Hello. My name is Julie Kuchepatov, I'm the host of this podcast, The Conch. We are cruising along on our journey with this podcast, talking about seafood and the ocean, and most importantly, we're showcasing some of the incredible people working in the seafood sector, sharing their journeys, examining the challenges they face and the triumphs they've achieved. Today, we are really excited to have an exciting guest join us, Trish Whetstone. Trish is a Canadian-based food literacy educator, writer, and fishmonger on a mission to simplify the seafood experience. Trish translates the complexities of the seafood industry into real talk for fish curious folk through engaging hands on workshops, events, and experiences. Welcome and thank you Trish for joining me today on The Conch. Let's go!

Thank you so much, Julie.

So, I'm really excited to have you on here, and I've had several of your peers that are also very, very popular and active and engaged on social media. You're another one that I've been excited to have on here. And finally, we're doing it.

I know. It's fantastic. I feel like we've been dancing around each other for a while and I'm really stoked to have this conversation.

I am too, and I'm excited to get to know you better and have our listeners get to know you a lot better and your efforts. Could you give us a little bit of background and how you started and ended up where you are today?

For sure. So, like a lot of us, I think, who've found their way into this industry, I took what I have fondly termed as the vocational scenic route. I grew up in Vancouver, on the west coast of British Columbia, and I have always, because of this, been very connected to seafood, to the ocean, and just from my upbringing to market culture, like farmers markets, fish markets, and loved seafood. I was the kid who would try an oyster, no problem. And I grew up, because of this in a very food-focused home. So, from an early age I was very engaged in food literacy without knowing it. My dad taught me how to grocery shop, which is something that is an actual art and skill, how to cook, you know, trying new things. We were growing food on our rooftop patio in Vancouver in the eighties. Having these sort of early pieces just set the stage for me to be aware of the power that food has in gathering people together to produce it, acquire it and enjoy it, and what it can do as nourishment for a vehicle for connection and community building. So, that was sort of my basis for just growing up and being aware of food. And then I came to fisheries specifically, like not only because I was obsessed with seafood, but actually through the arts, music, folklore, storytelling. If you think about the history of fisheries and seafaring, there's so much legends and lore surrounding that and look at it, any old map, how many weird sea monsters are on those things? It's a very creative industry and that still comes out today in a lot of ways. For example, with the Fisher Poets of Astoria. It is a very art-led and connective industry and that really spoke to my desire to cultivate human understanding through that collective experience, through storytelling, through art, and then through seafood and food. As a young person, I'm like, Okay, you know, how can I find a way to combine these things like arts and fisheries, which everyone was like, Well, that makes no sense. I was like, Well, what you do is, you know, obviously I'm 17, so I'm just going to move across the country and go to theater school in Newfoundland. Of course I am. I ended up out there doing my university time. While I was there I did a lot of
independent research, having conversations and discussions about the commercial fishing history of the North Atlantic, really focused around how changes in the fisheries industry has impacted community health and that sense of identity and creative expression. And if anyone knows anything about Newfoundland, it's not only incredibly well-known space for fisheries and fisheries history. A lot has happened there over the last 30 years, also, for arts and culture in terms of music, theater, film and a lot of that is very focused on fisheries. There are very few pieces of art that come out of that place that do not have some intrinsic connection at some level to fisheries, and I always found that really interesting. That was an incredible growth period for me, and I felt so pulled and connected to that culture that I wanted to really focus on how can I tell these stories that connect regular people to this space that isn't really as visible unless you go looking for it, and understanding that it is a food source that is incredibly important, it is also a culture and an identity that is incredibly important and gives rise to a whole way of life and a whole sense of purpose. Then after university there was this little blip in the economy and went headfirst into the 2008 recession with (inaudible.) It was a bit of a beggars can't be choosers time. I ended up going to-taking my theater skills, which were in production, they were on the stagecraft side, so lights, sound, audio, video and going into technical production management. Crystal, I'm sure you and I could probably have conversations about that. I always thought that was a little hilarious because I'm not a very technical person and was also a woman in an industry that was very male dominated at the time. It was sort of an economic necessity that I just sort of walked in and was like, okay, I'm going to do this now, because I need to pay the rent. And I feel in a lot of ways walked through some walls because I didn't see them. So at 25 years old, I was this young woman running these big shows and conferences and being like- Okay, you're letting me do this? All right! So, that was a really incredible time to learn about just ways of bringing people together and creating those collective experiences and the amount of work, and planning, and energy that goes into that. But I never felt really connected to that industry. I was doing a lot of conferences and I wasn't actually connected to the subject matter. And it always, in my mind, kind of came back to this beckoning to the sea. This was kind of my AHA, my lightbulb moment. I was doing a conference in Vancouver. There was a client who had very high expectations, particularly surrounding time, and I got a phone call at, I think it was 2:00 in the morning, that was like, we need a touch screen TV in the lobby of the conference center by 5:30 in the morning for our Twitter feed. And I was like, Really? Okay. I think I made it happen. But it was at that moment that I was like, You know what? If I'm going to be this stressed out about something that is work related, it better be for something that's like, Oh my gosh, I need to get on the horn with the city of Vancouver right now so that I can get vendor permits for these farmers, for the farmers market, so that they can sell their food. Like, that's what I want to be stressed about. And I was just like, This is not where I want to put my energy and I kind of realized I was like, Yeah, that's what I want to do I want to dedicate my ability to produce these events, these coming together opportunities to gather to something like a farmer's market, and I can do that because if you think about a fish market or a farmer's market or a seafood event, you have an audience, you've got your attendees, you have performers, your vendors, or your speakers, or your chefs, and you have a venue, you've got a stage. I'm like, a show is a show, man. I can make this happen. So, back in 2016, I left the production technical live events and got a gig as the farmer's market manager at the Gulf of Georgia Cannery National Historic Site in Steveston, B.C., which is also a commercial fishing history of the West Coast Museum and I was like, Wow, what a niche. How did that come around after about ten years? During that time, I became the event producer for them. I got very involved learning more about the West Coast fishing history, connecting with fishermen and fisheries based groups out there. And it was just more and more like, this is right, this is the space I should be in. And then picked up and moved up to the Sunshine Coast,
which is just a 40 minute ferry ride away from Vancouver. Was still doing the events for them it was just sort of a Hey, I want out of the city. And then there was a plague that we all remember and events stopped existing for a bit there and I was already up there working a few days a week at the fish market just because it's a small town, small community. And I was like, Hey, what a great way to connect with people, learn more about fisheries, learn more about my industry. I'm really glad that I did that because then I had a job for the pandemic and it was in seafood! So, I just sort of threw myself into that for the next couple years, really learning the retail side of the industry and discovering that it was a fantastic way not only to connect with the community but also with consumers of seafood. And through a lot of dialogue and questions I realized a lot of people just have no idea where to start with seafood and with the seafood experience, which I found really, like, I was a little taken aback because I was like, we live on the Sunshine Coast. It's a coast, there's a lot of fish. And I was like, Okay, you don't know what you don't know, so I'm just going to start talking about it.

Julie Kuchepatov [00:09:58] Yeah.

Trish Whetstone [00:09:59] People would come up to me with questions. "Why are the local prawns so much more expensive than the prawns from international aquaculture fisheries?" And I'd be like, "Well, how much time do you have? Because this could take a while, get comfortable." And the joke kind of became that like unsolicited Trish Talks Fish Talks. And I was like, okay, well, I'm just going to keep talking and keep teaching and over time it kind of became a bit more of a like, Hey, I just heard it more often. You should be talking about this in the paper, you should be doing this on social media. Then I just started doing it. I just started talking.

Julie Kuchepatov [00:10:36] This is everything that led up to you becoming, essentially, Trish Talks Fish, which is the name of your Instagram and your website, which I should have actually mentioned at the very beginning. But all of this led up to that, right? Essentially.

Trish Whetstone [00:10:48] Yeah. Yeah. All the ins and outs and the various hopping through vocations led me to here where I'm like, Okay, this is a fantastic opportunity as a platform to not only share knowledge. But also share those stories, get that messaging out there. That is, these are the stories of the people in the industry. Start bridging those connections. Because living on a coast where it feels very disconnected from its local food sources and from one of those key ones being seafood. I was just like, Yeah, let's change that, and then let's spread our fingers wider. Let's start exploring who else is doing that. I started doing that last year on social media and through my website. I have been running hands-on skill-based workshops in my community just to get people in the room with fish and sort of build those opportunities that aren't often available to be like, yeah, Here come, I'll teach you how to shuck oysters, I'll teach you how fillet a whole fish. Things that just might be too intimidating or just not accessible in terms of what they have available to them. And I was like, Nope, we're going to do this now.

Julie Kuchepatov [00:12:10] Yeah.

Trish Whetstone [00:12:11] Being a fishmonger on a dockside seafood boat all last summer too. It's like you want a platform. That's a good one.

Julie Kuchepatov [00:12:17] I want to kind of go back to a couple of things that you said. And so one of them was you mentioned the Fisher Poets. So, you mentioned this creativity
and cultural aspect to fisheries and seafood that you were really trying to learn more about and be a part of. And you mentioned, like I said, the Fisher Poets, and that's a really great example. We haven't talked about Fisher Poets yet, and I'm in Portland, it's in Astoria, Oregon. In fact, one of my friends, friends and former colleague, his father started it. So, I'm very familiar with it and I've attended it and I think it's so great and I will leave the information about Fisher Poets, which comes, I think it's in February, right?

Trish Whetstone [00:12:58] I think it is.

Julie Kuchepatov [00:12:59] I'll put that information in the show notes for sure so people can look at that. They've had virtual ones in the past because of, as you said, the plague, the pandemic. I think they're reviving the in-person one, but it's truly a unique experience and people come from all over North America for sure, in fact, I even think they have some international guests that come and join and share poetry and they do bands and all that stuff. So it's really, really a cool encapsulation of the real tender side of the fishing industry, I want to say, because, you know, people get up and read some really incredible things that they've written.

Trish Whetstone [00:13:33] Absolutely. That's a piece of the industry puzzle that isn't often revealed is that the connection that a lot of these harvesters who work in fisheries and even shoreside support are like they feel a really deep intrinsic connection to this vocation. It is not, it's not just a job, it's a very heartland piece of your identity. And it, it is inspiring. It's a really interesting one to connect to seafood. And I've always believed in art and music as a means of connection as well, and using that to connect people with seafood. It's an incredible gift that this industry has and I would love to see it used more regularly.

Julie Kuchepatov [00:14:24] Yeah, I totally agree. This podcast is kind of part of that. I feel very heartfelt about this podcast.

Trish Whetstone [00:14:29] Yeah, it's pretty, it's pretty heartfelt.

Julie Kuchepatov [00:14:32] It's very heartfelt. But I mean, I would love to have people come on here and have like a mini Fishers Poets event on here where people can come on and read some poems and wouldn't that be cool.

Trish Whetstone [00:14:43] That would be amazing. I'm here for it.

Julie Kuchepatov [00:14:45] Okay, me too. I'll put that in the parking lot for now. You mentioned, you know, you were working in the events planning space on the production side and the sound and the lights and all that stuff and so I can see how that translates to your job, to your efforts right now of really telling these stories and bringing the life of the fishing communities to life on like social media and through these events that you're doing, I can see how that's all connected and very helpful, that past experience. And I looked at some of your events which look amazing, by the way and so if you have those in the future and I happen to be in B.C., I will definitely come to one of them. One of 'em said, you're sharing how to fillet a whole fish. And I think that's a real skill. And I'm curious, how did you acquire that skill?

Trish Whetstone [00:15:28] It's a skill.

Julie Kuchepatov [00:15:29] Yeah.
Trish Whetstone [00:15:30] And it's fun because, you know, every fish is a little bit different.

Julie Kuchepatov [00:15:34] Right.

Trish Whetstone [00:15:34] I learned that during the pandemic when I was working as a fishmonger. I learned a ton during that role just about the actual hands on handling of fish, of shellfish, of seafood. Like all of the little tools and tricks that are just going to extend the life of your fish or your seafood, that are going to make it easier to handle later, how to package it, how to store it, all of these really valuable things that at the end of the day, save you or the consumer money. And I was like, You know what? What a great thing to be able to share with people and it's also a very empowering activity.

Julie Kuchepatov [00:16:20] Yeah.

Trish Whetstone [00:16:20] You're taking this whole fish. It's especially wonderful if you have the opportunity to buy it off of a fisherman and then get it home. You really have to commit and go all in because chances are it might be a little messy, going to get a bit slimy. It is what it is, and you just kind of have to commit to engaging with your food in a real way. And then you get to also use every piece of the fish. And when I did the demo video recently and my cameraperson slash partner, very convenient partnership, is looking at the bones and I'm like, Oh, just wait. He was just stunned at how much extra meat I got off those bones. So it really is a skill in so many ways that you can have that power to control, really like where all of the food is going and where it's coming from, which is an empowering thing. Plus, you just feel like a badass wielding a good filleting knife.

Julie Kuchepatov [00:17:13] That's really cool. You mentioned the kind of food waste and utilizing the whole fish, which is super important, and that's something that we've talked about this season. We've had four or five recordings released at this point, and two of them, the one with Stephanie Harris-Uyidi, who's The Posh Pescatarian on Instagram. She talked about nose-to-tail eating, which is exactly the same thing that you said you showcased on this demo reel. And then we had Tasha Nathanson who's also a B.C. person, by the way, do you know her?

Trish Whetstone [00:18:13] I don't but I will look her up.

Julie Kuchepatov [00:18:44] It's on one of the episodes that we recently released. And so she makes fish leather out of all different kinds of species there in B.C. So, she's got an amazing set up where she makes leather out of fish skin. She's eliminating this fish skin from entering the waste stream, but they also use tree bark for the tanning process. You should definitely listen to that podcast and then meet Tasha. She's an amazing person.

Trish Whetstone [00:18:13] What's funny is I do know her.

Julie Kuchepatov [00:18:14] You do?


Julie Kuchepatov [00:18:16] Oh, that's so funny. Okay, well, there you go.
Trish Whetstone [00:18:18] So many people that I'm now really connected with. We're connected on Instagram.


Trish Whetstone [00:18:24] And not everybody has their name on there and we'll be, like, six months into this dialogue or relationship, and it's like, What's your name?


Trish Whetstone [00:18:35] Yeah, I know. Right? And I spoke with her during the early days of the pandemic. She came by the fish market and I gave her some sturgeon skin.

Julie Kuchepatov [00:18:44] There you go. Oh, amazing. Another thing that I think is so great, well what you mentioned in your kind of history was that you realized that people themselves living in this coastal community in the Sunshine Coast weren't very, I guess, what we would call seafood literate and would ask you questions, which is great, because that's what we want people to do. Why is it important to educate the consumer to help them become seafood literate?

Trish Whetstone [00:19:11] I think that food literacy overall, is a highly underappreciated and it's definitely not given enough value in the overall education system. There are plenty of reasons for that. But seafood literacy, specifically, is not even delivered alongside those other conversations. There are so many cases where you have support for this food system or these organizations that are doing food security issues, and there's no representation of blue foods, of seafood from any commercial harvesters, from educators. There's just nothing. So people often like forget that. I think I've said seafood is a food.

Julie Kuchepatov [00:19:52] Yeah.

Trish Whetstone [00:19:52] Ten times in the past week and with different groups because it isn't delivered, it has this real mystery shrouding it. And because of that, it makes it easy for the consumer to have a bad experience because maybe they don't know how to prepare it well. The cost I mean, in a lot of cases, you know, we're being priced out of existence. It can be a prohibitively expensive food acquisition if you don't have the knowledge to choose to make choices that will benefit you, your environment, and your community, and your wallet. I know that's a lot of pieces to ask, but it is possible. If you go up and you buy a big $40 piece of halibut and you bring it home and you overcook it, that's going to result in "I don't like fish." And then there's all of these other reasons that you didn't like fish. So just educating on how to navigate the fish counter, what questions to ask, how to cook it. If you don't know how to cook it, who to ask. Some of these really simple things can be really empowering to help people make these choices.

Julie Kuchepatov [00:20:56] And you mentioned, you know, part of this literacy is to help people make the right choices at the fish counter. So, what are some of the things people should look for when buying fish and what should they ask?

Trish Whetstone [00:21:07] You're walking up to a fish counter or into a fish market? Always talk to your fishmonger. They really should be willing and able and excited to share their knowledge with you. Just even asking just like what's good today? That is different than asking what's fresh? Because fresh and good are not always synonymous, despite popular belief. So asking them what's good, they will tell you. And then as much as
possible, try to, if you can buy local. I always encourage people to buy local just because coming from a small community where there is a small scale local commercial fishing fleet, I'm always trying to encourage people to keep the value of that product in the community. So, that's one. I'm kind of going to because this is such a rabbit hole, I'm going to toss Seaside with Emily. Her name is Emily De Sousa. I'm sure most people who listen to this podcast would know she is. She has done a fantastic series on what to look for at the fish counter in her Sustainable Seafood Lifestyle course. And I believe the second round of registration for that is coming up fairly shortly. Any of your listeners who really want to dig in to what to look for at the fish counter, she's a brilliant resource. But yeah, my best thing to say is just, you know, ask your fishmonger what's good? What's local? And then if you don't know what to do with it, like, don't be shy.


Trish Whetstone [00:22:33] Just be like, Hey. Okay, catfish. I've never bought catfish. How do I cook this? Someone who loves seafood is going to be excited to share what they love about it and how to do it.

Julie Kuchepatov [00:22:44] I think those are great tips. And yes, Emily has been a guest on the podcast, so you can refer back to season one and listen to that. But also, like you said, she has this new program called The Sustainable Seafood Lifestyle, which, eventually we'll probably have Emily on again and ask her to explain that and kind of talk about it, because I'm not exactly sure, I know it's a modular kind of based learning program, and I'm not sure what the modules are, but I think on her website you would be able to find more information about that. Preparing for this podcast, and this conversation, I did look at some of the prior events that you have held. Some of these questions are stemming from what you've done in the past, and at one of the events that you held, you promised to share some of your favorite fascinating fish facts, ideal for changing the topic of any conversation. And I think this was in preparation for maybe the holidays where you might get stuck in a conversation with some family that you don't want to talk or talk about. Bringing up these fascinating fish facts will help you kind of change the conversation. So, could you share like one or two of your favorites?

Trish Whetstone [00:23:49] Yeah, for sure. I feel like, yeah, we've all kind of had those moments where it's like, I don't want to explain this thing again to Auntie Maud.

Julie Kuchepatov [00:23:58] Yeah. And by the way, the holidays just happened, so everyone's still maybe a little bit trepidatious of what just happened during the holidays. So let's be gentle.

Trish Whetstone [00:24:07] Yes, we shall be kind. So, I love just throwing out random like, Hey, did you know? And it's a great parameter for figuring out who you're in company with. It's like, are you going to be able to handle me like as a person in your life?

Julie Kuchepatov [00:24:22] Yeah.

Trish Whetstone [00:24:22] It's great for first dates, actually, just a heads up, really great way to separate the wheat from the chaff. One of my favorites is the story of Screech and salt cod. If you know what Screech is, Newfoundland Screech. It's a dark rum and it has molasses in it. It is an acquired taste that not a lot of people have necessarily acquired. The history of that is, it was awful. Like it was a terrible rum, very, very bad. And part of the reason for this was because in trade with the Caribbean, Newfoundland would send salt
cod in barrels down to Caribbean as a protein source, salted, preserved cod as trade. The Caribbean would send rum up. Naturally, but they used the same barrels.

**Julie Kuchepatov** [00:25:17] EW! That's awful.

**Trish Whetstone** [00:25:18] So, you had this, you know, this very spicy flavored rum.

**Julie Kuchepatov** [00:25:23] Oh.

**Trish Whetstone** [00:25:23] That was apparently of a very high alcohol content. I guess the story, whether it's fact or fiction, we may never know. But there was an American soldier stationed there, I believe, in, I think, World War II and the locals as kind of a joke were like Oh, yeah, have some of this. And the screeches from that man you could hear in Carbonear so that's why it's became fondly known as Screech and now it's a whole brand. I've always thought that was kind of a funny story.

**Julie Kuchepatov** [00:25:51] It still exists then, but it's not shipped in these salt cod barrels.

**Trish Whetstone** [00:25:54] Yeah, no no no, it still exists. I believe there are, you know, like food safe regulations and such.

**Julie Kuchepatov** [00:26:02] Right.

**Trish Whetstone** [00:26:02] That prohibits such an activity.

**Julie Kuchepatov** [00:26:03] Probably. That's amazing.

**Trish Whetstone** [00:26:06] Lovely, dark rum, if you're into that sort of thing. I always like to try and find stories that include a bit of a more interesting kind of, different things to them and people are like, Huh, okay.

**Julie Kuchepatov** [00:26:17] Yeah, I love that story. I'll include some sort of link in the show notes about the history of Screech and salt cod, the interrelationship and the trade and all that stuff I think that's super interesting. Another event of yours from us to divulge the intriguing history of preserved fish. And you called it a rabbit hole, quote-unquote. Why is it a rabbit hole? And what is it about the history that is so complex? And I'm asking this as we've had several owners of tin seafood companies throughout the seasons of the podcast. So, I'm curious, why would you characterize this as a rabbit hole? What's going on with it?

**Trish Whetstone** [00:26:53] I'm just going to say how stoked I am about this really cool resurgence of popularity of tinned fish and companies or businesses like Scout and Fishwife. I believe you've had both owners on.

**Julie Kuchepatov** [00:27:08] Yes.

**Trish Whetstone** [00:27:08] I know Chef Charlotte is the owner of Scout.

Trish Whetstone [00:27:11] I think it's fantastic. It's such a great way to get and share and, you know, have people experience seafood. Maybe who wouldn't have access or necessarily even be comfortable or confident with it. So cool! It's a rabbit hole because I think anything in fisheries history is a deep dive.

Julie Kuchepatov [00:27:30] Yes.

Trish Whetstone [00:27:30] Because it is so complex in terms of all of its various components. It's the technology, it's the economics, it's innovation. It's the human side. In terms of the history of preserved fish, it really caused a lot of movement throughout the world. It was a big instigator for movement and exploration across the Atlantic, definitely. Which is interesting to look at in present tense, because, that whole movement has created an ugly history. So, being able to look at it through those eyes and recognize that like, okay, our innovation is a powerful thing. The ability to preserve and share food are powerful things. We need to be mindful of how we use that in terms of using it for positivity, for inclusivity, for dialogue, not to just take over the planet. Which again, now there's the deep dive. But I will share a really cool fact just to get, it's always back to the salt cod with me and I'm sorry. So, there is a really beautiful history of women's involvement in Newfoundland in the shoreside fish processing portion of the industry. Prior to large scale factories between 1800-1900, the inshore fishery, which was small boats about 30 feet long, closer to land than folk would go, and they'd fish cod. And the women - daughters, wives, sisters - would be onshore and they were actually heavily responsible for pretty much all of the processing. So all of the splitting, the gutting, the cutting, the salting, the flaking of all of these fish. There are some incredibly beautiful archival photos of this from The Rooms museum in St. John's. But they were really recognized for shoulde...
breakdown for the Sustainable Seafood Lifestyle. So, why is collaboration important to you?

**Trish Whetstone** [00:31:14] I think collaboration is just an incredible way for us to feed off each other and share our energy, share our passion. And that, at least in my case, I found that it really creates fertile ground for new ideas and also develops the confidence to pursue them. To reference Chef Charlotte again, I know in her podcast, I believe it was hers, she said, a tide raises all ships and that just stuck with me so hard because it's true. And I think that by collaborating and sharing with each other, we're just going to raise each other up. Working with Emily, working with Megan Waldrep of Partners of Commercial Fishing. There's lots of other people in the industry that I would love to connect and collaborate with, and this podcast is a huge inspiration to me because, you know, a year and a half ago I was listening to this in my living room.

**Julie Kuchepatov** [00:32:01] Wow.

**Trish Whetstone** [00:32:02] Being like, Oh my gosh, like all these people and all these women are so incredible and like, look what they're doing. And man, could I even do that? I want to get into that room literally, like, Julie, I'm not joking. You are a big part of the inspiration here.

**Julie Kuchepatov** [00:32:16] I am so flattered. I didn't know that.

**Trish Whetstone** [00:32:18] It's very true.

**Julie Kuchepatov** [00:32:19] That's really flattering. Well, thank you.

**Trish Whetstone** [00:32:21] In this way, this podcast is a collaboration, and it's creating so many more and so much more through it. So, yeah, it's an incredible way to share and to grow together.

**Julie Kuchepatov** [00:32:32] Well, I think that's amazing and I thank you for that feedback. I'm thankful that this podcast was able to give you the seafood, let's say that you needed, the inspiration that you needed to go out and go off on your own and be really successful at it. And you mentioned Megan Waldrep, Partners of Commercial Fisherman, who has also been on this podcast. So, I'm wondering what are you doing with her? Do you have an active collaboration or are you just kind of bouncing ideas off of each other? That's amazing. That's interesting.

**Trish Whetstone** [00:32:58] Yeah, she's fantastic. She is a powerhouse.

**Julie Kuchepatov** [00:33:01] Yeah.

**Trish Whetstone** [00:33:01] We are getting together the end of this month. We're developing an Instagram live. I know that she is going to be, I believe, she's wanting to sort of start producing a series.

**Julie Kuchepatov** [00:33:14] Awesome.

**Trish Whetstone** [00:33:14] It is going to be her and I. And we're going to be talking about partners of commercial fishing throughout history.

Trish Whetstone [00:33:19] Yeah. And how they have and haven't been recognized. What their contributions have been and also how to discover those stories.


Trish Whetstone [00:33:31] It should be really cool. So that's going to be at the end of January. Keep an eye on the Partners of Commercial Fisherman socials and on mine. Yeah.

Julie Kuchepatov [00:33:39] Great. Well, we will definitely keep an eye out, and I'll definitely make a point of sharing whatever you put out so that people know when that's coming. So you mentioned we're talking a lot about the partnerships and collaborations and how important those are. And one of the things I like to ask of women in the seafood industry or in the seafood space is around women or other mentors, you know, other people that have mentored them in their journey, in their career journey. You know, we had on The Conch, Adriana Sanchez, and she mentioned that she had a hard time finding women mentors in the seafood industry. And to clarify, she found plenty of men mentors and plenty of women mentors on the nonprofit side. But she couldn't find a woman with tenure in the industry to support her. So I'm wondering, are these partnerships fulfilling this mentorship role? Are you even looking for someone to support you in a mentorship way, or what's your experience with finding people to support you and your efforts in your journey?

Trish Whetstone [00:34:39] I would say that because the fact that there aren't a lot of women with the kind of tenure in the on deck side of the industry specifically, I mean, that speaks in and of itself to it not having that accessibility for a long time. Finding that supports with each other at this point in our growth in our careers, whether that's working with Emily, working with Megan, plenty of others, it's like, okay, if we don't have these, you know, experienced mentors who have the lived female experience, we are just going to have to support ourselves and become them.

Julie Kuchepatov [00:35:18] That's right.

Trish Whetstone [00:35:19] And a wonderful thing, too, is that I think that it's sort of forced a lot of us to just abandon looking at necessarily even age and time as a reason to find validity in someone's work. It's like there are plenty of people who are younger than me. There are plenty of people who are older than me that I'm connecting with. And everything that everybody has to bring to the table is valid. Sort of like, All right, we don't have them. Let's go.

Julie Kuchepatov [00:35:46] Yeah, I think that's a really great observation. And SAGE really has plans to create some sort of mentorship program potentially in the future. So aside from that, what else can SAGE do to support you as a woman in seafood?

Trish Whetstone [00:36:01] The fact that these conversations are happening, that you have The Conch, that you have your platform and you are constantly speaking to it and making it visible is incredible to begin with. I know you're creating The Bloom Group.

Julie Kuchepatov [00:36:16] Yes.
Trish Whetstone [00:36:17] Coming up this year, which is a wonderful development and I think going to provide a lot of women a lot of support. And yeah, just continuing to share resources, share opportunities that come up, elevate each other publicly through our platforms, make us visible, which is a big challenge in fisheries as a whole. Yeah, just being a space of that elevation because like, there's nothing more wonderful than seeing like your friend or your colleague or someone that you admire being elevated. It's a great feeling and it's inspiring to keep rockin'.

Julie Kuchepatov [00:36:52] Yeah, I think that's great advice and I will definitely put a link also, there's going to be a lot of links in this podcast notes, but that's great. That's awesome. I want to make sure that you have the opportunity to uplift and amplify someone, and I'd love for you to take this time to do that because that's part of SAGE's mission. So please, please, please take this opportunity uplift someone and tell us who you would like uplift and why.

Trish Whetstone [00:37:18] I would like to uplift Bretton Hills. She is the owner of Ondine Ocean Farms on the Sunshine Coast. She's an incredibly passionate ocean advocate. She's doing incredible work as an advocate for greater food security in western Canada. We connected over the challenge that there is no seafood processing facility on the Sunshine Coast. So she's got her oyster farm. I believe she's starting to farm kelp. She's big on regenerative aquaculture, and she's assembled a team to build a processing facility like she is just doing it, living her values, contributing to her community. Incredible woman. I feel like I can't wait to see what she's going to do next.

Julie Kuchepatov [00:38:02] Well, there's another link that we're going to add to the shownotes and figure out what's happening and follow her journey, because that sounds incredible. So, we only have a few more minutes left. So I really want to give you an opportunity to tell us what's new and next for you. What's happening with Trish Talks Fish in 2023.

Trish Whetstone [00:38:19] Next for me is really just to dig into those collaboration opportunities. Listen, learn as much as I can working with others and develop my online presence. I thought it was so nice when you said you're like, Oh yeah, people who are doing great on social media. I was like, Am I though, am I?

Julie Kuchepatov [00:38:38] I think you are. You're very active. I don't know if you're active as much as you want to be, but I think you're definitely very active.

Trish Whetstone [00:38:44] Totally. It's really about refining that online presence so that I can more consistently deliver messaging, working with other awesome groups, people, specifically women and collaborations. My next step is to connect with seafood brands, with the people, and the communities, and the fisheries. Sustainability at the heart of their businesses to create messaging because something that got lost in the notes, like I am also a copywriter because why just do one thing with your life? And it's another piece of that storytelling is to actually connect with the consumers and make the seafood relatable to them. Because one of my favorite quotes that I've seen recently is demand change by changing demand. And I think as an overall goal, that's something that I want to participate in doing. In terms of not only what the industry looks like from an equality perspective, but also how consumers are viewing their seafood and enjoying it. So support, support and on the side, I also have a full time job at the B.C. Young Fishermen's Network as their coordinator. So.
Julie Kuchepatov [00:39:50] You just started that, right?


Trish Whetstone [00:39:52] Yeah. So that's that's a fantastic group. I'll send you the link to that one to throw in. Haha.

Julie Kuchepatov [00:39:57] We have to have a link for that one too. Okay, this is all links. Everyone's going on to the links after this is over. So tell us, how can our listeners find you online.

Trish Whetstone [00:40:05] You can find me at www.trishtalksfish.com on Instagram @Trishtalksfish and I do have a TikTok @Trishtalksfish as well which I'm hoping to utilize a lot more this year so check it out.

Julie Kuchepatov [00:40:19] Awesome. Well we will also include that information in the show notes. The informationally packed show notes that we plan to create when this episode is released. So, Trish, we're at the end of our time, I want to thank you so much for joining me in conversation. And I'm really cheering you on from afar. And I really hope that we can meet someday soon, definitely at the Pacific Marine Expo. I'm sure we'll go there this year, I guess we're already in 2023, so I would love to meet you in person someday and just keep on doing it. You're doing great.

Trish Whetstone [00:40:48] Julie, It's been such an honor to speak with you. Thank you so much.

Julie Kuchepatov [00:40:52] Thank you for tuning in to The Conch podcast. It would be amazing if you could take just 2 seconds to leave a review and share this podcast with your ocean loving friends. Thank you!

Crystal Sanders-Alvarado [00:41:05] The Conch podcast is a program of Seafood and Gender Equality or SAGE. Audio production, engineering, editing, mixing and sound design by Crystal Sanders-Alvarado for Seaworthy. The theme song "Dilation" is written and performed by Satan's Pilgrims. Funding for The Conch podcast is generously provided by the David and Lucile Packard Foundation and Builders Initiative.