

Proposal #: 20WCR025-031

Project Title: Feasibility and Design of a Live Fish Auction – using San Diego, Ca as a Blueprint

Applicant: Michael Conroy

Priority Addressed Priority #1 – Promotion, Development and Marketing

Principal Investigator: Michael Conroy, mike@wecofm.com

Abstract: The Principal Investigator is proposing to work with NOAA economists, the Port of San Diego, fishermen, fishery associations, buyers and processors, and other interested stakeholders to inform the design and operational aspects of a future fish auction in the Port of San Diego. It is the intent of the Investigators, Co-investigators and Collaborators that the Project’s final product would be an exportable blueprint/guide/model that other U.S. Cities/Regions could reference when analyzing the feasibility and design of a fish auction. Fresh fish auctions historically and presently represent a significant share of global fish sales transactions. Despite their proven efficiency, fish auctions are rare in the US and no large-scale auction exists to serve the west coast fishing industries. The project directly addresses Priority #1 – Promotion, Development, and Marketing. The development of a fish auction in San Diego would introduce an efficient transaction mechanism to benefit fishing businesses at sea and on shore and expands the market demand for domestic seafood landed along the US west coast.

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

Establishment of a fish auction would directly benefit U.S. fishermen and the local fishing community by accommodating larger volumes of supply, providing an efficient price setting mechanism, and expanding demand for domestically caught commercial seafood. While focused on San Diego, the research results, as documented and presented, are intended to be exportable to fishing communities throughout the United States. Additional potential benefits include; but are not limited to: increased revenues to fishermen and dependent businesses; increased public awareness of domestic sources of seafood; and establishment of direct marketing opportunities.
