

INTRODUCING

# #FINDYOURSEAFOODWEEK

AUGUST 22-28, 2022



# Overview

The Local Catch Network (LCN) is excited to announce the second annual #FindYourSeafoodWeek to help amplify community-based fisheries, seafood harvesters, fishermen, and local and regional seafood systems.

The Find Your Seafood Week is a social media campaign that runs from August 22-28 and increases the visibility of domestic seafood harvesters and businesses that participate in direct marketing. The initiative was inspired last year, after the pandemic exposed the importance of community-based fisheries in building resilient local and regional seafood systems. While global supply chains faltered, the direct-to-consumer businesses within the Local Catch Network saw an uptick in community support. During the last Find Your Seafood Week campaign, approximately 1,200 people visited LCN's Seafood Finder, an interactive directory of local seafood businesses, over the course of a week. With media coverage by CNN, Good Morning America, and other local, regional, and national outlets, the total potential media research exceeded 234 million people throughout the duration of the 2021 #FYSW campaign.

**We invite seafood harvesters, partner organizations, and community members to join us once again in spreading the word about community-based fisheries during #FindYourSeafoodWeek, hosted online August 22-28.**

The Local Catch Network has created a toolkit to help you join in and implement your own #FindYourSeafood campaign. The resources provided in the toolkit are designed to help seafood businesses, partners, and supporters:

1. Bring local and regional attention to small-scale and community-based fisheries.
2. Raise awareness of the socioeconomic and environmental contributions community supported fisheries make to society.
3. Increase the public's awareness and access to local, regional and values-based seafood.

# Overview

During the week of August 22-28, participants will take to social media using the hashtag #FindYourSeafoodWeek to share information about how to access fresh, local, and values-based seafood.

Here's how you can participate in #FindYourSeafoodWeek:

1

**Share & utilize this toolkit to get the word out about community-based fisheries & those who participate in them.**

**Follow & share LCN's #FindYourSeafoodWeek posts on your social media platforms. Tag LCN in your posts so we can re-share and amplify your work.**

2

# 3

## Plan Ahead.



- Update your social media banners/profile pictures with #FindYourSeafoodWeek graphics.
- Plan and schedule your content ahead of time by taking inspiration from sample posts provided in this toolkit.
- Use the hashtag #FindYourSeafoodWeek in your posts to help create buzz and spread the word.
- Share your favorite CSF or seafood harvester with a brief anecdote and/or photo. Post a short video announcing #FindYourSeafoodWeek and encourage friends and family to check out the Seafood Finder.
- Share why local, community and values-based seafood is important to you, your family, and your community.
- Share a photo of where community members can find their local seafood (ex. your dock or farmer's market stand, website).
- Share an interesting fact or statistic about CSFs and local seafood.
- Encourage your followers to find your CSF on Seafood Finder and include a link to your Seafood Finder profile.
- Tag your community partners (i.e. store owners, farmer's market admin) and encourage them to participate as well.

# Timeline

## **August 8-14 | 2 weeks before ##FindYourLocalSeafoodWeek**

- Make sure your Seafood Finder profile is updated
- Share the #FindYourLocalSeafoodWeek toolkit with your staff and partners.
- Take inventory of photos and videos that are already available to use in posts.
- Attend our webinar with fisheries scientist and science communicator, Emily De Sousa, to learn more about how to use this toolkit and best practices for communicating your story on social media
- Share your stories with LCN so we can amplify your work by emailing: [info@localcatch.org](mailto:info@localcatch.org).
- Create a social media plan for #FindYourLocalSeafoodWeek using the template provided in this toolkit
- Personalize graphics for the campaign.
- Plan captions for your posts with the hashtag #FindYourLocalSeafoodWeek

## **August 15-21 | 1 week before #FindYourLocalSeafoodWeek**

- Share 1-3 posts that tease the upcoming #FindYourSeafoodWeek.
- Send a customized press release to your local news outlets.
- Share a reminder on social media or in newsletters about the upcoming campaign.
- Schedule 3-5 posts for the week of #FindYourLocalSeafoodWeek that highlight your business, the importance of community-based fisheries, and where people can find their seafood. Share the link to your LCN Seafood Finder profile.

## **Aug 22-28 | #FindYourLocalSeafoodWeek**

- Update your header photo on Facebook and LinkedIn
- Engage with your audience throughout the week. Don't forget to tell your story!
- Repost LCN and LCN members' content and don't forget to tag LCN in your posts.
- LCN can amplify members who tag LCN and use the hashtag #FindYourSeafoodWeek

# Resources

## Social Media Graphics

Click below to download customizable social media graphics.



Instagram Posts



Instagram Stories



Facebook Header

## Press Release Template

Customize [this press release](#) template and share with local news outlets.

## Social Media Planning Calendar

Make a copy of [this calendar](#) to plug in your planned content.

## Messaging

Use our sample posts provided in the toolkit to get the creative juices flowing and to plan your content ahead of time.

## Data & Statistics

Use data and stats provided in the toolkit to highlight the vital role community-based fishers and harvesters play in local and regional seafood systems.

# Messaging

- Do you know where to find fresh #localseafood? Local Catch Network has made it easy with the Seafood Finder – an online tool that helps you find seafood and support local fishermen.
- #DidYouKnow? It is #FindYourSeafoodWeek! This week we challenge you to find seafood harvesters and their fresh catch by using the Local Catch Network seafood finder.
- Community supported fisheries (CSFs) is one way that fishers can sell directly to their community members. Get to #KnowYourFisherman and where your seafood comes from.
- Local seafood is fresh, sustainable, and more accessible than you might think. Find seafood near you by searching on Local Catch Network's Seafood Finder.
- The #BoatToFork movement promotes local, sustainable, and accessible seafood. Local Catch's new Seafood Finder makes it easy to discover where to source seafood in your area. #KnowYourFisherman and where your seafood comes from.
- At the heart of #CommunityBasedFisheries are harvesters and producers who live and work in the communities where they fish. They are typically independent, owner-operators, and are inherently committed to the long-term health of the marine ecosystem. #FindYourSeafoodWeek is celebrating these hard working harvesters by helping everyone source seafood in their local area using the LCN Seafood Finder.
- #CommunityBasedFisheries offer fresh seafood whether it is at a farmer's market, at the dock, or delivered to your door.
- Community based fisheries make our supply chains more resilient to systemic disruption caused by shocks like #COVID19. Get to #KnowYourFisherman by using the LCN Seafood Finder.
- Join the #BoatToFork movement. Use the Local Catch Seafood Finder to locate #CommunityBasedFisheries in your area and support your local seafood harvesters.
- Where do you get your seafood? Fresh, sustainable seafood that supports your local community is more accessible than you might think. Use the Local Catch Seafood Finder to discover where and how to source seafood.



Local Catch Network



@Boat2Fork



@LocalCatch



@LocalCatchNetwork



Emily De Sousa



@seasidewithemily



@emilyseaside



@SeasidewithEmily

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# Data & Statistics

- The Local Catch Network is made up of more than 500 people including more than 200 seafood businesses spanning North America.
- 60 million people worldwide are directly employed by fisheries and aquaculture as well as those who are involved in processing, distribution, and sales and depend on seafood for nutrition (Food Agricultural Organization of the United Nations, 2020).
- According to some estimates, small-scale fisheries constitute at least one-quarter of the world's catches (Source).
- Fish and fish products account for almost 20 percent of global animal-based protein consumption, but they are also critical sources of micronutrients necessary for human health (Source).
- 90-95% of small-scale fisheries landings are destined for local human consumption (FAO 2012). Global seafood trade nearly doubled in recent decades, fueled by decreasing transportation costs, advances in preservation and processing technologies, and open trade policies and is now among the most highly traded commodities (Gephart et al. 2015).
- The United States lands over 9 billion pounds of seafood at a value of more than \$5.6 billion (NOAA 2017).
- Demand for local and domestic seafood is high (McClenahan et al., 2016).
- 35–38% of seafood consumed in the United States is of domestic origin (Gephart et al. 2019). Small-scale fisheries and recreational catch, which were estimated to be 8.2% of total US capture production in 2014, the most recent year available (Pauly et al 2016).
- Small-scale fisheries values include, among other things, community cohesion, social safety net, and resource stewardship ( Springer, 2018).
- Small-scale fisheries contribute significantly to global and local food security, employment both directly and indirectly related to fisheries, and to viable livelihoods (Chuenpagedee, 2019).
- Alternative seafood networks exist worldwide and were identified as a “bright spot” in both high- and low-income countries during the early months of the COVID-19 pandemic (Bennett et al., 2020; Gephart et al., 2020; Loring et al., 2020; O'Malley, 2020).
- In the early months of the COVID-19 pandemic there was a rapid increase in demand for local and directly sourced seafood in the United States and Canada, at a time when many other segments of the broader food system were disrupted (Garnett et al., 2020; Love et al., 2021).
- From mid-March until the end of June 2020, the searches for terms like “direct seafood” (+88%), “seafood delivery” (+209%), and “local fish” (+4%) all increased and then started to return to normal during the summer (Stoll et al., 2021).