

# Local Catch Roundtable

## NOAA Science Center

Monday, May 7, 2012

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### PARTICIPANTS

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**Thomas Hymel**, Marine Extension Agent, Louisiana Sea Grant  
**Kim Chauvin, Owner**, Mariah Jade Seafood Company  
**Amber Von Harten**, Marine Fisheries Specialist, South Carolina Sea Grant  
**Madeleine Hall-Arber**, Marine Anthropologist, MIT Sea Grant  
**Peter Philips**, President of Philips Publishing Group  
**Pete Granger**, Program Leader-Marine Advisory Services, Washington Sea Grant  
**Jack Thigpen**, Extension Director, North Carolina Sea Grant  
**Sara Mirabilio**, Fisheries Specialist, North Carolina Sea Grant  
**Karen Willis Amspacher**, Director, Core Sound Waterfowl Museum and Heritage Center  
**Fen Hunt**, USDA's National Institute of Food and Agriculture  
**Josh Stoll**, NOAA Fisheries Office of Policy  
**Katie Semon**, NOAA Fisheries Office of Communications  
**Galen Tromble**, Chief of Domestic Fisheries, NOAA Fisheries Office of Sustainable Fisheries  
**Leon Cammen**, Director, National Sea Grant College Program  
**Gene Kim**, Program Director for Aquaculture at the National Sea Grant Office  
**Ayeisha Brinson**, Economist, NOAA Fisheries Office of Science and Technology, Economics and Social Analysis Division

#### Additional attendees:

**Wendy Morrison**, NOAA Fisheries, Office of Sustainable Fisheries  
**Chris Hayes**, NOAA National Sea Grant Office  
**Mike Liffmann**, NOAA National Sea Grant Office  
**Amy Painter**, NOAA National Sea Grant Office  
**Emily Susko**, NOAA National Sea Grant Office  
**Wan Jean Lee**, NOAA National Sea Grant Office  
**Amy Scaroni**, NOAA National Sea Grant Office

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### OPENING REMARKS

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#### **Leon Cammen, Director of the National Sea Grant College Program**

Leon welcomed the round table participants, expressing appreciation for the work that they do to maintain economic well-being and a traditional way of life in coastal communities. Sea Grant programs around the country are working to help fishermen generate revenue, and to survive in what is now a global seafood market. Leon reminded participants that this round table provided an opportunity to learn from each other, share resources, and identify needs and future directions for these programs.

## **Sam Rauch, Acting Assistant Administrator for NOAA Fisheries**

Sam highlighted the fact that NOAA Fisheries was tasked by Congress to end overfishing by 2011, and they have essentially done just that. He also pointed out that there is more work to do, and that local marketing initiatives represent an increasingly important method for supporting fisheries, in light of decreasing budgets. In 2010 U.S. commercial catch was valued at \$4.5 billion, jobs in the fishing industry have increased since 2009, and this contributed \$48 billion to GNP. NOAA Fisheries has an important role to play in supporting the industry, and, with NOAA Sea Grant, will be co-sponsoring an upcoming national summit on Community Supported Fisheries in New Hampshire.

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### **FACILITATED DISCUSSION**

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The discussion was facilitated by Frank Parker, an ecologist with NOAA Research's Office of Policy, Planning, and Evaluation. Participants were asked to discuss 4 main questions:

1. What are the biggest challenges you overcame and currently face?
2. What institutional resources are helpful to developing local catch programs and businesses?
3. How can we communicate activities and resource among interested parties?
4. What is the future direction of your program or business?

### **What are the biggest challenges you overcame and currently face?**

Identified challenges include:

- Mechanism/funding for direct marketing programs.
- Lack of computer savvy among some fishermen at a time when social media is important for communication with consumers; although, many fishermen (or their children) are beginning to embrace this mode of communication.
- Difficulty convening fishermen due to demanding work schedules.
- Processors feeling threatened by direct marketing. Need to convey that these arrangements are not for every fisherman, and the whole industry is not going to go this way.
- Difficult to quantify important sense of community, heritage, tourism, etc. that fishermen bring to a place.
- Traceability is a challenge.

Possible ways to overcome:

- Have fishermen teach other fishermen—pull together innovators to train others.
- Enhance collaboration and communication between Sea Grant and Land Grant.
- Land Grant has grants available under entrepreneurship development (\$10K-\$20K).
- Develop online forum for discussions among fishermen to ask questions of those with relevant experience.
- Engage processors—different models to chose from when developing CSF. Find opportunity to focus on small-scale processor and small-scale buyers.

- Wild Seafood Exchange model of enabling fishermen to talk to other fishermen, and to customers (retailers and processors) has seen success, and this format has been used by others in other regions as well.
- Triple bottom line—going beyond economic considerations to socio-cultural considerations. Connection with the consumer is a source of pride for fishermen who feel respected and valuable to economy.
- Social benefit from direct marketing. Social connection is strong factor driving consumers to participate in these direct markets.
- Fisheries tourism to showcase heritage and way of life

### **What institutional resources are helpful to developing local catch programs and businesses?**

Rapid-fire brainstorm of resources:

- USDA Farmer's Market grants
- Land Grant
- Value added grants
- Sea Grant
- Center for Risk Management
- Trade Adjustment Assistance (TAA)
- Blue Cross Blue Shield nutrition grants
- USDA Regional Rural Development Centers
- SBA, Community Investment Banks
- State marketing boards
- Access tourism dollars? Seafood tourism
- BP money
- Money from Port of Seattle for outreach programs
- Restaurant Associations
- Taking advantage of cruise ships in port
- Entrepreneurship grant
- Local tourism promotion boards.
- Open Land Trust interested in cultural heritage aspect
- Universities, particularly LG schools, have people involved in business planning
- Maine, working waterfront heritage program.
- NMFS Voices from Fisheries projects.

### **How can we communicate activities and resources among interested parties?**

- Competitive barbecuing competitions, Seafood cookoffs
- Seafood Throwdown modeled off of Food Network. Local chefs agree to be a part of the competition, based in the farmer's market
- Chef Collaborative Movement, a national organization of chefs
- Getting fishermen's wives involved.
- Deadliest Catch-type shows raise awareness

- Food Journalists from NYT
- MarketMaker
- Puget Sound Food Network and Food Hub
- Newsletters (CSFs can send recipes)
- Workshops for fishermen
- Educate the retailers, the middlemen
- Connecting consumers to the fishermen directly, with web profiles, etc.
- Field trips to the dock/on boats for school-age kids
- Connecting schools to connect fishermen's kids with each other
- Editorials in weekly newspapers
- Educating consumers on sustainability; e.g., why it may be ok to eat something that may be on the Monterey Bay Aquarium's list.
- Traceability—some restaurants in NC using codes on menu so you can see who caught your fish
- Recipes/ videos showing consumers how to filet, peel shrimp, etc. so they can buy whole fish
- HACCP training to ensure quality, necessary for fishermen who want to filet fish before distribution
- Helping fishermen understand how to market, especially in areas where there are no processors (South Carolina)
- Cooperatives for building capacity. Space for cooperatively owned processing facilities.
- Risk Management/financial management summit to address legal issues
- Training program on business practices, TAA program
- Fisheries business software (developed by AK SG) to calculate value of catch, prices, etc.

### **What is the future direction of your program or business?**

- NC Rural Center is planning to conduct an economic impact analysis of commercial fishing in the state, and then use those statistics to assess the needs, and to assess the possibility of a processing facility/location for shared use of facilities.
- Wild Seafood Exchange will be heading to new locations, including Astoria and Santa Cruz, in response to demand from new audiences.
- WA Sea Grant will be putting together a toolbox of do's and don'ts.
- CA SG will examine direct marketing around the country.
- Cape Ann Fresh Catch is working to expand—in talks with institutional customers like school and hospitals.
- LA SG is launching LA Direct Seafood this year, growing supply base from shrimp to other species.
- Upcoming CSF Summit will bring together ~70 fishermen and CSF organizers to discuss challenges, opportunities, lessons learned.

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## SUMMARY

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### Challenges

1. Connecting people/networking
2. Getting the fishermen involved
3. Challenges with social media
4. Identifying and targeting audience
5. Protecting way of life, tradition, community, heritage

### Resources

- Long list of grant opportunities

### Communication

- Need for demonstrations, teaching people, workshops, market-ready stuff, teaching people how to cook, leveraging celebrity chefs, knowing our audience
- Incentive conversation: competitions, connecting chefs, farmers markets
- Food blogging, social media and how to apply it
- Using modern technology, connecting people on video
- Teaching the next generation and connecting them with real fishermen
- Going to universities, culinary universities, working with students there and getting them involved in the industry
- Bar-coding, traceability, keeping people connected to the food they're eating, and the fishermen who provide it

### Where everyone is going from here

- Expanding product base, cross-country networking, market-ready programs

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## CLOSING REMARKS

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### Leon Cammen, Director-National Sea Grant College Program

In summary, Leon mentioned that we heard a lot of diversity in approaches. Things are developing in different directions. Meetings like this bring everybody back together to share ideas. Leon challenged participants to find ways to keep this movement going, and to share ideas among their networks. The National Sea Grant Office is supportive of this concept, and we want to help it progress in the future.

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## **PARTICIPANT BIOS**

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### **Thomas Hymel, Marine Extension Agent, Louisiana Sea Grant**

Thomas Hymel serves as Marine Extension Agent with LSU AgCenter and Sea Grant marine advisory program. He has worked in south central coastal Louisiana for the past 26 years conducting educational programs for commercial fishermen, seafood processors and distributors. He has developed a successful web-based direct marketing program for commercial fishers and industry suppliers in the Port of Delcambre now in its third year. The Delcambre Direct Seafood program model is being expanded during 2012 to include additional port communities across the coast. The new Louisiana Direct Seafood program will include Cameron Direct, Delcambre Direct, LaTer Direct and SouthShore Direct projects. Louisiana Direct Seafood program features allow for robust proactive seafood marketing as a means to bring economic viability back into the commercial seafood harvesting sector.

Thomas also has also traveled extensively and worked on environmental projects in Central America for the past 10 years. He is currently involved in humanitarian efforts and micro-enterprise projects in El Salvador and Nicaragua.

He is housed at the LSU Iberia Research Station near Jeanerette and lives with his wife Monica and their 4 children in the countryside near Loreauville.

His direct marketing program can be viewed online at [www.louisianadirectseafood.com](http://www.louisianadirectseafood.com)

### **Kim Chauvin, Owner, Mariah Jade Seafood Company**

Kimberly Chauvin, mother of 3 and grandmother of 2, has worked in the commercial shrimping industry since 1986 along with her husband, David Chauvin. She is an activist for her industry. She, along with her husband, own three vessels, two docks, an ice house, fuel dock, bait shop, processing plant and a distribution company.

She has worked with many different federal, state and parish agencies and universities (NOAA, NMFS, SeaGrant, Texas A&M, LSU, Nicholls.etc.) along with many different federal and state legislators. She sits on the shrimp advisory board for the Gulf Council, as well as the boards of WASI (Wild American Shrimp, Inc.) and the Louisiana Seafood Board. She is a member of SSA (Southern Shrimp Alliance) and ASPA (American Shrimp Processors Association). She is a certified drill instructor through AMSEA in working to teach the gulf fishermen marine safety. Kim has worked with many commercial fishermen in helping them work on any paperwork including ITC paperwork, TAA paperwork, shrimp permits, economic paperwork etc. and will continue to do.

### **Amber Von Harten, Marine Fisheries Specialist, South Carolina Sea Grant**

Amber Von Harten is a marine fisheries specialist with the South Carolina Sea Grant Extension Program (SCSGEP). The SCSGEP is a joint program of the South Carolina Sea Grant Consortium and Clemson University Cooperative Extension Service that focuses on the viable and sustainable uses of coastal and marine resources. Amber earned her degree in Marine Science from the University of South Carolina where she conducted research on penaeid shrimp feeding dynamics. She then worked for the University of South Carolina Beaufort at Pritchards Island, their remote barrier island research facility, directing and conducting their sea turtle conservation and coastal ecology

education programs. Her current position allows her to work directly with commercial and recreational fishermen, state/federal fishery managers, and fishery scientists to translate marine fisheries research and science-based information and deliver that information through training and outreach programs. Currently, she is working on multiple seafood marketing projects with regional Sea Grant programs to assist fishermen in exploring direct marketing initiatives including Community Supported Fisheries and MarketMaker. Her work has also expanded to include marine debris disposal and monitoring initiatives and shellfish aquaculture working with clam and oyster growers.

### **Madeleine Hall-Arber, Marine Anthropologist, MIT Sea Grant**

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As a marine anthropologist, Madeleine Hall-Arber has worked with New England fishermen for over 25 years. Her research on the impacts of regulatory change on fishing communities has led to work with diverse advisory boards for the New England Fisheries Management Council, Atlantic States Marine Fisheries Commission and California's Ocean Protection Council. The primary goal for this work is to help fisheries managers identify ways to mitigate any negative impacts of their decisions. Her published work on New England fishing communities serves as the basis for describing the human environment for several regional fishery management plans. Hall-Arber also works closely with fishing industry representatives on collaborative research projects pertaining to community-supported fisheries, fishing vessel safety, working waterfronts, oral histories, and the spatial documentation of fishing and marine habitat. She obtained her Bachelor's and Masters degrees from the University of California, Berkeley and her Ph.D. from Brandeis University.

### **Peter Philips, President of Philips Publishing Group**

Peter currently serves as President of the Seattle Marine Business Coalition, which represents the interests of Seattle marine industrial land users and he sits on the Washington Sea Grant Advisory Board. He is a past President of the Port of Seattle Chapter of the International Propeller Club, and Past President of the French American Chamber of Commerce. In 2008 Peter served on the Viaduct Stakeholder Advisory Committee representing the maritime industrial neighborhoods of Seattle. Peter is also active in maritime cultural preservation and civic advocacy on behalf of maritime industrial and commercial fishing interests.

Peter is a fourth generation Seattleite with a BA in History from Whitman College, and has been employed in the publishing field since 1985. He is President of Philips Publishing Group, publishers of business and consumer titles, conference producers and contract publishers

Titles in their Marine Group include *Pacific Maritime Magazine*, aimed at West Coast commercial vessel and terminal operators, *The Fishermen's News*, the oldest commercial fishing publication on the Pacific Coast, and *Foghorn*, the official publication of the Passenger Vessel Association.

Philips produces several industry-related conferences every year, including the Wild Seafood Exchange and the Bering Sea Fisheries Conferences.

In addition Philips Publishing publishes hard cover corporate history books for selected clients including Coastal Transportation and American Seafoods.

### **Pete Granger, Program Leader-Marine Advisory Services, Washington Sea Grant**

Pete Granger is currently Program Leader - Marine Advisory Services for the Washington Sea Grant Program, a professional staff position at the University of Washington based in Seattle.

He has extensive background in the commercial seafood industry, having fished commercially in Puget Sound and Alaska and processed and marketing seafood products for several companies. He was Sales Director for Seafood Producers Cooperative in Bellingham 1989-1993. He has also headed three different fisheries trade associations. He served on the board of the Nooksack Salmon Enhancement Association from 1997-2001.

He has a BS in Oceanography and an MBA in International Business from the University of Washington.

He continues to fish commercially on Puget Sound as a reef-net fisherman at Lummi Island near Bellingham. Pete and his wife, Debbie live in Bellingham.

### **Jack Thigpen, Extension Director, North Carolina Sea Grant**

As extension director, Jack Thigpen oversees Sea Grant's extension and education specialists and activities. His expertise includes researching the sociological and economic impacts of coastal recreation and tourism on communities, and he is associate faculty in the Department of Sociology and Anthropology at North Carolina State University.

Thigpen has received numerous awards and recognition for his multidisciplinary work, including chairing the National Sea Grant Assembly of Extension Program and helping lead the creation of the South East Coastal Ocean Observing System (SEACOOS), a collaborative university partnership to collect, manage, and disseminate integrated regional ocean observations and information about southeastern coastlines. Thigpen is the past president and recipient of the excellence in extension award from the Southern Rural Sociological Association, and was a rural affairs fellow for the U.S. Department of Agriculture.

Before becoming extension director, Thigpen worked as a coastal recreation and tourism specialist for North Carolina Sea Grant and earlier as an associate professor of rural sociology at Texas A&M University. He holds a doctorate in sociology from the University of Kentucky, a master's in agricultural economics and a bachelor's in agricultural business, both from the University of Tennessee.

### **Sara Mirabilio, Fisheries Specialist, North Carolina Sea Grant**

In her role as a fisheries specialist, Sara Mirabilio advances the involvement of commercial and recreational fishing communities in shaping fisheries management policies. She co-authored *Fisheries Management and You*. Her ongoing work includes cultivating cooperative research among scientists and fishermen through the Fishery Resource Grant program, assisting commercial fishermen and seafood distributors employ market research tools to deliver seafood products having value in the eyes of consumers, and providing training that includes an overview of profitability analyses to ensure that revised seafood business models and plans will enhance revenue.

Mirabilio also contributed to design of a marine fisheries mediation program to help sparring user groups in the fishing community craft solutions that may avoid new regulations and are amenable to all parties. Mirabilio also facilitated collaborative learning among Albemarle region crabbers and natural resource professionals, resulting in greater trust and use of both scientific and traditional ecological knowledge in fishery management. She has presented the project at a variety of national



conferences, and she is a regular speaker at the Natural Resources Leadership Institute on natural resource collaborative processes.

After graduating with a master's in marine science from the College of William and Mary's School of Marine Science at the Virginia Institute of Marine Science, Mirabilio achieved distinction as a Dean John A. Knauss Marine Policy Fellow and worked on issues of national concern through the NOAA National Sea Grant College Program in Washington, D.C. Later, she worked as a program analyst for NOAA National Ocean Service's Chief Scientist before joining North Carolina Sea Grant in 2003. Mirabilio also holds a bachelor's in marine science from Long Island University's Southampton College.

### **Karen Willis Amspacher, Director, Core Sound Waterfowl Museum and Heritage Center**

Karen Willis Amspacher is a native of Harkers Island where her family has been a part of the boat building and fishing traditions of the community for generations. She graduated *summa cum laude* from Appalachian State University with a B.S. in Elementary Education and taught middle school in Buncombe, Craven and Carteret counties. Amspacher left her teaching career to work for her community as director of the Core Sound Waterfowl Museum in 1993. Since then, she has led this grassroots effort in raising more than \$6.5 million to build a 22,000 ft<sup>2</sup> heritage center on Harkers Island and developed community-based programming that has been recognized statewide and nationally for its authenticity and effectiveness in bringing rural community members together to "tell their story their way." Additionally, Karen was instrumental in bringing together North Carolina's Local Catch programs- Carteret Catch, Outer Banks Catch, Ocracoke Fresh and Brunswick Catch - to form an umbrella group "North Carolina Catch," which promotes the availability of fresh local seafood in all areas of North Carolina's coast.

### **Fen Hunt, USDA's National Institute of Food and Agriculture**

Fen C. Hunt is National Program Leader, Division of Bioenergy, Institute of Bioenergy, Climate, and Environment at the U.S. Department of Agriculture (USDA)-National Institute of Food and Agriculture (NIFA). She provides program leadership through research, education, and extension programs in the economics of agricultural-related environmental and natural resources issues. Topical areas include, but are not limited to, barriers of and incentives for feedstock and biofuels development; climate change adaptation and mitigation; policy options for addressing market failures; trade-offs in ecosystem services; or community economic development. Her recent focus is to cultivate strategic collaboration of interdisciplinary or transdisciplinary and multi-state research teams to address societal issues. She received her Ph.D. in Agricultural and Resource Economics, University of Hawaii. Prior to joining NIFA, she worked with USDA-Agricultural Research Service, Natural Resources Conservation Service, and Hawaii State Department of Agriculture. She was once a faculty at the University of Hawaii and National Cheng-Chi University, Taipei, Taiwan.

### **Josh Stoll - NOAA Fisheries Office of Policy**

Joshua Stoll is a Policy Analyst for the National Marine Fisheries Service Office of Policy.

Raised on the coast of bucolic Maine, Joshua's interests lie in fisheries management and coastal community viability. Joshua received a Bachelors in Environmental Science from Bates College, followed by a Masters of Coastal Environmental Management from Duke University's Nicholas

School of the Environment, where he studied the conflicts associated with coastal landuse change in rural North Carolina. For the past four years, he has worked with small-scale fishermen exploring opportunities to develop economic, social, and environmental capacities, and helping to found initiatives such as the Walking Fish Community Supported Fishery Cooperative and LocalCatch.org. In his current position, Joshua is working to increase the viability of fishing communities through federal fisheries policy.

### **Katie Semon, NOAA Fisheries Office of Communications**

Katie Semon is a communications specialist for NOAA Fisheries. She manages *FishWatch*, the agency's seafood consumer education program ([fishwatch.gov](http://fishwatch.gov)). A graduate of the University of South Carolina, Katie began working at NOAA Fisheries as a Sea Grant Knauss Marine Policy Fellow in 2007. She enjoys the opportunity to work with important constituents in the seafood industry, including chefs and retailers. A major focus of her efforts is to apply NOAA Fisheries' scientific and policy information to educate seafood consumers and support U.S. seafood in the marketplace.

### **Galen Tromble, Chief of Domestic Fisheries, NOAA Fisheries Office of Sustainable Fisheries**

Galen R. Tromble is Chief of the Domestic Fisheries Division in NOAA Fisheries' Office of Sustainable Fisheries, where he works on implementation of fisheries management in U.S. waters under the Magnuson-Stevens Act. After growing up in the renowned marine fishery state of Kansas, Galen served 6 years in the U.S. Coast Guard in Alaska. He then studied fisheries science at the University of Alaska, and did graduate research on the genetics of Chinook salmon stocks. Galen spent 14 years in NOAA Fisheries' Alaska Region Office managing fisheries in the Gulf of Alaska and Bering Sea, and developing fishery reporting and information systems, before moving to NMFS Headquarters. Currently, he is focusing on implementation of annual catch limits to prevent overfishing, improving fishery sustainability, and documenting fishery performance.

### **Ayeisha Brinson, Economist, NOAA Fisheries Office of Science and Technology, Economics and Social Analysis Division**

### **Leon Cammen, Director, National Sea Grant College Program**

Dr. Leon M. Cammen is the Director of NOAA's National Sea Grant College Program. Since joining Sea Grant in 1990, Dr. Cammen has been a Program Officer for about half the state Sea Grant Programs and has served as Research Director. Prior to joining Sea Grant, Dr. Cammen was a research scientist at Bigelow Laboratory for Ocean Sciences in Maine. Dr. Cammen received his Ph.D. in Zoology from North Carolina State University and has carried out postdoctoral research as a National Research Council Canada Fellow at the Bedford Institute of Oceanography, as a NATO Fellow at the Institute of Ecology and Genetics of Aarhus University in Denmark, and at Skidaway Institute of Oceanography. In addition, he has been a visiting scientist at Odense University in Denmark and a visiting professor at Aarhus University.

### **Gene Kim, Program Director for Aquaculture at the National Sea Grant Office**

Dr. Gene Kim is the federal program officer for the Gulf of Mexico Sea Grant Programs (TX, LA, MS-AL, FL, National Sea Grant Law Center) and NSGO Program Director for Aquaculture. Based in Silver Spring, MD, he also directs the NSGO aquaculture competitive grants, collaborates with the NOAA-NMFS Aquaculture Program, coordinates and chairs several NOAA international aquaculture exchange programs, orchestrates a national network of Sea Grant aquaculture extension agents,

and chairs the Safe and Sustainable Seafood Supply Focus Team for the Sea Grant Network. His work experience includes the NOAA Research Office of Policy, Planning, and Evaluation (NOAA Ecosystem Research Program Coordinator), the U.S. House Natural Resources Committee's Fisheries Wildlife, and Oceans Subcommittee (Knauss Legislative Fellow), and the Great Lakes Fishery Commission (Peer Review Coordinator). He holds a PhD from The Ohio State University where he focused on fish biology and water quality issues: persistent organic pollutants, invasive species, benthic communities, and dietary transfer of organic contaminants. His MS research at Auburn University examined larval fish ecology and his undergraduate studies at Miami University yielded degrees in Zoology (BS) and Philosophy (BA).

Rapporteur: Emily Susko  
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