Local Agriculture and Seafood Act Project: Sustainable Seafood in the Ocean State

FINAL REPORT

The overall goal of the project was to increase the awareness and utilization of local seafood by Rhode Island restaurants, institutions, and consumers. Originally, the project included two components: 1) A one-day workshop to educate culinary professionals about the availability, sustainability, preparation, and procurement of local seafood, and 2) Development of a Rhode Island Seafood Guide for culinary professionals and seafood consumers that includes a calendar of fish and shellfish availability and a list of local seafood sources (harvesters, wholesalers, retail markets). Over the course of the grant term, the CFRF expanded the scope of the initiative and completed a wide variety of education and research activities, including:

- Hosted the “Taste the Ocean State: Celebrate RI Seafood” event at the Boston Public Market to engage shoppers in discussions with fishermen, seafood cooking demonstrations, and tastings.
- Renovated the www.seafoodri.com website to include ecological and fisheries information about local seafood species and a map of seafood access points in Rhode Island.
- Developed infographics to describe the characteristics of the Rhode Island seafood system and tips for supporting local seafood.
- Produced two educational videos to improve appreciation of the Rhode Island seafood system.
- Developed and hosted a workshop at Nick’s on Broadway that brought together over 50 Rhode Island food professionals, seafood businesses, and fishermen to share information and develop sourcing relationships.
- Developed a guide for navigating the regulations surrounding the direct sale of finfish in Rhode Island and a comparison of Rhode Island’s regulations with Massachusetts and Alaska.
- Developed a detailed Rhode Island seafood species availability calendar.
- Developed a Rhode Island Seafood Suppliers Directory for wholesale businesses.
- Assisted with the production of a Rhode Island Monthly Article about seafood in Rhode Island, including species summaries and graphics, and tips for procuring local seafood.
- Provided dozens of port and seafood production tours for local food professionals and politicians to develop an appreciation for Rhode Island’s seafood system.

Each of these activities is described in detail below. Supporting documentation, including full-length reports, tables, and photos, are provided as appendices to this report.
1) “Taste the Ocean State: Celebrate RI Seafood” at the Boston Public Market

One August 12, 2017, the CFRF seized an opportunity to expand the reach of the project by collaborating with the Partnership for Greater Providence to incorporate seafood into its “RI Local Food Bazaar” initiative, which sought to pilot the sales of and elevate awareness of Rhode Island food products at the Boston Public Market, which is visited by thousands of consumers every day. As a part of the RI Local Food Bazaar, the CFRF was provided with access to “The Kitchen” at the Boston Public Market (at no cost) to host an event that educated consumers about Rhode Island seafood. The CFRF worked with chefs and students from Johnson and Wales University, the seafood purveyor Red’s Best, and educational partners from Eating with the Ecosystem to produce an afternoon event that introduced participants to the seafood that is harvested locally, provided opportunities to meet fishermen, demonstrated the preparation of summer seafood dishes, and offered tastings of the results. Below is a summary of the event, which engaged over 50 consumers that had never interacted with Rhode Island seafood before. The “Taste the Ocean State” event was a perfect way to kick off this project, while expanding the reach to include consumers and food professionals in the greater southern New England region.

Introduction to “Taste the Ocean State: Celebrate Rhode Island Seafood”

Summer in New England calls for seafood! But with over 100 different species harvested throughout the year, it can be difficult to choose your next meal. Join the Commercial Fisheries Research Foundation for an afternoon getting to know the seafood that is harvested locally, meeting the fishermen who bring it to your plate, learning the ropes of preparing summer seafood dishes with professional chefs, and tasting the results for yourself!

Over 90% of the seafood consumed in the USA is imported, of which 30% is illegal, unreported, and unregulated. Come learn how to do your part in supporting New England’s sustainable fisheries and historic fishing communities by eating locally harvested seafood!

Components & Timeline of “Taste the Ocean State: Celebrate Rhode Island Seafood”

1) Presentations & Cooking Demo

- 1:00PM: Welcome & Introduction to Event Partners (Anna Mercer, CFRF)
- 1:10PM: Overview of RI’s commercial fisheries, sustainability, and ways that consumers can support their local fishermen (Anna Mercer, CFRF)
• 1:20PM: Stories from Fishermen (Fred Mattera, F/V Travis and Natalie)
• 1:30PM: Introduction of scup and squid (Anna Mercer, CFRF)
• 1:40PM: Cooking demonstration
  o Grilled squid salad (Maureen Pothier, JWU)
  o Scup bouillabaisse (Matt Britt, JWU)
• 2:30PM: Tasting of grilled squid salad and scup bouillabaisse
• 3PM: Wrap Up and Thank You (Anna Mercer, CFRF)

2) Informational Exhibits

• CFRF: Collaborative research to support sustainable fisheries
  o Information about the CFRF and its research initiatives
  o Demonstrations of data collection equipment used by CFRF’s Research Fleets
  o Photos/videos from CFRF’s research projects and commercial F/Vs
• Cook It Yourself: Scup and Squid
  o Whole fish and squid displayed on ice
  o Demos of scup fillet and squid breakdown
  o Informational material about local seafood
  o Recipe cards for dishes prepared by Chef Pothier and Chef Britt
  o Recipe cards of scup dishes developed by JWU and CFRF in 2016
    ▪ Scup tacos, cornmeal crusted scup, scup curry, scup fish cakes
• Red’s Best
  o Whole fish display
  o Information material on local seafood
  o Coupons for Red’s Best
• Eating with the Ecosystem
  o Educational materials about local seafood species and EWTE mission
  o New England seafood species cards
2) Renovation of www.seafoodri.com

Throughout the project, the CFRF worked with the Rhode Island Department of Environmental Management and the Rhode Island Seafood Marketing Collaborative to update the existing website that serves as the home of information pertaining to Rhode Island seafood: www.seafoodri.com. The CFRF worked with the RI DEM webmaster, Emily Lynch, who maintains the website, to develop a plan for revision that would enhance utility and efficacy, including formatting, organization, and content. The CFRF developed the materials for addition to the website, including ecological and fisheries information about local seafood species, a calendar of RI seafood availability, and a map of seafood access points in Rhode Island. The RI DEM webmaster implemented the additions and revisions. Below is a screenshot from the “Learn About RI Seafood” section of the website, which is completely new.

Other species listed on the website include: Jonah crab, Longfin squid, Monkfish, Quahog, Scup, Silver hake, Spiny dogfish, Summer flounder, Striped sea robin, Tautog, Whelk, and Winter Skate. To the right is a graphic that depicts the seasonal availability of the several seafood species that are landed in Rhode Island. This graphic is provided within the “Learn about RI Seafood” section of the website as well.

Another major component of the website revision was the addition of a map of seafood access points in Rhode Island. This component took more time and effort than originally anticipated. In the end, however, a “Find RI Seafood” section of the website was added that hosts the interactive map. The map is sortable by location, certified RI Seafood Dealers (logo), seafood markets (retail), seafood wholesalers (for food business procurement), supermarkets (retail), and Farmer’s Markets (retail), and is accompanied by a list of the food businesses that are certified to use the RI Seafood logo. Recognizing that the access points for RI seafood will likely change over time and that the website may not be wholly
inclusive, the following disclaimer was added: “This map is intended to be a resource to help you find locations to purchase locally landed, Rhode Island seafood. Availability of local seafood species may change. Always ask for RI Seafood where you dine and shop! When you buy RI Seafood products, you know it’s truly local – landed right here in the Ocean State.” A screenshot of the map is provided below.

In the long term, the RI Seafood Marketing Collaborative will be responsible for maintaining and updating this website.

3) RI Seafood Infographics

To achieve the overarching project goal of improving appreciation and use of local seafood, the CFRF spearheaded an effort to develop infographics that succinctly communicate some of the key characteristics of RI’s seafood sector and highlight ways that food professionals and consumers can help support local seafood. The CFRF enlisted design assistance from Brown University students, which provided an enriching, two-way learning experience. The CFRF learned about the process for developing infographics (e.g. developing “messaging”, selecting formatting, etc.) and the students learned about the RI seafood system. The infographic developed (pictured at right) had three main messages: 1) Seafood is landed in dozens of ports across RI, 2) A diversity of species are landed in Rhode Island, many of which are unfamiliar to the consumer, 3) Food professionals and consumers have the power to support the RI seafood system by educating themselves and directing their purchasing power to
support local seafood. The infographic went through an iterative review and refinement process to ensure that the visualization of these messages was as clear as possible. The final infographic was distributed via social media, the project website (www.cfrfoundation.org/ri-seafood), and CFRF’s partner organizations.

4) RI Seafood Educational Videos

In addition to producing infographics to improve understanding and appreciation of the RI seafood sector, the CFRF also assisted with the production of two educational videos. Again, the CFRF enlisted the technical assistance of Brown University students who specialized in video production. The CFRF helped the students draft storylines, conduct interviews, and collect footage. Screenshots from the videos are provided below; the full videos are available on the project website: www.cfrfoundation.org/ri-seafood.

5) “Sourcing Rhode Island Seafood” Workshop at Nick’s on Broadway

One of the main components of this project was a workshop to educate Rhode Island food professionals about the abundance, diversity, and supply chain of seafood in the state, with the ultimate goals of developing long-lasting sourcing relationships and increasing the quantity of local seafood entering into the RI food system. After several months of planning and preparation by Chef Derek Wagner and CFRF Executive Director Anna Mercer, the “Sourcing RI Seafood” workshop was held at Nick’s on Broadway on March 6th, 2018. Workshop components included: 1) Introduction to characteristics of RI fishing industry, including gear demonstrations, insight from fishermen, 2) Introduction to species landed in Rhode Island throughout the year, 3) Seafood sustainability and why food businesses should make an effort to buy local seafood,
4) A guide on how to access local seafood that meets the needs of food businesses, including insight from food businesses that currently source local seafood, discussion of economics of using local seafood and marketing to consumers, 5) Hands-on introduction to RI seafood species and preparation methods, and 6) Networking among food professionals and fishermen/businesses.

Over 50 food and seafood professionals participated in the event, including leaders in using local seafood, food professionals interested in learning how to access and incorporate local seafood into menus, and fishermen and fishing businesses interested in selling seafood to local food businesses. All participants were provided with a list of wholesale seafood providers in Rhode Island and a monthly calendar of seafood availability, based upon landings data. A full workshop attendee list is provided in the Appendix to this report. Ultimately, the number of attendees had to be capped due to space limitations.

As mentioned above, the workshop included a wide variety of activities, including educational presentations, seafood harvester and supplier panels, cooking demonstrations, tastings, and networking. Below is the formal agenda for the workshop.

**Hosts:** Anna Mercer, PhD, Executive Director, Commercial Fisheries Research Foundation; and Derek Wagner, Owner and Executive Chef, Nick’s on Broadway and Co-Chair, Chef’s Collaborative

**Agenda**

12:00 Welcome and Introductions

12:15 Fisheries & Seafood Crash Course: Global to Local
   - Scale, Sustainability, Health & Nutrition, Supply Chain

1:00 Rhode Island Fisheries & Seafood Landscape
   - History, Community, Fishing Gear, Species, Seasonality
   - Fishermen’s Panel: How We Harvest

1:45 Break

2:00 Incorporating Local Seafood into Your Business Plan
   - Menu planning, Economics, Marketing
2:30 Sourcing Local Seafood
- Identifying local and legal seafood, Product pricing, Supply chain logistics
- Seafood Distributor Panel: Buying RI Seafood

3:00 Seafood Demonstrations and Tasting
- March Madness: Mackerel, Monkfish, Scup, Whiting, Squid, Scallops, Quahogs, Jonah crab

4:00 Networking and Development of Seafood Sourcing Relationships
- Get to know the people involved in the seafood supply chain in RI, from fishermen to seafood distribution companies. Determine which business meets your needs and make commitments to buy RI seafood this year!

The general dynamic during the event was of engagement, excitement, and progress. Specific feedback from workshop participants is provided below.

“Great forum. I really like the idea of making local seafood a staple of all Rhode Islander’s diet. I think all levels of income could benefit from our resources, but it all starts with availability and education. Also, delicious food! Thank you for putting this together”
– Mason Silkes, American Mussel Harvesters

“Great flow to the day. Interesting topics and discussion. Would love more small-group discussions in the future.”
– Chef Lou Perella, Boathouse Tiverton

“We need more events like this. We want to sell our products locally and this is the perfect way to connect with the right people.”
– Greg Silkes, American Mussel Harvesters

“Great information intelligently conveyed. Looking forward to making RI seafood a bigger part of RI tourism.”
– Chef Sean Driscoll, Newport Vineyards
Ultimately, at least 15 new sourcing connections were created as a result of the “Sourcing Rhode Island Seafood” workshop, representing thousands of pounds of local seafood entering the RI food system. That number continues to rise, even a full year later. There is ongoing demand for a reiteration of this event, so that a greater diversity of RI food professionals can benefit from the network of RI seafood businesses, and vice versa.

6) Research Surrounding Direct Sale of Finfish in RI

At the start of this project, the CFRF conducted a series of meetings with the Rhode Island Department of Health, Rhode Island Department of Environmental Management, and Rhode Island Department of Administration to sort out the regulations surrounding the direct sale of finfish in Rhode Island. While working through the dense regulatory documents surrounding this topic, the CFRF team recognized that legal assistance would greatly benefit the rigor and speed of the work. Thus, the CFRF reached out the RI SeaGrant Legal Fellow program to discuss potential collaboration. The leadership at the RI SeaGrant Legal Fellow program was quick to recognize the importance (and timeliness) of the research and the unique opportunity that their lawyers-in-training offered. Thus, a scope of work and timeline where developed, Legal Fellows were selected, and the research was underway by April 2018.

Throughout 2018, the CFRF helped the RI SeaGrant Legal Fellows work through the regulations surrounding the direct sale of finfish in Rhode Island, provided case studies of challenges encountered by fishermen and seafood businesses, and provided documentation on direct-sale regulations in other states (namely Massachusetts in Alaska). The first Legal Fellow assisting with this project developed a summary of Rhode Island’s direct seafood sale regulations and a step-by-step guide for getting permitted to sell finfish in Rhode Island (See Appendix for full document). Below is a summary of the resulting document, titled “Selling Fish to Restaurants and the Public: A Fisher’s Guide”.

“In the typical seafood distribution system, fishers sell their catch to licensed wholesale fish dealers, who process it and sell it on to retailers, such as supermarkets and restaurants. These retailers then sell the fish to consumers. Fishermen are increasingly interested in changing this
system by selling directly to restaurants and consumers in whole or filleted form. Such “direct sales” can result in higher earnings for fishers and connect consumers more directly to local seafood.

Fishers interested in selling fish to restaurants or consumers in Rhode Island must obtain several licenses to ensure that fish are properly recorded and to protect public health. All fishers would need to obtain a fish dealer’s license from RIDEM and, if landing federal species, from GARFO. A Food Processor Wholesale License from RIDOH and FDA registration (in some cases) are needed for sales to restaurants, and a Retail Food Peddler license is required for retail sales from a remote location, such as at the dock or at a farmer’s market.

While RIDEM and GARFO authorization is feasible for fishers, fishers may not wish to comply with RIDOH wholesale food processor licensing requirements. In particular, facility approval and HACCP compliance may be difficult for fishers without access to a commercial kitchen. Fishers may be able to overcome these challenges by working with an existing facility (such as Hope and Main in Warren, RI) and taking advantage of HACCP training opportunities. Alternatively, fishers can consider developing a seafood cooperative to serve as a licensed food processor, allowing individual fishers to sell to consumers with only a retail food peddler license.”

The second Legal Fellow assisting with this research used the aforementioned guide to compare RI’s direct-sale regulations to Massachusetts and Alaska (see Appendix for full document). Below is a summary of the resulting document, titled “Comparative Analysis of State Regulation of Direct-to-Market Sales of Finfish”.

“Rhode Island commercial fishers are interested in selling their finfish products directly to consumers. “Fresh off the boat” sales shorten supply chains and allow fishers to capture a greater percentage of the value of their catch, while consumers can obtain local, high-quality product and can develop closer relationships with their community. While there are benefits to direct sales of finfish, this activity can raise public health and fishery management considerations. Finfish sales are subject to permitting requirements in order to safeguard public health, ensure compliance with harvest restrictions, and achieve other public policy goals.

This study examines how three states—Rhode Island, Massachusetts, and Alaska—govern direct sales from fishermen to consumers and restaurants. This study highlights how different states have approached the issue of direct sales and identifies options that Rhode Island lawmakers and regulators can consider if policy change on this issue is desired. This study first introduces the permitting requirements for finfish licensing in each state before turning to a comparison of how they apply in specific contexts relevant to potential sales in Rhode Island.

It concludes that Massachusetts and Alaska differ from each other and from Rhode Island in their approaches to direct marketing of finfish. Unlike Rhode Island, both Massachusetts and Alaska have established programs under which fishers can sell whole fish to the public at the dock without a license from the state food safety agency. Further, Alaska allows restaurants and grocers to obtain a variance allowing them to purchase these whole fish at the dock in limited
quantities. Finally, Alaska has established a program under which fishers can engage in limited fish processing onboard their vessels, so that they can sell fillets or other similar products directly at the dock. Consideration of the structure and function of these programs may aid Rhode Island in evaluating what, if any, changes may be warranted to its direct marketing programs.”

The ultimate goal of the research was to identify regulatory red tape and identify ways to streamline regulations surrounding the direct sale of finfish in Rhode Island. Both documents are being used by the Rhode Island Senate Committee to explore legislation that seeks to streamline permitting and improve fishermen’s ability to sell their catch directly.

7) Calendar of RI Seafood Species Availability

In 2017, the CFRF queried monthly seafood landings data from 2013-2018 from RI DEM. These data were used to develop a list of seafood species typically available (based upon recent landings data) in Rhode Island during each month of the year. The product (pictured at right) is unique from any other seasonal seafood calendar, in that it provides a full list of the species available, rather than focusing on the highest volume or value or the species most familiar to the consumer. The intent with this calendar is to highlight the diversity of seafood available throughout the year and to encourage food professionals to explore the lesser-known species that are otherwise shipped directly out of the state. This calendar was distributed to the food professionals who participated in the “Sourcing Rhode Island Seafood” workshop as well as made publically available via the project webpage and social media.
8) RI Wholesale Seafood Suppliers Directory

To accompany the calendar of seafood availability in Rhode Island, the CFRF also produced a directory of wholesale seafood suppliers in the state. The purpose of this directory is to provide food professionals with the information they need to develop sourcing relationships with a local seafood purveyors, particularly in the absence of a targeted workshop or networking opportunity. As detailed in the "Selling Fish to Restaurants and the Public: A Fisher’s Guide", there are several permits that are required in order to sell seafood to food businesses or consumers. Thus, the CFRF queried the Rhode Island Department of Environmental Management and the Rhode Island Department of Health for lists of businesses permitted to sell fish. After cross checking these lists with regional permitting agencies (NOAA’s Greater Atlantic Regional Fisheries Office), the CFRF developed the list of RI wholesale seafood purveyors below. A student from Brown University assisted CFRF with formatting this list into a more user-friendly version, which was published on the CFRF project website (cover page pictured above).
Ultimately, the combination of the monthly species availability calendar and the list of Rhode Island’s seafood wholesalers enables food professionals to know what species to ask for and what business to contact when they are looking to develop a menu or purchase seafood throughout the year. Although these documents will need to be updated, they provide an important starting point for seafood buyers and consumers throughout the state.

9) RI Monthly Article about RI Seafood

During the spring and early summer of 2018, the CFRF helped RI Monthly contributor, Jamie Coelho, develop an issue focused on Rhode Island seafood. Specifically, the CFRF compiled and provided Jamie with species summaries and graphics, and tips for procuring local seafood. Examples of how this information was incorporated in the RI Monthly issue are provided below.

10) RI Fishing Port and Seafood Production Tours

Over the course of the grant, the CFRF provided dozens of port and seafood production tours for local food professionals, politicians, students, academics, and media. These tours, which typically included discussions with fishermen, tours of fishing vessels, tours of fishing docks, and tours of a seafood processing facilities, were extraordinarily effective at developing an appreciation for RI’s seafood system. There are many facets of seafood that most people are not aware of or have never seen, including the hand-weaving of fishing nets, the offloading of a fishing vessel’s catch, the production of cleaned and portioned seafood products, and the bells and whistles of a modern wheelhouse. The CFRF expects to continue these tours as requested, as there is no better way to achieve respect and commitment to the local seafood system.
Conclusions and Lessons Learned:

Due to the high demand for local seafood access and education, and the plethora of research needs surrounding Rhode Island’s seafood supply chain, this project grew to be far beyond its original scope. Over the course of the project, the CFRF engaged directly with over 400 fishermen, seafood businesses, chefs, restaurateurs, food professionals, consumers, regulators, lawyers, scientists, and students. With assistance from this diverse array of collaborators, the CFRF produced a suite of resources and events that have and will continue to support appreciation and utilization of local seafood in the RI food system. Of course, several challenges were encountered and changes were made over the course of the grant, including:

- Extension of the project timeframe to accommodate the expansion of the scope of work and greater facilitation of the RI seafood system network.
- Delay in completing the guide for selling fish in RI. This delay was primarily due to the time associated with different collaborators providing review and feedback (RI Sea Grant Legal Fellow Program, RI DOH, RI DEM, RI DOA).
- Delay in finalizing the renovation of the www.seafoodri.com website with new content. This delay was primarily due to the limited availability of the RI DEM webmaster, who ultimately approved and uploaded the new content.
- More research, education, and network development needs arose over this course of this grant than CFRF was able to address with the resources awarded. A full-time CFRF staff is needed to focus on developing and maintaining a network of and technical assistance program for seafood producers and food professionals in RI. Additional resources are also needed to progress research on the efficacy of different educational tools at seafood distribution points.

Although some of these challenges altered the timeline of the grant, others identified opportunities and priorities for next steps. The CFRF is greatly appreciative for this funding and is proud of the work accomplished through this grant.