

SHUCK AT HOME 2020
GRENCRAB.ORG



a change of plans

Last Winter when we started organizing for the 2020 green crab season we planned on hosting in-person green crab dinners and outreach events. Obviously, this format didn't work out as it became apparent that "in person" was no longer an option. However, in the process of trying to salvage this program in a struggling economy, some really important questions kept popping up:

Were ticketed restaurant events really having a significant impact if the average seafood consumer couldn't afford to attend a dinner? Were in-person seminars for fishers really accessible if individuals had to travel long distances and dedicate time that could be spent fishing to learn about green crabs? Were we ignoring the everyday home cook in focusing on restaurant education? Why have we centered "luxury" green crab products when the real goal should be mass consumption across many markets?

So we literally scrapped everything and started planning Shuck At Home: an outreach program that revolved around distributing free hard-shell green crabs to home cooks and hosting free virtual events. While we definitely have work to do when it comes to broadening our audience and improving the accessibility of our events and resources, we were pretty blown away by the engagement and community responses to these initiatives. Shuck At Home allowed us to test and build out programs that will be foundational to our organization.

Our biggest thanks to the Massachusetts Division of Marine Fisheries for providing grant funding for this project and to our supporters who continue to fuel our organization.

- Mary Parks, Director

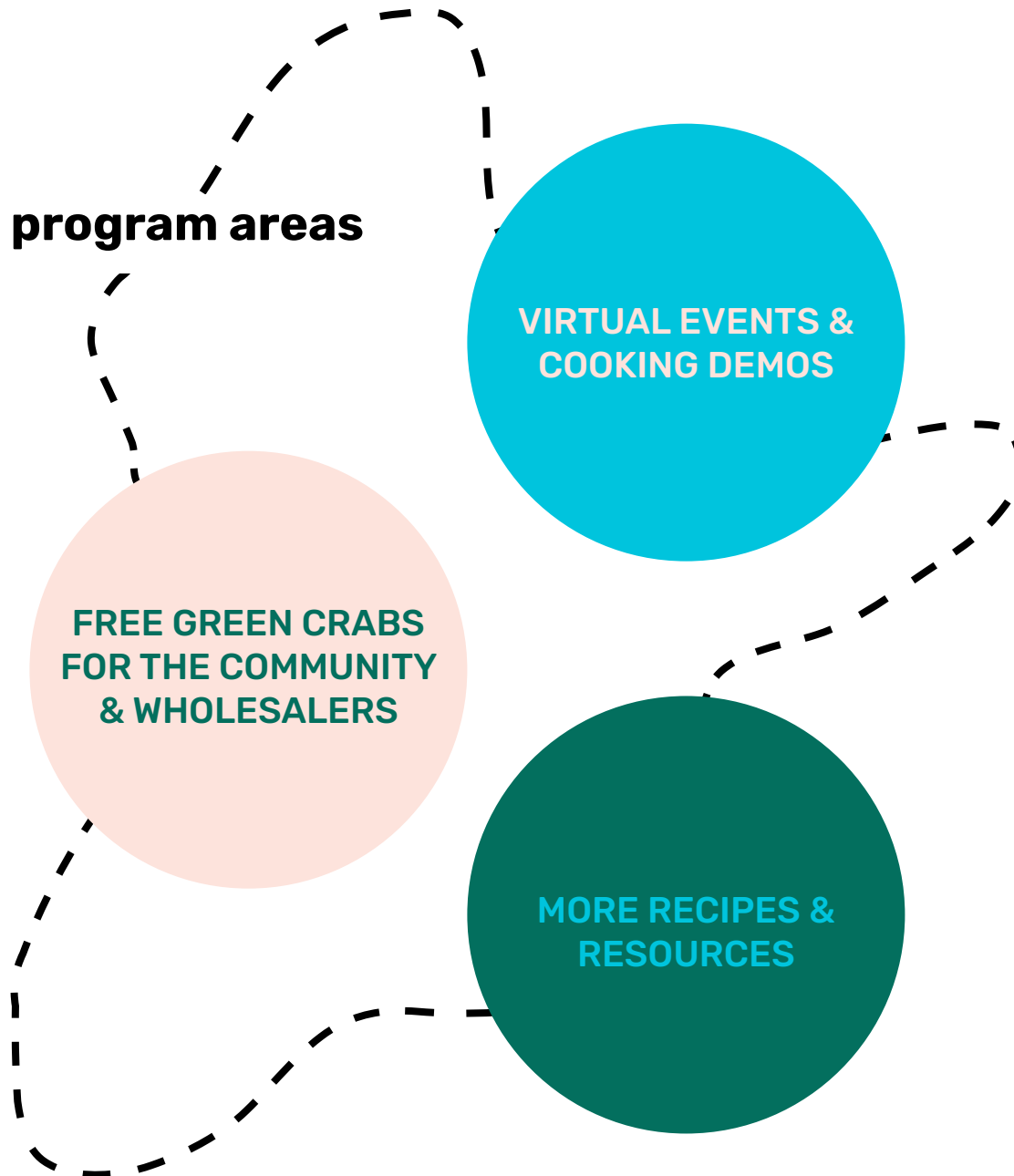


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SHUCK AT HOME

AT A GLANCE



1200

pounds of green crabs given away to home cooks across Massachusetts

15

free recipes developed

6

free community cooking classes & demos offered

44

people provided survey feedback after they cooked with green crabs

6

wholesalers worked with us to distribute green crabs across Massachusetts

OUR APPROACH

1. Give away free green crabs to home cooks and receive feedback on their experience to help inform future programs and resources.
2. Launch a pilot wholesale program to see how green crabs fair in the market.
3. Develop free recipes that are accessible, inexpensive, and require fewer ingredients.
4. Host virtual events that engage home cooks, fishers, and stakeholders.
5. Improve online resources in the areas of green crab processing, identification, and ecology.

JULY 19TH & 20TH: FREE GREEN CRAB DELIVERIES

GOAL: Understand how people handled cooking with green crabs at home and the labor associated with sorting and delivering green crabs in small batches.

We delivered hundreds of pounds of live, hard-shell green crabs to residents in the Greater Boston Area and Western, MA with Jamie Bassett of [The Shellfish Broker](#). Prior to the event, The Shellfish Broker sorted green crabs into 5 and 10-pound bags before driving up to Boston to hand-deliver 650 lbs of green crabs to local residents with our Director.

Takeaways: Sorting bushels of green crabs into 5 and 10 lb increments required significant time and labor. Hand-delivering green crabs to individual houses also entailed lots of coordination and communication the day of the event.

Our Response: Reformat the next free giveaway event into a remote pickup event outside a local fish market. This would allow people to pick up their crabs during a time window instead of receiving them at an exact delivery time. Rather than sorting crabs ahead of time which took hours, the harvester could bring the crabs in bulk to a pickup event and sort them on site.

“

I didn't realize green crabs were invasive and they could be eaten, but I love crab so I wanted to try it out! ”

- Free Green Crab Delivery Participant



Jamie Bassett after a long day of delivering green crabs all around the Greater Boston Area



A green crab boil prepared by Western, MA participant Craig Fear

October 18th

FREE GREEN CRAB PICKUP

GOAL: Increase green crab giveaway participation by hosting a contactless free green crab pickup event.

Jamie Bassett and Matt Belson from the Shellfish Broker drove up from Chatham for a free green crab pickup event outside of [Hooked Fish Shop](#) in Somerville's Bow Market. Instead of sorting crabs ahead of time, Jamie and Matt packed individual boxes of crabs on the spot. Participants were asked to pick up their crabs during specific time blocks to avoid lines. People were also able to pick up discounted fish from Hooked Fish Shop for a free virtual cooking class the next day where we prepared Green Crab Bouillabaisse.

Takeaways: A pickup event is a much easier way of distributing free green crabs compared to direct deliveries. We had far fewer "no-shows" and staggered pickup times prevented lines. Small business owners in the outdoor market were also happy with the increased business.

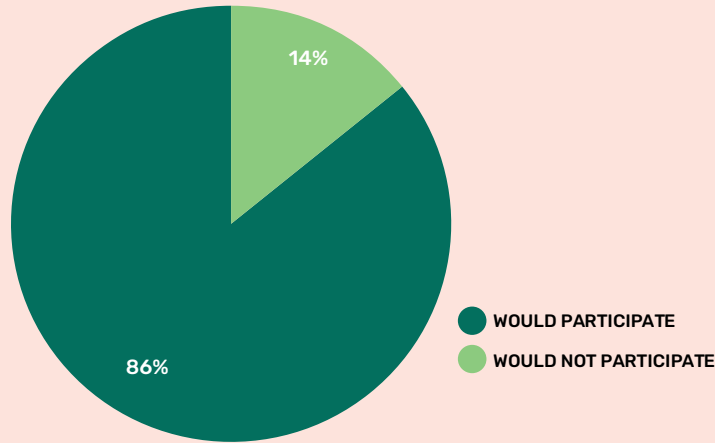
Our Response: We hope to replicate this free pickup event in 2021 at Hooked Fish Shop and other fish markets. For future pickups, we will incorporate the option of home delivery to improve immunocompromised and disabled access.



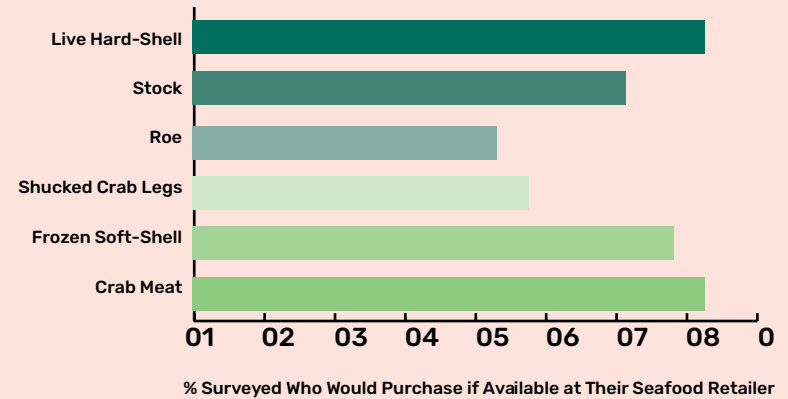
SURVEY HIGHLIGHTS

After they received their free green crabs, we asked participants questions about their experience cooking with green crabs as well as questions about purchasing green crabs. We also distributed this survey to our network, requesting that only people who have cooked with live hard-shell green crabs participate. A total of 44 people provided feedback on their experience as of November 29th, 2020:

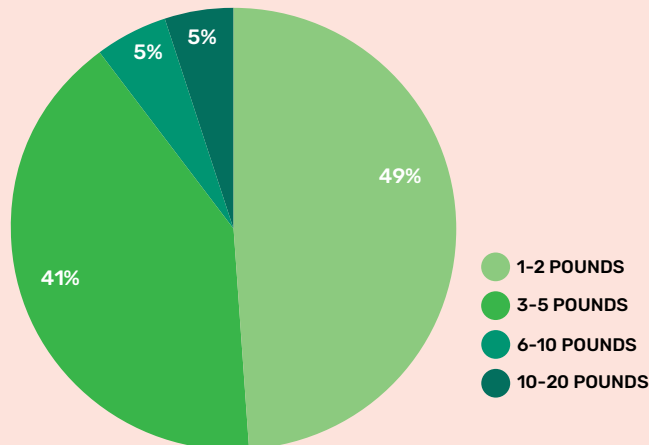
People Willing to Participate in a Future Green Crab Giveaway



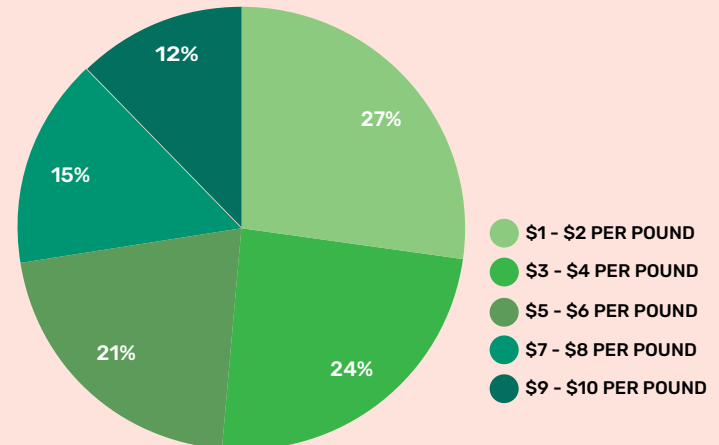
People Who Would Purchase Various Green Crab Products



Pounds People Would Purchase If Buying Live Hard-Shell Green Crabs



Price Per Pound People Would Spend If Buying Live Hard-Shell Green Crabs



Jamie Bassett harvested all the green crabs for our Shuck at Home program. Jamie is co-owner of The Shellfish Broker, a harvester-run shellfish wholesaler based in Chatham, Massachusetts.



PILOT WHOLESALER PARTNERSHIP PROGRAM

GOAL: See how green crabs fair in the market when sold alongside other seafood and familiarize seafood sales representatives with green crabs and their culinary uses.

This past August we tested a Pilot Wholesaler Partnership Program. We wanted to see what worked and what didn't with this model before scaling to a larger program. For this pilot, our organization purchased green crabs from The Shellfish Broker that were picked up by [Wulf's Fish](#).

Wulf's Fish then transported the crabs to their location on the Boston Fish Pier. Wulf's Fish sold green crabs to restaurants across the Greater Boston Area including [Nightshade Noodle Bar](#) and [Loyal 9](#).

Takeaways: Wholesalers need more resources on how to process & market hard-shell green crabs. Many restaurants were also unfamiliar with how to process and store green crabs; however, several restaurants repurchased green crabs and were open to working with them again in the future.

Our Response: In scaling this program, we will use consumer feedback to create tailored resources for wholesalers looking to sell green crabs and restaurants looking to purchase them.

Interested in participating in a future Wholesaler Partnership Program?
Email maryparks@greencrab.org.



Jamie Bassett after a long day of delivering green crabs all around the Greater Boston Area



A green crab boil prepared by Western, MA participant [Craig Fear](#)

WHOLESALE COLLABORATION

Developing local supply chain networks to distribute green crabs from ocean to consumer

Harvester:

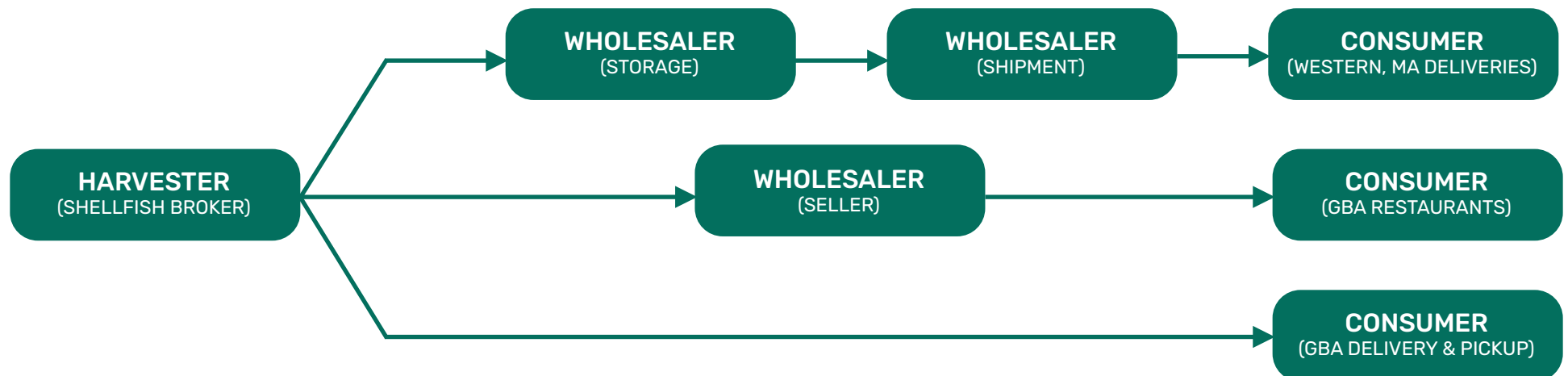
Green crabs were harvested and processed in Chatham, Massachusetts by The Shellfish Broker, a harvester-run shellfish wholesaler.

Wholesalers:

Boston, MA serves as a transportation hub for many industries in the Northeast, especially fish processing. We worked with wholesalers on the Boston Fish Pier such as Red's Best, BerkShore Seafood, and Wulf's fish to store and transport crabs for our Wholesaler Partnership Program and free pickup and delivery events.

Supply Chain Development:

By working with various wholesalers to harvest, process, store, and distribute green crabs, we helped build and test various supply chains:



Loyal 9: Sunchokes, roasted in brown butter, Jonah crab, parsley and RI greening apple dressed with green crab Worcestershire vinaigrette

OUR SUPPLIER NETWORK

A place for people purchasing green crabs to find local harvesters and wholesalers in their state: greencrab.org/where-to-buy

#1

Search result on
google for "buy green
crabs"

16

harvesters and
wholesalers listed

6

states represented

FREE VIRTUAL EVENTS

To screen or listen to past events, visit greencrab.org/shuck-at-home

July 20th

Filmmaker Nubar Alexanian, Ipswich Shellfish Constable Scott LaPreste, and Greencrab.org Director Mary Parks held an interactive screening and discussion on the status of green crabs on the North Shore. The remote event began with a viewing of "Recipe for Disaster", the award-winning film from Nubar Alexanian exploring the impact of green crabs on Massachusetts' Great Marsh and an innovative solution. After the screening, Alexanian, LaPreste, and Parks held an [interactive discussion and Q&A](#).

August 7th

We hosted an interactive cooking class with the Sustainable Business Network as part of their Eat Local MA Month where we prepared a rustic green crab bisque with crab legs.

You can find this demo and the recipe for green crab and tomato soup on our [recipes page](#).

August 13th

In collaboration with the Nantucket Land Council and Maria Mitchell foundation's Green Crab Week, Director Mary Parks discussed how to shuck green crab roe and ID female green crabs while demonstrating how to create a delicious summer salad.

You can find this demo and the recipe for Sweet Corn Salad with Green Crab Roe [on our recipes page](#).

August 7th

We hosted an interactive cooking class with Hooked Fish Shop in collaboration with our Free Green Crab Pickup Event.

You can find this demo on our [Instagram page](#) or our [recipes page](#).



rustic green crab bisque with crab legs

15 NEW RECIPES

minimal ingredients, substitution friendly, & affordable

1. Potato-Crusted Quiche by Mary Parks
2. Buttery Green Crab Legs by Mary Parks
3. Fra Diavolo by Chef [Bill Telepan](#)
4. Green Crab Stock by [Greenpoint Fish & Lobster](#)
5. Green Crab Curry by [Our Wicked Fish](#)
6. Green Crab Bisque with Crab Legs by Mary Parks
7. Sweet Corn Salad & Green Crab Roe by Mary Parks
8. Green Crab Bouillabaisse 2 Ways by Mary Parks
9. Whipped Roe Butter by Mary Parks & Alon Arguello
10. Roe Butter-Basted Steak by Alon Arguello
11. Crab & Clam Chowder by Mary Parks
12. Spicy Sausage & Crab Pasta by Mary Parks & Alon Arguello
13. Green Crab Stuffies by Mary Parks
14. Pulled Pork with Green Crab Broth by Alon Arguello
15. Red Sauce with Green Crab Broth by Alon Arguello



greencrab.org/recipes

SHUCKING SCHOOL

Our 3 part Instagram TV series teaches you how to shuck crab legs, harvest roe, and create green crab stock. In this series, we focused on preparing live, hard-shell green crab. You can find the links to these episodes with diagrammed instructions on our “Eat” web page or our Instagram page.

SHUCKING SCHOOL

EPISODE 1: GREEN CRAB LEGS



SHUCKING SCHOOL

EPISODE 2: GREEN CRAB ROE



SHUCKING SCHOOL

EPISODE 3: GREEN CRAB STOCK



NEW & IMPROVED RESOURCES

1. **Cooking & Handling Hard-Shell Green Crabs:** A new guide on handling, processing, and storing live, hard-shell green crabs
2. **Green Crabs in the Great Marsh:** A written summary of our conversation with Scott Lepreste and Nubar Alexanian on the status of green crabs in Massachusetts' Great Marsh.
3. **Talking Traps:** Science Communications Advisor James Elliott explores different green crab trap types
4. **Green Crab Bait:** Science Communications Advisor James Elliott discusses the effectiveness and cost efficiency of various green crab baits
5. **Green crabs in Australia:** Australian marine scientist René Campbell details the impact of green crabs in Australia and how the invasion compares to the US
6. **Green Crabs & Climate Change:** Director Mary Parks explores the complicated relationship between green crabs and climate change.
7. **Survey Report:** Feedback from 44 participants on what products they'd like to see in the marketplace as well as green crab pricing and volume data.
8. **Improved Species Info Page:** Our guide on identifying green crabs, understanding how they got here, and their invasive impact.



ECOLOGICAL RESOURCES



CULINARY RESOURCES



FISHING RESOURCES



MARKET RESOURCES



Program Expenses

Green Crabs for Wholesalers, Recipe Development, & Giveaways	\$ 4,771.45
Administrative Expenses	\$ 1669.43
Operating Expenses	\$ 10225.78
Total	\$ 16,666.66

2021 PROGRAM GOALS

Shaped by Shuck At Home Feedback

Expand green crab giveaways and wholesaler partnerships to states along the East Coast beginning in spring 2021, partnering with local green crab harvesters and fish retailers in each state. Continue to collect survey data from participants to create community-specific resources and edit our programming.

Work with more home cooks and professional chefs to develop green crab recipes that continue to focus on accessible and affordable ingredients. Create state-specific guides for harvesters looking to enter the green crab fishery and sell for culinary purposes. Develop wholesaler resources with improved pricing, yield, and market data.

Continue to partner with chefs, restaurants, wholesalers, and organizations to host virtual cooking workshops, information workshops, and networking sessions for those interested or involved in the green crab industry.

Your support and feedback can help make these programs a reality.

Donate: greencrab.org/support **Contact Us:** maryparks@greencrab.org