Local Catch Monterey Bay: A Community Supported Fishery (CSF)

Oren Frey
MBNMS SAC
February 16, 2012
Choosing between global and local

Which is fresher?
Which fishermen are you likely to know?
What regulatory measures are you likely to influence?
Which management system is more comprehensive?
Where is transparency more likely?
Which involves a smaller carbon footprint?
Finally, where are sustainable practices easier to monitor?
“Sustainable seafood comes from healthy systems”

- Systemic Distrust
- Inefficient Supply Chain
- No Transparency
- Supply & Demand Gaps

- Trust
- Transparent System
- Match Supply & Demand
- Efficient Supply Chain
A CSF is a CSA (Community Supported Agriculture) of the sea...

- Individuals customers purchase a share of the CSF fishing season up front
- Fishermen sell fish at a premium price to CSF buyer/processor
- CSF coordinator(s) manage membership and arrange distribution to pick-up locations
- Ongoing focus on education and connection
Fishermen Get

• Above-market prices
• Predictable demand
• Access to new and expanded markets
• A way to connect with consumers

...while Customers Enjoy

• Fresher, seasonal seafood
• Culinary adventures
• Knowing their fishermen
• Clean conscious - sustainability of eating local
Where do CSFs Exist?

Maine
Port Clyde Fresh Catch
The Blue Dragon Mussel Wagon
Maple Ridge Farm and Fishery
Shrimp CSF
Linda Kate Lobster Co-op
Community Fish

New Hampshire
Yankee Fishermen’s Cooperative
Eastman’s Local Catch

Massachusetts
Cape Ann Fresh Catch
Cape Cod CSF
Cape Cod Commercial Hook Fishermen’s Ass.

North Carolina
Walking Fish
Core Sound

Louisiana
Crescent City Supported Fisheries

Alaska
Catch of the Season
Alaskans Own

Nova Scotia
Off the Hook

Manitoba
Guiboche Family Fresh Fish

California
SLO Fresh Catch
Google CSF (Half Moon Bay F.A.)
Siren SeaSA
H&H Community Supported Seafood (CSS)
Local Catch Monterey Bay
From a waiting list...
To reality...
To reality...
To reality...
To reality...

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**Local Catch Monterey Bay**

**Sign Up: CSF**

**Choose your payment plan**

<table>
<thead>
<tr>
<th>Payment Plan</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment for 4 deliveries</td>
<td>$85.00</td>
<td>*Payment for the next 4 deliveries will be added to your account. Payments by e-check and credit card will be enrolled in our Automatic payment plan on checkout. This means that your bank account or credit card will be charged for another 4 deliveries whenever your account balance falls to $0.</td>
</tr>
<tr>
<td>Payment for 8 deliveries</td>
<td>$165.00</td>
<td>*Payment for the next 8 deliveries will be added to your account. Payments by e-check and credit card will be enrolled in our Automatic payment plan on checkout. This means that your bank account or credit card will be charged for another 8 deliveries whenever your account balance falls to $0.</td>
</tr>
<tr>
<td>Payment for 12 deliveries</td>
<td>$245.00</td>
<td>*Payment for the next 12 deliveries will be added to your account. Payments by e-check and credit card will be enrolled in our Automatic payment plan on checkout. This means that your bank account or credit card will be charged for another 12 deliveries whenever your account balance falls to $0.</td>
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**Summary**

**FIRST DISTRIBUTION**

Tue, Feb 21

**PAYMENT PLAN**

Payment for 4 deliveries $85.00

**PICK-UP SITE**

Eco Carmel (Downtown Carmel)
Tuesday, 4:30pm to 8pm

**ITEM** | **QTY.** | **PRICE** | **TOTAL**
---|---|---|---
Small Share, Whole Fish | 1 | $20.00 | $20.00
Sign-Up Fee | | | $5.00

**Total:** $25.00

Optional - promotion code

<table>
<thead>
<tr>
<th>Coupon Code</th>
<th>APPLY</th>
</tr>
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We’re 5 weeks in...

Jan 17, 2012 - Dungeness crab (Moss Landing)

Jan 24, 2012 - Pacific herring (San Francisco Bay)

Jan 31, 2012 - Rockfish (Santa Cruz)

Feb 7, 2012 - Miyagi oysters (Tomales Bay)

Feb 14, 2012 - Black cod (Santa Cruz)
Customer Experience

The fun stuff:
- A profile of fisherman Stan Bruno
- Don't miss this video of a typical day fishing with Stan Bruno on board his boat The Anchor Steam
- Local chef Marisa Johnston is back (her bio is at the end of this email) with a cooking demo of black cod with lemon miso honey sauce. Video includes footage of your black cod being unloaded from Stan's boat as we buy it from him!
- Delicious black cod recipes
- LCMB black cod species profile
- Share your experience and communicate with the fishermen on our member's forum.
Customer Experience
Capt. Stan Bruno - *Black cod* and *salmon* fisherman

Stan Bruno is a long time salmon fisherman who just recently started fishing for black cod. "I figured, rather than leaving my boat at the dock all winter collecting algae on the bottom, I would take her out to fish for black cod." Stan’s boat *The Anchor Steam* is docked in Santa Cruz harbor. Stan and his buddy, Dr. John Calaprice, a marine biologist, purchased the boat only 4 months ago with an agreement that Stan would use it to fish and John would use it for research.

*Stan has always made his living working outdoors.* For many years Stan complimented his fishing career in the off season by guiding hunts for big game like elk and working on the fire crew for the US Forest Service. Why does Stan like working on the water? "Everyday you are learning, everyday is different. The ocean, weather and fish are always changing and you have to be able to constantly learn and adapt." Stan’s recent endeavor as a black cod fisherman is a great example. Since buying *The Anchor Steam* he’s only gone fishing for black cod five times. Since we met him, it’s taken him a few trips to learn where and how to get sufficient amounts of fish to supply LCMB’s members. He attributes his recent success to some very valuable coordinates handed down to him from a recently retired black cod fisherman. For many fishermen, knowledge of the best spots is the most valuable thing you can have other than a boat or permit.

When asked about fishing sustainably Stan replied, "Any good hunter or fisherman doesn’t over harvest because they want to continue to go back to the area they hunt or fish. If hunting or fishing is their life, it’s in
Customer Experience

Black cod (Sablefish)
Anoplopoma fimbria

Interesting fact: Have pelagic larvae that can be found at ocean surface

Lifespan: Up to 94 years

Size: Up to 4 feet

Distribution: Found on muddy sea beds as deep as 9,000 feet

How fished: Bottom trawl, bottom longlines, and pots

Why sustainable: The sablefish population off the California coast is extremely healthy at 96% of its target level and is harvested at sustainable rates (NOAA FishWatch). The fishery is intensively managed, and is part of the Catch Shares program.

MBA Seafood Watch rating: Good Alternative
Customer Experience
Customer Experience
Customer Experience

Miso Black Cod
Customer Experience

Black Cod Recipes

Black Cod with Lemon Miso Honey Sauce
Sauce quantities are for 1 large fillet.
This recipe is demonstrated on video here.

1 large black cod steak or fillet
2 tablespoons white miso (available from most natural foods stores)
1 tablespoon honey
2 tablespoons lemon juice
2 tablespoons butter
Customer Experience
RESPONSE REQUESTED: Local Catch Week 4

Survey

Please take a brief moment to provide us with some feedback via this very short survey.

Photo/Recipe Competition: If you enjoyed this week's share, please upload your recipe with photo to either our Facebook site or the Member's Forum on our website. We'll choose someone to mention in next week's newsletter and the winner will receive a cool Local Catch prize.

Thanks again for your support!

* Required

Did you enjoy this week's seafood offering? *
We want to give you more of the seafood you like and less of the seafood you don't.

1 2 3 4 5 6 7 8 9 10

I gave it to the cat 😐 😐 😐 😐 😐 😐 😐 😐 😐 😐 Delicious! Offer this one again soon!

Did we provide you with enough seafood in this week's share? *
Our goal is to provide enough seafood for 2 people in the small share and 4 people with the family share.

1 2 3 4 5 6 7 8 9 10

Still hungry 😐 😐 😐 😐 😐 😐 😐 😐 😐 😐 Plenty!

Any questions or comments for Local Catch Monterey Bay?
Our fishermen are especially interested in hearing from you all!
It’s all about connection...
Thank you!

localcatchmontereybay@gmail.com
www.localcatchmontereybay.com