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## **September 10-16 is #FindYourSeafoodWeek**

*The Local Catch Network #FindYourSeafoodWeek is back for a third year*

**Orono, ME** (September 4, 2023) –[The Local Catch Network](#) (LCN), based in the School of Marine Sciences at the University of Maine, is facilitating the third annual [#FindYourSeafoodWeek](#) (#FYSW) to connect community members directly with fishing families and seafood harvesters and to raise awareness of community-based fisheries across the United States and Canada.

Find Your Seafood Week is a social media campaign that runs from September 10-16 and increases the visibility of domestic seafood harvesters and businesses that participate in direct marketing — in other words, selling their catch directly to consumers, rather than relying on convoluted supply chains.

The initiative is focused on highlighting the importance of community-based fisheries in building resilient local and regional seafood systems. During the pandemic, while global supply chains faltered, the direct-to-consumer businesses within the Local Catch Network saw an uptick in engagement. During the first 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 reach exceeded 234 million people throughout the duration of the 2021 #FYSW campaign.

“Many families are motivated to eat quality seafood, but are concerned about the impacts to people and the planet,” says Laughton Elliott-DeAngelis, Local Catch Network Coordinator, “Through #FindYourSeafoodWeek we are able to connect these families to [values-based](#) seafood businesses throughout our network that are committed to protecting our oceans and supporting their coastal communities.”

The Local Catch Network invites community members to join the “boat-to-fork” movement by using the Seafood Finder to learn more about community-based fishing businesses, the locations they operate, the number of fishermen they partner with, and the types of catch they offer during #FindYourSeafoodWeek and beyond.

For information on how to participate in #FindYourSeafoodWeek, [download our campaign toolkit](#) and follow LCN on [Instagram](#), [Facebook](#), and [Twitter](#).

To access the Seafood Finder tool, visit <https://finder.localcatch.org/>.

### **About Local Catch Network**

*The Local Catch Network, based at the University of Maine, is an inclusive, values-based network of 500+ seafood harvesters, researchers, and community organizations from across North America. LCN members support and promote safe, direct, transparent and profitable “boat-to-fork” systems of local and regional seafood distribution, such as Community Supported Fisheries (CSFs) and similar models. Members of the Local Catch Network align with a set of [core values](#) that aim to create a higher level of accountability and trust, both internally within the network and externally to the public. LCN is governed by a volunteer Executive Committee responsible for supporting the growth and development of the network, with backbone support from the North American Marine Alliance. FMI: <https://localcatch.org/>.*

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