



New York Sea Grant-encouraged initiatives are increasingly incorporating New York seafood products into local food systems and strengthening NY's commercial fishing businesses

NYSG Helping to Diversify Marketing of New York's Family-Owned Fishing Businesses

Increased public awareness via mainstream media continues to fuel the local food systems movement in New York. More than ever, consumers have a wealth of information to make decisions about their diet to promote a healthier lifestyle. At the same time, small family-owned and operated fishing businesses continue to struggle under prevailing economic challenges.

NYSG Responds

In recognition of the needs of commercial fishing businesses, New York Sea Grant (NYSG) outreach was enhanced to ensure the integration of seafood into the NY food systems movement and allow the businesses to connect with this emergent market.

In 2013, Dock to Dish, a local entrepreneurial effort encouraged by NYSG, conducted a trial Community Supported Fisheries (CSF) business model. CSF creates the opportunity for the public to purchase seafood shares directly from commercial fishing enterprises.

"NY Sea Grant insight and encouragement was integral in establishing the foundation and guiding principles for our CSF, and Dock to Dish is having tremendous impact in the way our communities view seafood that is being harvested from our local waters."

— Dock to Dish Coordinator Sean Barrett

The Dock to Dish business model is comprised of more than 36 commercial fishermen and wild shellfish harvesters.

Under the 2013 trial, six fishing vessels supplied seafood to eight households, and subscriptions for 2014 sold out due to its overwhelming success.

CSF Pilot Run Prompts Desired Response

Successes made possible with NYSG guidance include:

- Launch of a new local seafood marketing business on Long Island's east end
- 150 subscribers in four east end communities will receive a regular supply of fresh seafood products plus improved access to information



THE MODERN

Dock to Dish Coordinator Sean Barrett makes a presentation to chefs at The Modern restaurant inside The Museum of Modern Art; photo courtesy of Sean Barrett

to make decisions about improving their seafood nutrition in 2014

- 12-14 restaurants on Long Island's North and South Forks and in New York City now will feature Dock to Dish locally-harvested seafood on menus
- Overwhelming CSF response generated a 300 future member wait list for Dock to Dish seafood.

The next step in this business model development will be to partner this CSF with small farms to sell local fresh produce along with the local seafood shares.

Partners: Dock to Dish, commercial fishing businesses, Northwest Atlantic Marine Alliance

The Sea Grant Focus Area for this project is Safe & Sustainable New York Seafood Supply.

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.

New York Sea Grant Extension

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