SAIL

SEAFOOD ACCELERATOR
& INNOVATION LAB

LOCAL CATCH

NETWORK

SAIL CATALYST TOOLKIT



Local Catch Network is excited to open the application period for the 2027 cohort of the Seafood Accelerator and Innovation Lab **SAIL Catalyst** program: October 27 - November 30, 2026.

We invite our partners, members, and participants to share this application and program information across your networks.

This kit includes:

- Email template
- Sample social posts &
- Canva design templates
- Program timeline
- Press release template
- FAQs
- Key Links for More Info

For more details, visit LocalCatch.org/Sail-Catalyst or contact Jessica Joyce at info@localcatch.org or Tyson Rasor at trasor@ecotrust.org.

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KEY LINKS



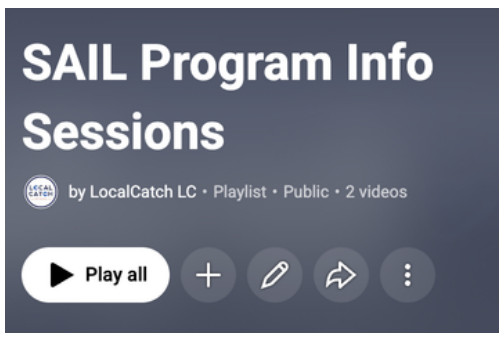
SAIL Catalyst Page



Social Media Templates



Application Form



Info Session Videos



FOR IMMEDIATE RELEASE
Contact: Jessica Gribbon Joyce
Local Catch Network
info@localcatch.org

Local Catch Network Announces SAIL Catalyst: Business Training for Direct Seafood Sales and Marketing

Applications now open for SAIL Catalyst business accelerator

ORONO, Maine (October 27, 2026) – Small and midsize seafood businesses across the United States, Indian Country, and Territories are invited to apply for the 6th cohort of the Seafood Accelerator and Innovation Lab (SAIL) Catalyst Program, a 3-month virtual business development program designed to help seafood businesses build the knowledge, skills, and networks needed to sustain or grow their operations. Applications are open online through November 30th. The program will run from January 12 to April 1, 2027.

The SAIL Catalyst Program is coordinated by Local Catch Network and is offered at no cost to participants. The program is operated in partnership with Ecotrust with the goal of strengthening local and regional seafood systems by addressing challenges associated with direct marketing and business operations.

"Through the SAIL Catalyst Program, we are investing in the future of sustainable seafood by equipping small- and mid-scale harvesters and seafood entrepreneurs with the tools, knowledge, and networks they need to thrive outside of traditional supply chains," said Jessica Gribbon Joyce, Program Manager for the Local Catch Network.

The curriculum for the program includes topics like business structure, marketing, contracts, taxes, accounting, labor and employment, and access to capital. In addition, participants benefit from connecting with similar businesses across the country.

PR Template



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FAQs

Seafood Accelerator and Innovation Lab - Catalyst

Q: What types of business entities should apply for SAIL Catalyst?

A: We encourage all business types to apply and participate in the program. However, our curriculum is geared toward for-profit entities (ex. LLC or S-Corp). Some program content (accounting, taxation, business formation) may not be 100% applicable to non-profit and cooperative business models. We will try our best to find materials relevant to non-profits or cooperatives but cannot guarantee that all of the information and resources necessary for your business model will be available through this program.

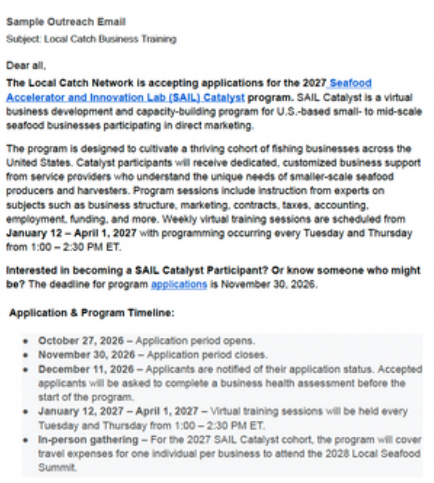
Q: How do you define a "seafood business"?

A: The Sail Catalyst program is designed for seafood businesses that are currently selling products into direct marketing channels (farmers/fishermans markets; CSFs; off the boat; dockside; e-commerce; directly to institutions, retailers, cooperatives, etc.) and are seeking skills to help their businesses grow or become stable.

Q: Are there minimum or maximum sales and operating requirements to apply to this program?

A: We don't have minimum or maximum sales requirements for businesses applying to the program. The only operating requirements are that you self-identify as a small or mid-scale seafood business interested in scaling up business or strengthening your operations, sell a portion of your catch directly to consumers, and are committed to actively participating in a majority, if not all, of the training sessions.

FAQs



Sample Outreach Email

Subject: Local Catch Business Training

Dear all,

The Local Catch Network is accepting applications for the 2027 Seafood Accelerator and Innovation Lab (SAIL) Catalyst program. SAIL Catalyst is a virtual business development and capacity-building program for U.S.-based small- to mid-scale seafood businesses participating in direct marketing.

The program is designed to cultivate a thriving cohort of fishing businesses across the United States. Catalyst participants will receive dedicated, customized business support from service providers who understand the unique needs of smaller-scale seafood producers and harvesters. Program sessions include instruction from experts on subjects such as business structure, marketing, contracts, taxes, accounting, employment, funding, and more. Weekly virtual training sessions are scheduled from **January 12 – April 1, 2027** with programming occurring every Tuesday and Thursday from 1:00 – 2:30 PM ET.

Interested in becoming a SAIL Catalyst Participant? Or know someone who might be? The deadline for program applications is November 30, 2026.

Application & Program Timeline:

- **October 27, 2026** – Application period opens.
- **November 30, 2026** – Application period closes.
- **December 11, 2026** – Applicants are notified of their application status. Accepted applicants will be asked to complete a business health assessment before the start of the program.
- **January 12, 2027 – April 1, 2027** – Virtual training sessions will be held every Tuesday and Thursday from 1:00 – 2:30 PM ET.
- **In-person gathering** – For the 2027 SAIL Catalyst cohort, the program will cover travel expenses for one individual per business to attend the 2028 Local Seafood Summit.

Email Template

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SOCIAL MEDIA



Instagram

Local Catch Network (@boat2fork) is accepting applications for their annual virtual business development program, Seafood Accelerator Innovation Lab (SAIL) Catalyst. This three-month, producer-centered business training program is designed to help seafood companies build the knowledge, skills, and networks needed to sustain or grow their operations. Check out more info at localcatch.org/sail-catalyst.

LinkedIn & Facebook

@LocalCatchNetwork is accepting applications for their annual virtual business development program, Seafood Accelerator Innovation Lab (SAIL) Catalyst. This three-month, producer-centered business training program is designed to help seafood companies build the knowledge, skills, and networks needed to sustain or grow their operations.

Small- to mid-scale seafood businesses that participate in direct marketing are encouraged to apply by November 30, 2026. Help spread the word and apply today! Learn more about SAIL at localcatch.org/sail-catalyst.

Handles & Hashtags

Local Catch Network

- Instagram: @boat2fork
- Facebook: @localcatchnetwork
- Linkedin: Local Catch Network

Ecotrust

- All: @ecotrust

#LocalCatchNetwork
#SeafoodAcceleratorInnovationLab
#SAIL
#FishBiz
#CSF
#Ecotrust
#SmallScaleFishery
#SustainableSeafood
#CommunitySupportedFishery

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