



MONKFISH MARKETING & AUDIENCE EXPANSION

Presented by: Amanda Dauman

THE POOR MAN'S LOBSTER

A Nickname Catches On..

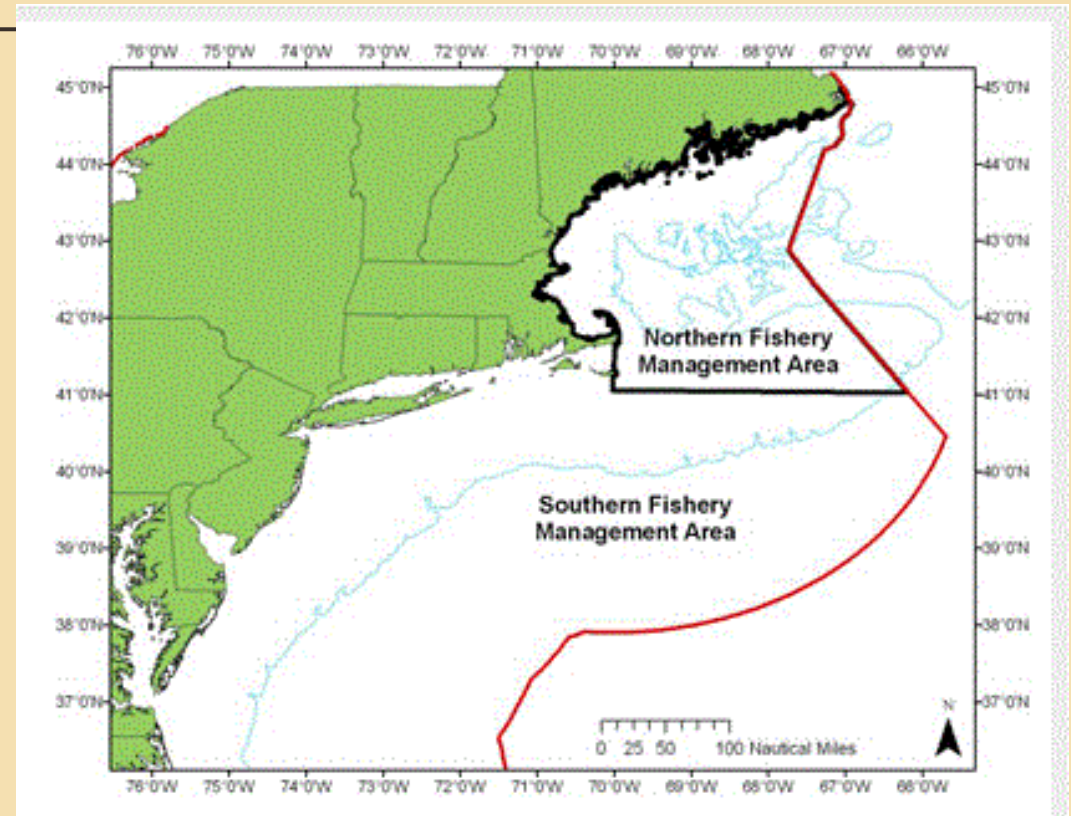
- ✓ Firm & sweet meat
- ✓ Affordable
- ✓ Local
- ✓ Sustainable
- ✓ Good for you!



A GREEN INDUSTRY ON LONG ISLAND

Monk Well-Managed with Little Impact to the Environment

- ✓ Monkfish fished primarily using sink-gillnets on Long Island, with bycatch-reduction to keep protected species safe.
- ✓ Most bycatch are skates and dogfish – both also tasty, plentiful, and in need of domestic interest.
- ✓ Management measures include annual catch limits, limited access permits, size limits, landing limits, and measures to reduce bycatch and impacts on habitat.
- ✓ Jointly managed by NEFMC & MAFMC



MONK IN A FUNK!

Local Fishery Takes a Hit

- Primarily an export fish – much more popular in France, Korea, and Japan.
- When those markets shifted to a cheaper, alternative monkfish-species, our Atlantic monkfish had no domestic market to fall back on.

Graph by NOAA

Year ▼	Pounds ▼	Metric Tons ▼	Dollars ▼	Collection ▼
2011	19,117,946	8,672	26,527,606	Commercial
2012	21,500,059	9,752	27,119,077	Commercial
2013	18,942,738	8,592	18,701,672	Commercial
2014	18,567,312	8,422	18,611,612	Commercial
2015	18,899,442	8,573	19,043,409	Commercial
2016	19,868,982	9,013	19,934,167	Commercial
2017	23,918,871	10,850	18,373,941	Commercial
2018	22,901,292	10,388	14,794,043	Commercial
2019	22,996,730	10,431	14,490,382	Commercial
2020	17,820,411	8,083	9,255,722	Commercial
2021	15,293,222	6,937	10,305,613	Commercial

ACTIONS TAKEN TO SAVE MONK!

CCE to Promote Monkfish State-side

- CCE has partnered with the fishing industry, regulatory bodies, and organizations from Maine to New Jersey to build domestic demand for Monkfish.
- Workshops, surveys, product development, social media outreach..CCE is shouting from the rooftop about monk!



RIDING THE WAVES OF SEAFOOD TRENDS

'Seafood not just tuna, cod, and salmon,' says local woman at the podium

- Taking advantage of consumer trends – people want local, sustainable, traceable – sudden urge to seek out the “new”.
- Introducing monkfish in a two-prong approach
 - Introductions into institutions – local, cheaper
 - New products for monk – value-added, medallions, canned, etc.



BENEFITS FOR ALL

More Green for Everyone When Underutilized Fish are Used

- ✓ Increased revenue and economic growth in the fishing industry.
- ✓ More seafood options = public health increases, as seafood provides a wide range of health benefits. Lower prices help more people take advantage.
- ✓ Environmentally helpful – seasonality of fish respected, local=less CO2 emissions, less bycatch



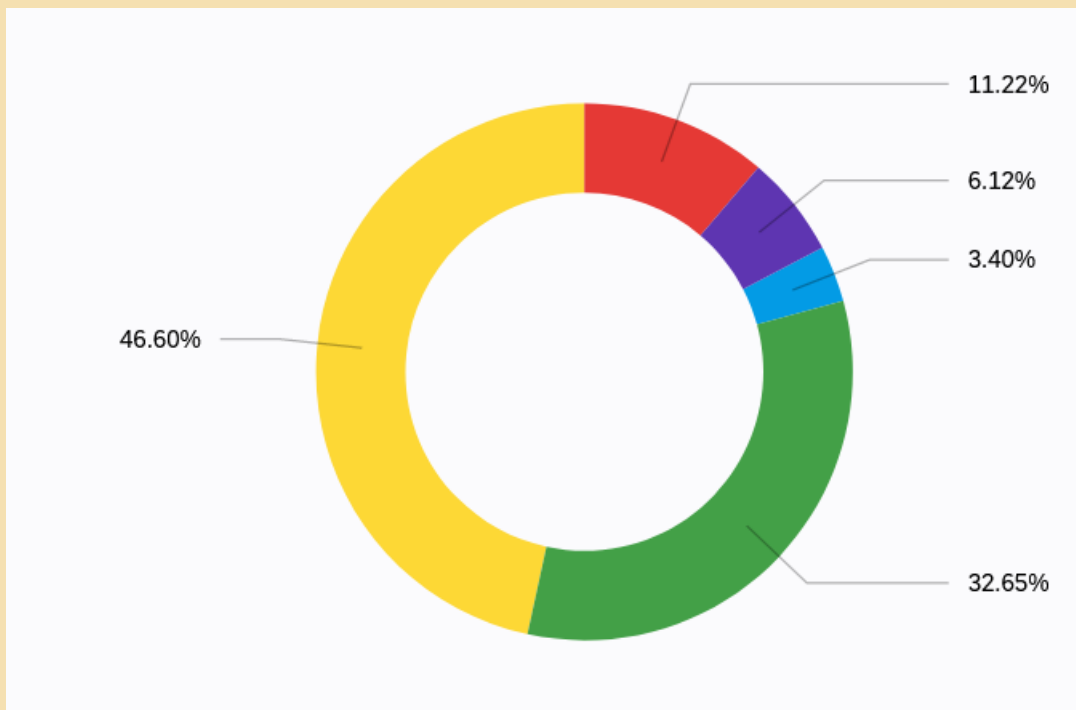
STUDY RESULTS THUS FAR..

110 Industry Members Surveyed to Date

- *“What are the issues with Monkfish?”*
 - *Price* between harvesters to dealers to retailers to consumers not working for anyone.
 - *Consumer awareness*
 - *Lack of large markets*
 - *Supply*
- *“What are some solutions?”*
 - *Value-added products* mostly supported.
 - Market to *institutions/bulk buyers*
 - Raise *consumer awareness*

CONSUMERS GET FINAL SAY

650 Consumers Surveyed to Date



- Most consumers (79%) are willing to try a new seafood (chart at left).
- Ready-made / value-added affects consumer willingness to try something new.
- Most people who have heard of monkfish have only seen it on a restaurant menu (28%) or in a fish market (37%).

HAVE YOU TAKEN THE MONKFISH SURVEY?

**OCE Seeking Help in Helping Monkfish
& Thanking You for Coming to the Seafood Summit**

