

## Alternative Marketing for Fish Catch

For many years, small farmers sold shares of their crops to the public in exchange for labor to help bring in the harvest. Fishermen across the country have been adapting this type of direct marketing strategy by establishing Community Supported Fisheries (CSF) programs.

Unlike the farm model, the CSF is primarily a financial agreement where customers prepay to receive a fresh catch. In these types of programs, subscribers share the same risks associated with many fishing businesses. Unlike farming, fishermen cannot always guarantee the catch and share holders are usually willing to accept the “day’s catch.” The CSF concept has grown in popularity in the past five years and more than 20 programs are active across the country, selling a variety of catch to the public.

On Long Island, there has been some level of interest being expressed towards establishing CSFs. In 2010, Sea Grant facilitated a forum to educate stakeholders about CFSs that are being administered in Massachusetts. The 2011 Long Island Small Farms Summit

featured two panel discussions highlighting the CSF movement and similarities with values adopted by SlowFood and other movements that support small local producers.

**Ann Rathkopf**, President of SlowFood Hunting Chapter said, “The guarantee of freshness and connection with the people who produce our food has become an important part of how we eat. The local food movement would willingly support our fishermen by buying catch directly from them.”

Long Island does present several challenges that must be addressed in order for fishermen to implement their own CFS. **Kris Vanderslice**, a marketing consultant has teamed up with her brother, Mike, who is a fisherman, to conduct an online survey to measure public interest in establishing CSFs in New York as a means to promote local catch.

Sea Grant appreciates the potential benefits of CSFs in fishing communities and we are willing to work with the fishing industry and the public to identify and address the challenges that lay ahead.

— Antoinette Clemetson  
Marine fisheries specialist



Visitors enjoy the recently expanded walkway along the Rondout Creek in Kingston, NY. Rondout Creek is a tributary to the Hudson located at Kingston, one of the communities that participated in the NYSG study.

## Hudson Tourism

Ah, summer on the Hudson River. There are many opportunities for both residents and tourists to engage in cultural, nature-based and water recreation activities. A NYSG-funded study by **Drs. Rudy Schuster** and **Diane Kuehn** from SUNY ESF looked at nature and heritage tourism in NY’s Hudson River Valley communities and provided representative communities with information concerning the image that tourists and residents hold of the destination. Study results were described in a recently-published symposium proceedings (see page 5).

“The study was welcomed by local partners as Hudson River communities continue to search for the best ways to incorporate nature-based tourism,” said **Nordica Holochuck**, NYSG’s Hudson Estuary specialist. “Our region is home to unique cities and villages and local residents enthusiastically reported both positive and negative attributes defining their sense of place, certainly helping the researchers understand and communicate acceptable change.” Study results have been used by one Hudson Valley village in its master planning process and have generated interest by county tourism directors, city planning offices and local chambers of commerce.

— Barbara A. Branca and Nordica Holochuck

## NOAA’S Lubchenco visits Sea Grant at Stony Brook

In May 2011, New York Sea Grant held a “meet and greet” event in honor of **Dr. Jane Lubchenco**, Undersecretary of Commerce for the air and oceans and administrator of the National Oceanographic and Atmospheric Administrator. She came to Stony Brook University’s School of Marine and Atmospheric Sciences where she met New York Sea Grant staff and many of the faculty members and their graduate students many of whom are Sea Grant-supported scholars. She caught a first-hand glimpse at some of the exciting research and outreach projects NYSG and its partners are undertaking to address some of the critical issues that face our coastal waters. She also had an opportunity to meet some of the staff and researchers as New York Sea Grant celebrates its 40th year of “Bringing Science to the Shore”



“NOAA’s focus is on oceans and atmosphere, and so that’s a really nice fit for the areas of expertise that many of you bring,” said Dr. Lubchenco, addressing the crowd. “Our mission for creating and using science to develop services and to provide stewardship responsibility makes it really important that we have good partners. Sea Grant is clearly one of our very important partners, but other parts of the academic community are as well. So, I welcome any opportunity to learn about the latest, coolest, most intriguing or puzzling things that you all are working on.”

And so Dr. Lubchenco circulated among the researchers, students and staffers who gave her a concise version of their recently or currently funded research on topics like harmful algal blooms, storm surges, hard clam and hypoxia—all topics that have impacts on environmental as well as economic health.



“New York Sea Grant’s NOAA funding enables us to address the important economic and environmental issues confronting New York marine and Great Lakes coastal communities,” says New York Sea Grant director **Dr. Jim Ammerman**. “Important problems like water quality, hazard resilience, and sustainable fisheries and coastal development will all benefit from New York Sea Grant’s research, education, and outreach efforts.”

All the while, Dr. Lubchenco, an administrator with a keen interest in her role as a marine ecologist, remained engaged. Thanks for taking the time to visit us! To get the whole story, watch the YouTube video.

— Barbara A. Branca



Dr. Jane Lubchenco discusses harmful algal blooms with **Dr. Christopher Gobler** (far left), learns about fisheries and seafood issues from NYSG’s **Antoinette Clemetson** and **Ken Gall** (center column) and NYSG’s past and current research projects from NYSG Assistant Director **Cornelia Schlenk** during her visit to New York Sea Grant at Stony Brook University. All photos by Jake Gorst