose, and songs*

**3:45 – 4:30 pm**      **Marketplace of Ideas Extended**

*As an extension of the Marketplace of Ideas, summit participants will share two-minute presentations about their businesses, ideas, challenges, and opportunities*

**4:30 – 5:30 pm**      **Swag Swap & Marketplace Happy Hour**

*Mingle, drinks, silent auction, exchange merchandise, and continue the day's discussions*

**5:30 – 9:00 pm**      **Local Seafood Soiree and Celebration**

*Join us for a sampling of seafood caught by summit participants prepared by local chefs.*

**Maylin Chavez**, *Olympia Oyster Bar* + Port Orford Sustainable Seafood

**Derek Hansen**, *Jacqueline* + Kenai Red Fish Co.

**Jake Harth**, *Erizo* + Blue Siren Shellfish Co.

**Eli Marroquin**, *Portland Pupusa's and Tacqueria* + Trefin Day Boat Seafood + Blue Evolution

**Kirk Hardcastle**, *Grill Master* + Sitka Salmon Shares + Seafood Producers Co-op + Georgetown Island Oyster Co.

## **DAY 2 | OCTOBER 7**

**8:00 – 8:45 am**      **Coffee & light breakfast**

**8:45 - 9:00 am**      **Welcome & Fisherpoets**

**9:00 – 11:30 am      Local Catch - Charting the Course Ahead**

*Julianna DiTomasso of NAMA gives an interactive review of the Local Catch Network. The purpose for this session is to highlight concrete opportunities for collaboration and plant the seed for new engagement.*

**PART I (10 min)** - Where is the Local Catch Network today? What is its current function?

**PART II (20 min)** - Four short stories of current opportunities, which lead into World Cafe-style breakout groups.

**Joshua Stoll**, *University of Maine*: Networking at home and abroad

**Taylor Witkin**, *Local Catch Network*: Local Catch Seafood Finder

**Kevin Scribner**, *Forever Wild Seafood*: Community Accountability

**Hannah Heimbuch**, *Real Food Challenge*: Hub for institutions

**PART III (60 min)** - World Cafe Breakout: Summit participants choose a group and topic to dive into and help explore further. Each group has a facilitator (from Part II) and notetaker.

**PART IV (30 min)** - Groups report back

**11:45 – 12:45 pm      Lunch**

**12:30 – 12:45 pm      Seafood Documentary Trailer Screenings**

**1:00 – 2:15 pm      Session III: Workshops**

*Learn about the business of CSFs, supply Chain relationships, as well as new business approaches that honor the ocean.*

- MAIN HALL** - Exploring the Fishadelphia model: Thinking about issues of affordability, access, and equity in local seafood
- BOARD ROOM** - SEA + TECH: Technology to support direct seafood marketing
- ALCOVE** - Weathering the Storm: An Essential Resilience Toolkit for Small and Medium-Scale Fishing and Seafood Businesses
- KITCHEN** - Managing a Restaurant Supported Fishery: Revitalizing the Catch of the Week

**1:00 – 2:15 pm      The Redd West - Food Hub Tour**

*Take a tour of The Redd West, a working hub for the regional food economy  
(Note: Limited to 20 participants - sign up at check-in on Day 1)*

**2:15 – 2:30 pm      Break (Snacks and coffee available in the Main Hall)**

**2:30 – 3:45 pm      Session IV: Workshops**

*Learn about the business of CSFs, supply Chain relationships, and new business approaches that honor the ocean.*

- ❑ **MAIN HALL** - Get your Tunas in a Row: Why Marketing Success Can Only Happen Through an Organized Fishing Community
- ❑ **BOARD ROOM** - Fishing Business Health Assessment: How to Chart a Course Towards Sustainability and Resilience
- ❑ **ALCOVE** - Beneficial vs. Harmful Aquaculture: Where do we draw the line?
- ❑ **KITCHEN** - Culinary Engineering: A San Diego case study for increasing the value of landings by expanding the city's seafood palate

**3:45 – 4:00 pm**      **Break** (*Snacks and coffee available in the Main Hall*)

**4:00 – 5:00 pm**      **Reflections**

**Kiera Vandeborn**, *TBuck Suzuki Environmental Foundation*  
**Julianna DiTomasso**, *NAMA*

**5:00 – 5:15 pm**      **Closing Words**

## Appendix II. Participant List

<b>Name</b>	<b>Company/Organization</b>
Aaron Longton	Port Orford Sustainable Seafood
Aaron Orłowski	Seafood Source
Alisa Rudnick	Fishpeople Seafood
Amanda Gladics	Oregon State University
Amelia Helmay	
Amy Daugherty	Alaska Trollers Association
Amy Grondin	Duna Fisheries LLC
Amy Van Saun	Center for Food Safety
Andrea Tomlinson	New Hampshire Community Seafood
Andrei Drohobytskyi	Seadora
Angela	Oregon State University
Ann Colonna	Food Innovation Center Oregon State University
Austen brown	Catalina Offshore Products
Beatrice Pillen	Finickyfisherman Seafoods
Ben Blakey	Northline Seafoods
Ben Tietge	Copper Valley Fish Collective
BG Brown	NAMA
Bill Forslund	Fishermen's News
Bob Iyall	Medicine Creek Enterprise Corporation
Brett Tolley	NAMA
Buck Jones	Columbia River Inter-Tribal Fish Commission
Camilla Lombard	Sea Forager
Cari Brandberg	Chelsea Rose Seafood/ F/V Monde Uni
Casey Emmett	Health Warrior
Celine Terfloth	Skipper Otto Community Supported Fishery
Chantelle Hylton	Salmonberry Saloon
Charlie Helms	Crescent City Harbor District
Chris Kantowicz	Skipper Otto Community Supported Fishery
Chris Ranford	Cornwall Rural Community Charity
Clare Leschin-Hoar	NPR's The Salt
Clint Benson	Kenai Red Fish Company

Cody Chase	Chelsea Rose Seafood/ F/V Monde Uni
Colles Stowell	One Fish Foundation
Cynthia Fuller Quinonez	Local Direct San Diego
Cynthia Hsia	NOAA Southwest Fisheries Science Center
Dalal Al-Abdulrazzak	Vericatch
Dan Crunican	Oregon Food Bank
Daniella Williams	NeighborWorks Umpqua
Darius Kasprzak	Alaska Marine Conservation Council
Davee Palmantier	RiverFresh Wild BC Seafood
David Maestas	Maestro Strategic Solutions / Nisqually Tribe
Davin Waite	Wrench & Rodent Seabasstropub
Deb Granger	
Derek Hansen	Jacqueline
Diane Wilson	NAMA
Dwayne Canfield	Ecotrust
Elise Gilchrist	Dock to Dish
Elissa Connolly-Randazzo	Portland State Univeristy
Elizabeth Herendeen	SalmonState
Ellen Jackson	Tre-Fin Day Boat Seafood
Emily De Sousa	University of Guelph
Emma Kramer	Straight to the Plate
Eric Soderman	Muckelshoot Seafood Products
Eric Walton	Gulf of Maine Research Institute
Erik Chapman	New Hampshire Sea Grant
Eryn Domeyer	Tre-Fin Day Boat Seafood
Frank Ralph	Fish Girl Seafood
Greg Friedrichs	Duna Fisheries LLC
Hallie Templeton	Friends of the Earth
Hannah Harrison	University of Guelph Coastal Routes
Hugh Campbell	Catch of the Day Movie
Jack Cheney	Real Good Fish
Jack Luong	Sea Forager
Jake Harth	Erizo
Jamie Doyle	Oregon State University

Jeff Wong	CS Fishery
Jennie Logsdon-Martin	Kbush Inc
Jennifer Burns Bright	Burns Brightly Communications
Jenny Devivo	Up Island Schools Martha's Vineyard
Jesse Latham	Vericatch
Jessica Helsley	Wild Salmon Center
Jessica Waite	Wrench & Rodent Seabasstropub
Joe Daniels	Sitka Salmon Shares
Joe Falcone	FishLine by Phondini Partners
John Adams	Sound Fresh Clams and Oysters
John Eric Lundquist	University of Oregon
Jolene Fukushima	Threeboys Fisheries
Jordyn Kastlunger	Tuna harbor dockside market
Josephine Roussell	University of Maine
Joshua Stoll	University of Maine
Julianna Fischer	NAMA
Karelen Wolins	Hooked on Fish
Karri Kaisher	FishLine by Phondini Partners
Kate Consentein	Rising Tide Communications
Kate Masury	Eating with the Ecosystem
Kathleen Kuiper	Hooked on Fish
Katy Rexford	Alaska Marine Conservation Council
Kayla Cox	New England Fishmongers
Kean Fleming	Port Orford Sustainable Seafood
Kelly Fukushima	Threeboys Fisheries
Kelly Geiser	Slow Food
Kelly Harrell	Sitka Salmon Shares
Kendall Dix	Healthy Gulf
Kevin Scribner	Forever Wild Seafood
Kiera Vandeborne	TBuck Suzuki Environmental Foundation
Kim Magee-Barton	Sitka Salmon Shares
Kimberly Orren	Fishing For Success
Kipp Baratoff	Fishpeople Seafood
Kirk Hardcastle	Seafood Producers Co-Op

Kirk Lombard	Sea Forager
Kristen Penner	Blue Siren Shellfish
Kurtis Kramer	Straight to the Plate
Lauren Parnell	Conscious Culinarian / Conscious Catch
Lizzy DuGuay	Skipper Otto Community Supported Fishery
Malena Marvin	Schoolhouse Fish Co.
Mandy Marcum	Sitka Salmon Shares
Marie Rose	Shoreline Wild Salmon LLC
Marsh Skeele	Sitka Salmon Shares
Mary Helmay	
Maylin Chavez	Olympia Oyster Bar
Melissa Collier	West Coast Wild Scallops
Merilyn Gottlieb	@HarborJournalz
Micah Hahn	Copper Valley Fish Collective
Michelle Martin	NeighborWorks Umpqua
Nate Schlachter	Blue Evolution
Nathan Zetterberg	FishWise
Nic Mink	Sitka Salmon Shares
Nicholas Mallos	Ocean Conservancy
Norman Pillen	Finickyfisherman Seafoods
Oliviya Wyse	Monterey Bay Fisheries Trust
Oriana Poindexter	Ocean Associates Inc.
Paula Barbeito	Slow Food International
Pete Granger	Legale Bay
Peter Halmay	FMASD
Racheal Weymer	PICFI Business Development Team - Castlemain Group
Rob Seitz	South Bay Wild
Roberta MacIntye	Catch of the Day Movie
Roger Burleigh	Monterey Bay Fisheries Trust
Roger Harwood	Wrench & Rodent Seabasstropub
Sahan Dissanayake	Portland State University
Sam Hill	National Fisherman
Sarah Mesnick	Southwest Fisheries Science Center NOAA, Fisheries
Sarah Rathbone	Dock to Dish LA

Sarah Redmond	Springtide Seaweed LLC
Sarah Shoffler	Southwest Fisheries Science Center NOAA, Fisheries
Shareen Davis	Chatham Harvesters Cooperative
Shelby Walker	Oregon State University
Sonia Strobel	Skipper Otto Community Supported Fishery
Stephanie Webb	UC Santa Cruz
Talia Young	Fishadelphia
Tasha Palacio	Fishadelphia
Taylor Witkin	LocalCatch.org
Tiffany Seitz	South Bay Wild
Tim Rider	New England Fishmongers
Tina White	Real Food Generation
Tom Calvanese	Oregon State University
Trey Angera	Springtide Seaweed LLC
Tyson Fick	Taku River Reds
Tyson Rasor	Ecotrust
Valerie Segrest	Native American Agriculture Fund
Victoria Voss	Get Hooked
Warren Shoemaker	Creative AG Products Inc
Willie Frank III	Nisqually Tribal Council
Yuri Prosalof	Blue Siren Shellfish

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