

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



Oren Frey
MBNMS SAC
February 16, 2012

Choosing between global and local



VS.



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

NO TRANSPARENCY

SUPPLY & DEMAND GAPS

INEFFICIENT SUPPLY CHAIN

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

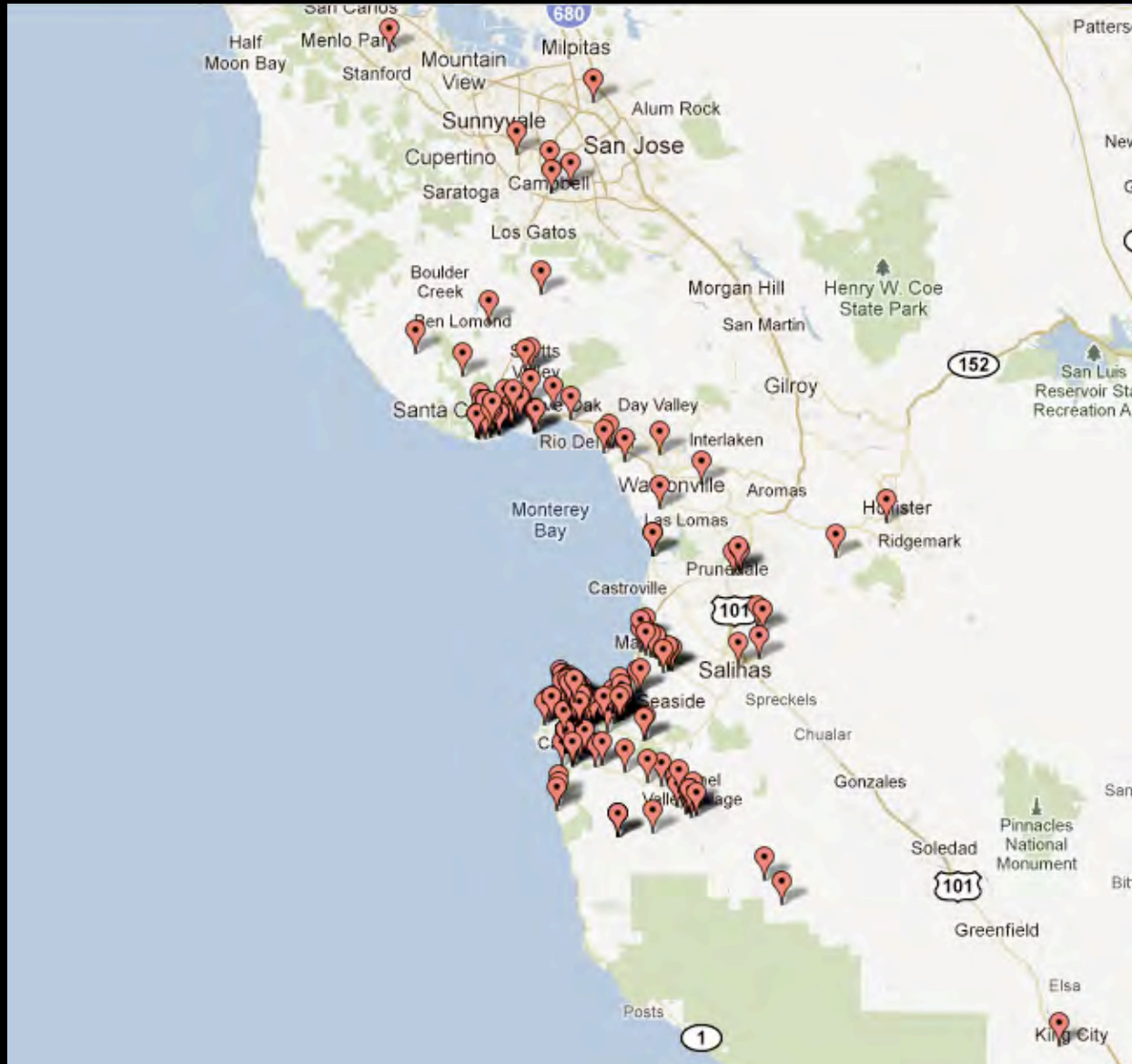
Manitoba

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

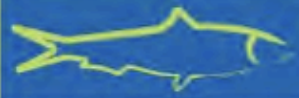
From a waiting list...



To reality...



To reality...



LOCAL CATCH
MONTEREY BAY

Welcome ▾

Sign Up: CSF

NEXT »

Pick-up Site

Share

Terms

Contact Info

Pay

Select an available pick-up site from the list or map.

Filter Locations By:

Zip Code:

Delivery Day:

All



FILTER

List

Map

Available Location	Delivery Day	Comments
<input type="radio"/> CSUMB Greenhouse (Marina/Seaside) 6th Ave and B St.	Tuesday 4pm to 8pm	Site shared with WE Cooperative
<input type="radio"/> Cabrillo College, Sesnon House 6500 Soquel Drive	Tuesday 2:30pm to 5pm	
<input checked="" type="radio"/> Eco Carmel (Downtown Carmel) San Carlos and 7th St	Tuesday 4:30pm to 8pm	Site is shared with WE Cooperative.
<input type="radio"/> Food Bin (Santa Cruz West Side) 1130 Mission Street	Tuesday 2pm to 6:30pm	
<input type="radio"/> Lokal in Carmel Valley Village 13750 Center Street	Tuesday 5pm to 8pm	Site is shared with WE Cooperative.
<input type="radio"/> Monterey Institute of International Studies 472 Pierce Street	Tuesday 4pm to 8pm	Site is shared with WE Cooperative.
<input type="radio"/> Pacific Grove Adult School 1025 Lighthouse Ave	Tuesday 4pm to 8pm	Site is shared with WE Cooperative.
<input type="radio"/> Point Market Cafe - Pleasure Point (Santa Cruz East Side) 23040 E. Cliff Drive	Tuesday 2:30pm to 7pm	
<input type="radio"/> Sandabs Seafood & Wine Bar (Scotts	Tuesday	

Summary

FIRST DISTRIBUTION

Tue, Feb 21

PICK-UP SITE

Eco Carmel (Downtown Carmel)

Tuesday, 4:30pm to 8pm

ITEM	QTY	PRICE	TOTAL
Sign-Up Fee			\$5.00
Total:			\$5.00

Secure Payments & Privacy Protection

To reality...



Welcome ▾

Sign Up: CSF

« BACK NEXT »

Pick-up Site **Share** Terms Contact Info Pay

Add your share from the selection below



Small Share, Fillets
\$20.00 / pick-up [Details](#)

Add »



Family Share, Fillets
\$40.00 / pick-up [Details](#)

Add »



Small Share, Whole Fish
\$20.00 / pick-up [Details](#)

Add »



Family Share, Whole Fish
\$40.00 / pick-up [Details](#)

Add »

« BACK NEXT »

Summary

FIRST DISTRIBUTION
Tue, Feb 21

PICK-UP SITE
Eco Carmel (Downtown Carmel)
Tuesday, 4:30pm to 8pm

ITEM	QTY.	PRICE	TOTAL
Small Share, Whole Fish	<input type="text" value="1"/>	\$20.00	\$20.00 <input type="checkbox"/>
Sign-Up Fee			\$5.00
Total:			\$25.00

Secure Payments & Privacy Protection

To reality...



Welcome ▾

Sign Up: CSF

« BACK

NEXT »

Pick-up Site

Share

Terms

Contact Info

Pay

Choose your payment plan

Payment Plan	Price	Notes
<input checked="" type="radio"/> Payment for 4 deliveries	\$85.00	*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.
<input type="radio"/> Payment for 8 deliveries	\$165.00	*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.
<input type="radio"/> Payment for 12 deliveries	\$245.00	*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.

Optional - promotion code

Coupon Code

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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

Secure Payments & Privacy Protection

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*

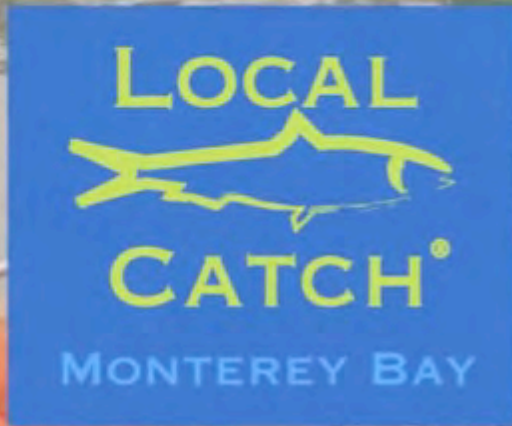
-Local chef Marisa Johnston is back (her bio is at the end of this email) with a [cooking demo](#) of black cod with lemon miso honey sauce. Video includes footage of your black cod being unloaded from Stan's boat as we buy it from him!

-Delicious black cod [recipes](#)

-LCMB black cod [species profile](#)

-Share your experience and communicate with the fishermen on our [member's forum](#).

Customer Experience



0:07 / 3:50

YouTube

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.

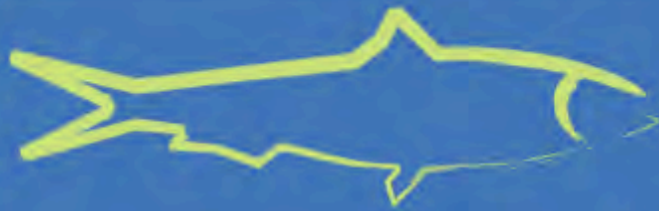
Stan has always made his living working outdoors. For many years Stan complimented his fishing career in the off season by guiding hunts for big game like elk and working on the fire crew for the US Forest Service. Why does Stan like working on the water? *"Everyday you are learning, everyday is different. 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



LOCAL CATCH MONTEREY BAY

Fresh, Sustainable, Local Seafood

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



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 weeks 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 weeks 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...



Local Catch Monterey Bay

Monday



Stan Bruno

Tag photo Add location Edit

Like · Comment · Share · Edit

4 people like this.



Kevin Johnson Thank you, It was Delicious!

Yesterday at 07:35 · Like



Katie Pofahl Thank you, Stan! Your black cod was so amazingly fresh and tasty. Thanks for braving the rough seas this week!

20 hours ago · Like



Meegan Moszynski This is literally the best black cod I have ever eaten!! Thank you, Stan!!

12 hours ago · Like



Write a comment...

Thank you!



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