

Proposal #: 20GAR049-033

Project Title: Fishadelphia: Expanding a successful program connecting NJ seafood harvesters with culturally and economically diverse seafood consumers

Applicant: Fishadelphia Community Seafood Program

Priority Addressed Priority #1 – Promotion, Development and Marketing

Principal Investigator: Dr. Talia Young, Director, fishadelphia.csf@gmail.com

Abstract: Building domestic markets for locally caught seafood is a critical strategy for supporting resilience of US small-scale fishing communities. Consumers of color and low-income consumers represent a largely untapped and high potential market for local seafood marketing. This project will build on the success of Fishadelphia, a local initiative working to connect NJ seafood harvesters with culturally and economically diverse consumers, expanding the program's reach to a new group of retail customers as well as a diverse group of restaurants. This project will develop two major programmatic components: a new school-based retail location, and a restaurant program, as well as multiple community events for stakeholders across the seafood supply chain. These components will enable direct sales of locally harvested seafood to a diverse group of new retail consumers and restaurants as well as engage a new group of high school students in issues facing fishing communities. This project will further assess the impact of this project on awareness of coastal and marine issues, evaluate the implementation process, and develop educational tools for replication elsewhere. This project is the first of its kind engaging communities of color and low-income communities about issues facing fishing communities, while focusing on fish people eat.

Summary of potential commercial benefits to the fishing community of the research results:

This project will develop and evaluate market relationships between NJ seafood suppliers and culturally diverse consumers, thereby developing and assessing a market intervention model to support fishing community resilience. This project will result in direct sale of 7000+ lbs of locally harvested fish to hundreds of new consumers, including at least five species considered bycatch and/or underutilized, accruing at least \$70K in direct revenue to those local harvesters. Even more than the species sold and money earned during these two years, this project will build market systems that will allow increasing and continuing sales and education long after this funding stream concludes.
