



Summit Workshop Descriptions

Track A: The Business of CSFs

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

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

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

Workshop 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 fishers and consumer alike, (4) maintain and recognize business trends, and (4) track customer leads for value-based seafood intermediaries. It traces aggregated inventory from individual fisher through processing to customer by maintaining information about product origin, variety, and product yields. Sea + Tech not only increases the trustworthiness of seafood but it also helps overcome multifaceted obstacles facing the seafood industry to create a level economic playing field for small scale, value-based seafood intermediaries.

Workshop leaders

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

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

Workshop leader

Lauren Parnell, *Conscious Catch*

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*

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