



LOCAL CATCH
NETWORK

4th LOCAL
SEAFOOD
SUMMIT

OCTOBER 2-3, 2022
GIRDWOOD, ALASKA

Summit
Workshop
Descriptions

October 2-3, 2022
Alyeska Resort

Sunday | October 2, 2022

Session I | 12:00 - 12:45 PM

Telling Your Story: Place, Harvesters, and Taste | Columbia A

Join us for a marketing crash course on telling your unique story to your present and future customers. The Bristol Bay Sockeye Salmon brand is fisherman owned and award winning for marketing materials and brand storytelling. In a world where customers are seeking knowledge and connection with their food more than ever, as direct providers of seafood, you are well positioned to maximize this connection with strong storytelling components in your marketing plan. Presenters will share the Bristol Bay Sockeye Salmon brand storytelling as an example and jumping off point for ways to express your unique story. This session will also highlight key consumer trends that align with your business values and ideas for how to connect with those trends in your marketing efforts.

Session Leaders

Frances Bursch – Bristol Bay Regional Seafood Development Association & Fisherman

Lilani Dunn – Bristol Bay Regional Seafood Development Association

Creating a More Resilient Food System Through Regional Partnerships | Columbia B

The last few years have seen unprecedented disruptions to Alaska's food system due to COVID-19 and climate change, causing uncertainty and insecurity for Alaska's commercial fishermen and local subsistence harvesters. In response, some of Alaska's small boat commercial fishermen have teamed up with regional partners to create new programs that not only help stabilize markets for local fishermen, but also address food insecurity in Alaska.

This panel will explore how these recent disruptions have impacted Alaskans and some of the efforts to address those impacts, including the Alaska Longline Fishermen's Association's Seafood Donation Program. Since March 2020, the Seafood Donation Program has delivered more than 640,000 donated seafood meals to food insecure families, including Alaska Native communities experiencing record-low salmon returns. Panelists will share lessons learned and the impacts thus far of the Seafood Donation Program, and provide updates and work towards a USDA Regional Food System Partnerships project that could help make the Seafood Donation Program scalable and sustainable.

Session Leaders

Natalie Sattler – Alaska Longline Fishermen's Association & Alaskans Own

Linda Behnken – Alaska Longline Fishermen's Association

Stephen Rhoads – Seafood Producers Cooperative

Kevin Scribner – Forever Wild Seafood & Slow Fish North America

Putting Values into Practice for Local and Regional Seafood Systems: Part I | Columbia C

This session will introduce two research projects centered around LCN's core values and culminate in a practical session where participants will explore tools developed for ranking and operationalizing the core values. We will conclude with a brief discussion that will be continued during an after-hours gathering for those who wish to dive in deeper. Optionally, we invite you to explore the self-evaluation ahead of time here and to bring your questions and comments!

Session Leaders

Paloma Henriques – University of Maine

Emily De Sousa – Seaside with Emily

Feini Yin – North American Marine Alliance (NAMA) & Fishadelphia

Sahir Advani – University of Maine

Session II | 2:00 – 2:45 PM

Building Engagement with Customers | Columbia A

Making a single sale is great, but creating relationships with customers is even better. Consumers are hungry for information about how to choose, store and cook seafood. With seafood purchases on a rise in recent years, now is the time to build a loyal, engaged customer base with information and recipes that help them succeed with seafood in their home kitchens. This presentation will discuss the types of information that direct seafood marketers share to help customers gain confidence cooking seafood in general, and encourage them to try seafoods they're less familiar with.

Session Leader

Cynthia Nims – Author & Consultant

Community-led Activism and Market Creation in the Gulf of Alaska: Working Toward Equity, Resiliency, and Access | Columbia B

Hear about community-led efforts to influence fishery management toward the goals of equity, resiliency, and diverse access in the Gulf of Alaska Tanner crab and rockfish fisheries, and to create new market pathways for small-boat fishermen. Community-based fishermen from Kodiak will share background on the Kodiak District Tanner crab fishery and efforts to maintain equity, conservation, and safety in the fishery. In addition, jig fishermen participating in State and federally managed rockfish fisheries will share management designs which help ensure access for community-based, small-boat, and entry level fishermen, as well as marketing initiatives that enhance the value of and create new market pathways for jig-caught fish.

Session Leaders

Theresa Peterson – Alaska Marine Conservation Council (AMCC) & Fisherman

Katy Rexford – Catch49 & Alaska Marine Conservation Council (AMCC)

Alexus Kwachka – Fisherman & Outdoorsman

Darius Kasprzak – Fisherman & Alaska Jig Association

Putting Values into Practice for Local and Regional Seafood Systems: Part II | Columbia C

During part two of the Putting Values into Practice for Local and Regional Seafood Systems, participants will explore tools developed for ranking and operationalizing the core values outlined during part I of the discussion.

Session Leaders

Emily De Sousa – Seaside with Emily

Feini Yin – North American Marine Alliance (NAMA) & Fishadelphia

Paloma Henriques – University of Maine

Sahir Advani – University of Maine

Session III | 4:00 - 4:45 PM

True Confessions of CSFs on the Journey of Scaling Up | Columbia A

Are you a mission-driven CSF or seafood organization that's trying to grow, yet on the verge of burnout or worried about mission drift? You're not alone! In a landscape dominated by big corporations, it can be hard to compete and scale within the parameters of our values for the purpose of impact, rather than within the parameters of investment dollars for enriching shareholders. Led by Skipper Otto and Fishadelphia, this session will feature multiple CSFs from different locations and at different stages of growth sharing candidly about the challenges and consequences we've encountered when trying to scale up without a clear strategic plan. We will then present a framework for mission-driven strategic planning that can help with clarifying your values, focus, and tactics in the short- and long-term future. Attendees will have the opportunity to share your frustrations and fears, as well as start to workshop your own strategic plan. Walk away with a clearer sense of the future of your organization – and a little more hope!

Session Leaders

Sonia Strobel – Skipper Otto

Talia Young – Fishadelphia

Tasha Palacio – Fishadelphia

Feini Yin – North American Marine Alliance (NAMA) & Fishadelphia

Shannon Arnold – Ecology Action Centre

Christina Callegari – Ecology Action Centre

Fish Farming Futures: the Good and the Ugly | Columbia B

During part two of the Putting Values into Practice for Local and Regional Seafood Systems, participants will explore tools developed for ranking and operationalizing the core values outlined during part I of the discussion.

Session Leaders

Adrianna Natsoulas – Don't Cage Our Oceans

Dune Lankard – Native Conservancy

Ann Robertson – AKWA-DC

Comparative Analysis of State Regulation of Direct Sales of Seafood Products | Columbia C

The legal framework governing direct sales of seafood products is complex and can vary by state and even by city or county. A firm understanding of the legal framework and the supply chain is necessary to develop effective programming to support commercial fishers and aquaculture producers. This session discusses the ongoing efforts led by the National Sea Grant Law Center in partnership with the Local Catch Network to increase understanding of state regulatory approaches to direct seafood sales across the United States.

Session Leaders

Stephanie Otts – National Sea Grant Law Center at the University of Mississippi

Olivia Deans – National Sea Grant Law Center at the University of Mississippi

Session IV | 5:00 – 5:45 PM

Bringing Kelp to Market: Farmer Perspectives | Columbia A

Do you have a fishing boat that sits idle all winter? Ever considered starting a kelp farm, but wondered where you'd sell your crop? In this session, you'll learn from current kelp farmers about what working in this off-season industry really looks like, the most promising markets for seaweed, and how ocean farmers on both coasts have succeeded in bringing their kelp to market.

Session Leaders

Lindsay Olsen – GreenWave

Sam Garwin – GreenWave

Skye Steritz – Noble Ocean Farms

Colleen Francke – Summit Point Seafood

Alf Pryor – Alaska Ocean Farms

Ride the Slow Fish Rising Tide | Columbia B

What can Slow Fish North America (SFNA) do for you? How about connecting you with a very large network of engaged, values-based seafood eaters who want to know more about the seafood they eat? Or partnering with you to create dynamic in-person events where you get to tell your story, and the story of your product while folks enjoy your seafood? Or working with you to broaden your community outreach and amplify your business values while also creating opportunities to increase CSF subscriptions and sales?

In this workshop, you'll hear from SFNA fish harvesters, chefs, and Oversight Team members about how to extend your reach into your community and beyond. You'll learn about creative and effective ways to engage with these communities via such programs as the Slow Fish Rising Tide model of engagement with Slow Food USA communities. And you'll learn how to grow your customer base by forging lasting direct relationships cemented by a shared set of values.

Session Leaders

Kevin Scribner – Forever Wild Seafood, Slow Fish North America & Slow Food USA

Colles Stowell – One Fish Foundation, Slow Fish North America & Slow Food USA

Kelly Collins Geuser – Slow Fish North America

Lance Nacio – Anna Marie Seafood

Dana Honnn – Carmo

Buck Jones – Columbia River Intertribal Fish Commission

Tackling the Climate Challenge: From Local Action to Continental Collaboration | Columbia C

Seafood-dependent communities find themselves at the center of multiple climate-related challenges. An ongoing need to understand climate impacts to fisheries and to adapt our fisheries management and marketing efforts to these changing conditions is paralleled by an urgent need to implement strong policies to combat the root causes of climate change.

This session will cover a spectrum of climate-related challenges and opportunities, beginning with a focus on the role of fishermen's real-time on-the-water observations in informing fisheries and ecosystem management, epitomized by Alaska's Skipper Science Partnerships program. Then, we will provide an update on current federal and state policy opportunities for climate action, and discuss how recent bicoastal collaboration through the Fishery Friendly Climate Action campaign has opened the door for fishermen and their allies to champion actions that safeguard the climate, oceans, and wild seafood production as three interlinked stewardship objectives.

Finally, this session will engage participants in strategic thinking about how they can leverage their own community and supply chain relationships to catalyze agency around climate literacy and advocacy. Participants will be invited to continue collaborating after the Summit to create a shared toolkit of messaging tactics and strategies for integrating climate-related messages and calls to action into their marketing work.

Session Leaders

Hannah- Marie Garcia – Tribal Government of the Aleut Community of St Paul Island

Linda Behnken – Alaska Longline Fishermen's Association & Businesses for Conservation and Climate Action

Sarah Schumann – Fishery Friendly Climate Action Campaign

Michael Kohan – Sitka Salmon Shares

Monday | October 3, 2022

Session V | 9:15 - 10:00 AM

Innovative Solutions for Onboard Processing | Columbia A

I have heard it said, “a foolish person doesn’t learn from their mistakes, an average person does learn from their mistakes, but a wise person learns from the mistakes [and successes] of others.” Commercial processing equipment is generally built for shore-side or large floating processors – not small fishing vessels. HACCP and other food safety guidelines assume shore-side and large floating processing plants. Our situation as small vessel fisher/processors requires innovation to meet the demands of quality, efficiency, and food safety that our customers deserve. Let’s learn from each other’s successes and failures to expedite this innovation for the good of this community of fisher/processors and their customers.

Session Leaders

Luke & Eliza Owens – Net to Table

Sharing Knowledge: Communicating with Managers for Resilient Fisheries | Columbia B

To what extent, and through what means, can local ecological knowledge be communicated between state managers and fishermen? Collaboration between managers and harvesters has the potential to fill critical quantitative data gaps and create participatory, localized decision-making processes for resilient fisheries management. In order to pursue these possibilities communities of scientists and harvesters alike need to rethink our definitions of what constitutes knowledge. How is knowledge created by harvesters, what forms does it take and how can it serve to increase small scale fishing resilience? Using an anthropological lense this session uses examples from around the Pacific Rim to overview the classic research question of how natural resource management best serves the ecological communities it seeks to maintain.

Session Leader

Kinsey Brown – University of Hawaii Manoa

USDA Focus Group | Columbia C

The USDA wants to hear from you to better understand how to support the local fishing and seafood community. Join this session to have an open dialogue with USDA staff and other seafood stakeholders to provide direct feedback about existing programs and to discuss areas of need within the seafood sector.

Session Leaders

Robbi Mixon – Alaska Food Policy Council

USDA Staff

Session VI | 10:15 – 11:00 AM

Systems and Software for Resilient CSFs | Columbia A

Are you burning out running your CSF or direct-to-consumer seafood business through a messy patchwork of spreadsheets and imperfect software? We've been there! We started Skipper Otto with just our family salmon gillnetter and 40 members in 2008. Since then, we've tried it all, worked stupidly-long hours, learned a lot, and come out the other side with 13 full time staff, 40 fishing families, over 8,300 members across Canada, and now a custom-built software tool. We spent a lot of time, money and energy to build a nimble business that works for both us and all our stakeholders. We want to be a catalyst for helping other CSF's get to a similarly sustainable place and we are launching plans to do so. Join us for a candid conversation about how the Skipper Otto model works, some of the key systems, software, and procedures we've developed, including a demonstration on the features of our new CRM cloud-based software platform. We will share some overviews of a more sustainable path forward based on our own experience and lessons learned.

Session Leaders

Sonia Strobel – Skipper Otto

Chris Kantowicz – Skipper Otto

The New England Young Fishermen's Alliance: A Makeover for the Graying of the Fleet in Northern New England | Columbia B

Have you ever had a "work-vision" that you knew was a great idea, but needed a path for success and implementation? Follow us on our journey that has led to ultimate success; getting the New England Young Fishermen's Association developed, funded, and organized. From holding focus groups with fishermen to collaborating with the right people, this is an odyssey worth sharing and full of insights to help make your vision a reality!

Hear about how this concept was conceived, who inspired us and how we finally got it funded, after four long years of trying. This session will speak to the value of the Local Catch Network's technical assistance with grant writing, workshops and working group opportunities, as well as LCN's affiliation with the USDA AMS grant systems. We will also discuss the benefits of collaboration and developing partnerships, and how these systems benefit you when you are developing your project for grant proposals.

Session Leaders

Andrea Tomlinson – NE Young Fishermen's Alliance

Lucas Raymond – NE Young Fishermen's Alliance

Jeff Riccio – NE Young Fishermen's Alliance

Climate Winners: Adapting to Shifting Species Distributions | Columbia C

During this session participants will hear about a New England based study to understand how changes in species distribution may be incorporated into regional seafood supply chains and lessons learned about the role community-based businesses play in introducing consumers to unfamiliar species. Participants will then participate in a round table discussion of changes in species distribution

they are experiencing and tips and tricks for adapting to these changes. One of the benefits of the network is that there are members from all over North America. For example, while a newly emerging species in your region may be unfamiliar to you, it may be a staple species to someone further south. During this session, participants can share with each other flavor descriptions, marketing techniques, fishing tips, and more for species that may be moving into their area.

Session Leader

Kate Masury – Eating with the Ecosystem

Session VII | 1:45 – 2:30 PM

Bellingham Dockside Market: an Experiment in a Multi-species, Multi-fisherman Local Dockside Market | Columbia A

This session presents an overview of the local and distant water fisheries that dominate the commercial fishing scene in Bellingham and Whatcom County. A complete description of the founding and launching of Bellingham Dockside Market will follow including the legal, health and safety, and product presentation requirements of each fishing vendor as well as unique location challenges that Bellingham's Squalicum boat harbor presents. Photos of Bellingham Dockside Market operations are included. Finally, we welcome a discussion of suggestions for improvements and innovations for Dockside Market as well as discussions regarding other fledgling markets around North America.

Session Leaders

Deb Granger – Working Waterfront Coalition of Whatcom County

Pete Granger – Working Waterfront Coalition of Whatcom County & Fisherman

Cari Chan – Bellingham Dockside Market/Port of Bellingham

Network Marketing to Create Distributed Sales Channels for Fishermen, Farmers, and Artisanal Producers | Columbia B

Join this session to learn more about the way to integrate software solutions with social media using the Acadia Market SaaS platform to develop network marketing and sales channels.

Session Leaders

Andrea (Trey) Angera, Jr. – Acadia Market

Sarah Redmond – Springtide Seaweed & Maine Seaweed Exchange

Knowing Your Customer: Consumer & Trade Marketing Insights | Columbia C

What drives consumer and buyer decisions related to seafood? During this session panelists will share and answer questions regarding the latest consumer research, as well as on the ground insights, tips and new resources designed for selling into the retail and foodservice sectors.

Session Leaders

Kimberly Valverde – Alaska Seafood Marketing Institute

Tyson Fick – Taku River Reds

David Sanz – PCC Community Markets

Session VIII | 2:45 – 3:30 PM

(Business) Planning for Change | Columbia A

This session will cover: why have a business plan, what is in a business plan, how to write one, and how you can use it as a tool throughout the lifecycle of your business. Using a sample business plan and an online planning tool, we will help you take an introspective look at your own operation. We will include a close-up look at how and when to use grants as a financial tool to grow your business.

Session Leaders

Sunny Rice – Alaska Sea Grant Extension

Gabe Dunham – Alaska Sea Grant Extension

Samantha Schaffstall – USDA Agricultural Marketing Service

Increasing Access to Local Seafood and Incorporating more Local Seafood into the Emergency Food System | Columbia B

This session will consist of a panel discussion where panelists, Kate Masury, Kevin Scribner, Natalie Sattler, and Pete Halmay will begin by sharing their experiences running programs that provide local seafood to people experiencing food insecurity in their communities and how the emergency food system can be a potential additional market pathway for seafood businesses. Moderator, Sarah Shoffler, will then lead the panelists in a discussion about moving beyond emergency responses and learning from these case studies to design a food system that is more robust and takes care of its community.

Session Leaders

Kate Massury – Eating with the Ecosystem

Kevin Scribner – Forever Wild Seafood, Slow Fish North America & Slow Food USA

Natalie Sattler – Alaska Longline Fishermen’s Association & Alaskans Own

Pete Halmay – San Diego Fishermen’s Working Group

Sarah Shoffler – NOAA

Using Sensory Science to Understand the Implications of Consumer Seafood Preferences on your Seafood Business | Columbia C

Sensory science approaches can help us learn about consumer preferences for various seafood products and build an understanding of target consumers’ demographics. In this session, leaders will present two case studies: measuring consumers’ acceptability for eating underutilized fish and consumers’ ability to taste the differences between fish stored at various temperatures. Panelists will share their experiences about conducting consumer research with limited resources and their findings. Results from these experiments can provide CSFs with an understanding of the financial implications necessary to build a consumer base. This session will also present results from a recent OSU-initiated consumer survey. The panel will conclude with time for a participatory discussion.

Session Leaders

Stephanie Webb, Ph.D. – Fisheries Social Scientist and Food Systems Scholar

Tyson Rasor – Ecotrust

Ann Colonna, Ph.D. – OSU’s Food Innovation Center