

**Proposal #:** 20PIR003-017

**Project Title:** Advancing the Promotion, Development and Marketing for Hawaii's Local Sustainable Fisheries

**Applicant:** Conservation International Foundation

**Priority Addressed** Priority #1 – Promotion, Development and Marketing

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**Abstract:** The goal of this project is to strengthen the viability of Hawaii's local seafood industry by creating a scalable market-based model that promotes better business practices and marketing strategies to increase production and market demand for local and sustainable fish species. This project will create an innovative "Pacific Chef Network," establishing a long-term, self-sustaining mechanism to increase market demand for sustainable seafood, create value-added seafood products, and increase business opportunities for Hawaii's seafood industry and commercial and recreational fishers. The Pacific Chef Network will prioritize business practices for improvement and will launch a pilot initiative targeted at increasing the market demand for the underutilized, the bluestripe snapper. This pilot initiative will illustrate and promote the value and importance of improving sustainable business practices. 2 The Pacific Chef Network's pilot will also refine marketing and promotion strategies in preparation for a high visibility, high impact, month long campaign in October 2021. In collaboration with NOAA's National Seafood Month, the Hawai'i Seafood Month campaign will be launched with a number of local, regional, and global educational and culinary events to promote better business practices to increase production and market demand for U.S. commercial and recreational fish species.

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

This project will create a scalable market-based mechanism that promotes better business practices leading to increased demand for U.S. commercial and recreational fish species in Hawai'i. By increasing demand for local, sustainable seafood and connecting chefs and restaurants more closely with fishers, this project creates opportunities for innovation, increased production, and increased commercial benefit to the fishing community presently not existing in Hawai'i. Additionally, the heavily promoted Hawai'i Seafood Month campaign and increased local, regional, and global public relations will create enabling conditions for business opportunities to emerge as a result of this market-based model.

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