MONKFISH MARKETING & AUDIENCE EXPANSION

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THE POOR MAN'S LOBSTER

A Nickname Catches On...

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

110 Industry Members Surveyed to Date
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?

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