Raising the Commercial Visibility of Local Seafood

North Carolina Aquaculture Development Conference

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Long-term Goals for North Carolina Sea Grant

• Retaining and creating jobs in fishing communities, through science and business principles.

• Ensuring safe and high-quality seafood for consumers.

• Satisfying consumer demand for local seafood.
National Statistics

• Local means “grown/harvested in my state.”\(^1\)

• Consumers believe local food is fresher, has less chemical contamination and is of higher quality.\(^2\)

• Consumers are looking for authentic products prepared in a “special place,” such as Copper River Salmon.\(^3\)

• Millennials are more concerned than previous generations about the origins of their food.\(^4\)
Local Surveys

- 95% would buy branded local seafood if it were available in other North Carolina markets. *2007 survey by Rita O’Sullivan, UNC-Chapel Hill*
- 90% of consumers were willing to pay a premium price to ensure the seafood they buy is local. *2008 survey by Amy Anderson, UNC-Chapel Hill*
- 84% prefer local seafood for its freshness, quality, and safety and to **support local fishermen**. *2010 survey by Susan Andreatta, UNC-Greensboro*
Opportunity & Challenges in 2003

• Market research indicated consumers were eating more seafood.

• Consumers seemed inclined to purchase domestic seafood over imports.

• Carteret County, NC, restaurants offering local seafood were not receiving a market incentive.

• **Local seafood was indistinguishable from imports.**
Branding Seafood

Commercial Objectives:
- Create a stronger awareness of – and demand for – local seafood.
- Improve revenues for fishermen, dealers and restaurants.

Educational Messages:
- Commercial species are seasonally available.
- Local seafood is inspected for wholesomeness.
- Continuity of marine resources is enhanced by state and federal regulations.
- The lifestyle and heritage of Carteret County fishermen should be valued.
2008 Survey by Amy Anderson, UNC-Chapel Hill

• 79% purchase local seafood because marine stocks are managed for continuity by state and federal regulators.
• 87% purchase local seafood because harvesters and processors comply with federal and state rules that protect food quality and safety.
• 94% purchase local seafood because doing so supports local fishing communities.
Creating a Brand

A *brand name* contains simple wording designed to promote instant awareness of a product.

A *logo* is an identifying symbol or image that complements the brand name.

A *tag line* further describes and identifies the brand name to a target audience.
• The word **“Catch”** is meant to project an image of “seafood” to consumers;

• The word **“Select”** is supposed to convey an idea of “only the best”, ”high quality” or “special” to consumers;

• The phrase **“from the Fishermen of Carteret County”** tells consumers their seafood is local – it has been harvested by a fishermen who lives in Carteret County, NC.
Membership Categories

• Commercial Fishermen (county resident, SCFL#)
• Seafood Dealers (Carteret County business address, N.C. dealer’s license, government inspection, dealer’s stamp)
• Seafood Retailer (government inspection, N.C. dealer’s license)
• Restaurants offering at least one local commodity throughout the year when seasonally available
• Associate Members
• Sponsors
## QUALITY COUNTS:
A Consumer’s Guide to Selecting North Carolina Seafood

<table>
<thead>
<tr>
<th>Seafood Type</th>
<th>What to Look For</th>
<th>What to Avoid</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESH CUT FISH</td>
<td>• Firm, elastic flesh</td>
<td>• Mushy or bruised flesh</td>
</tr>
<tr>
<td></td>
<td>• Translucent color</td>
<td>• Milky color</td>
</tr>
<tr>
<td></td>
<td>• Moist appearance</td>
<td>• Dry or brown edges</td>
</tr>
<tr>
<td></td>
<td>• Mild scent</td>
<td>• Strong sour or “fishy” odor</td>
</tr>
<tr>
<td></td>
<td>• Unexpired sell-by date, if present</td>
<td>• Expired sell-by date, if present</td>
</tr>
<tr>
<td>WHOLE AND DRESSED FISH</td>
<td>• Bright, shiny eyes</td>
<td>• Cloudy, sunken eyes</td>
</tr>
<tr>
<td></td>
<td>• Bright red gills, if present</td>
<td>• Pale or gray gills</td>
</tr>
<tr>
<td></td>
<td>• Firm, elastic flesh</td>
<td>• Mushy flesh</td>
</tr>
<tr>
<td></td>
<td>• Scales adhering tightly to skin</td>
<td>• Scales dull or missing</td>
</tr>
<tr>
<td></td>
<td>• Smooth, glistening skin</td>
<td>• Excess slime on skin</td>
</tr>
<tr>
<td></td>
<td>• Mild scent</td>
<td>• Strong sour or “fishy” odor</td>
</tr>
<tr>
<td></td>
<td>• Bright red blood line in gut cavity</td>
<td>• Dark or brown blood line in gut cavity</td>
</tr>
<tr>
<td>FROZEN FISH</td>
<td>• Solidly frozen flesh</td>
<td>• Partially thawed fish</td>
</tr>
<tr>
<td></td>
<td>• When thawed, passes same criteria as unfrozen fish</td>
<td>• Discolored flesh</td>
</tr>
<tr>
<td></td>
<td>• Tight, moisture-proof packaging</td>
<td>• Dry or papery edges</td>
</tr>
<tr>
<td></td>
<td>• Product is visible, unmarred</td>
<td>• Torn packaging or crushed edges</td>
</tr>
<tr>
<td></td>
<td>• Unexpired sell-by date, if present</td>
<td>• Signs of ice crystals or freeze burn</td>
</tr>
<tr>
<td>LIVE SHELL FISH</td>
<td>• Tightly closed shells, if open</td>
<td>• Gaping shells, do not use</td>
</tr>
</tbody>
</table>
The North Carolina Seafood Festival

“Cooking with the Chefs: A North Carolina Seafood Experience”
2010 NC Seafood Festival Survey by Susan Andreatta, UNC-Greensboro

• 78 % said local brands would help identify the seafood landed by North Carolina fishers.

• 88 % said the seafood-availability poster would help them learn to eat seafood in season.

• 87 % said the quality poster would help them discern the freshness of their seafood purchases.
Seafood Sightings: November 3, 2011
Posted on November 3, 2011 | Leave a comment

SEAFOOD SIGHTINGS
(printer-friendly version)

With a chill in the air, you can warm up by trying one of the recipes for chowder or gumbo. Enjoy!

- Perfect for the fall, Jeffrey Weeks with the Charlotte Seafood Examiner shares a few chowder and gumbo recipes: http://www.examiner.com/seafood-in-charlotte/fall-carolina-seafood-chowder-and-gumbo-recipes
- In this video, WRAL’s Brian Shriver and Lisa Prince make frogmore stew: http://www.wral.com/lifestyles/food/video/14900290/article/14900290

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Seafood Sightings: October 27, 2011
Posted on October 27, 2011 | Leave a comment

SEAFOOD SIGHTINGS
(printer-friendly version)
Community Supported Fisheries (CSF)

• A way for the public to support their fisherman ~ a partnership.

• Like a CSA, individual CSFs are designed and operated by a fisherman, with his household or extended family.

• The public/consumers pre-pay a fisherman to receive seasonal catch.
Community Supported Agriculture (CSA)

Shareholders * Members * Subscribers

- **Pre-pay:** purchase a "membership" or "share“ prior to the beginning of the growing season(s). *(advance commitment)*

- **Commitment:** Small-scale grower to shareholder; shareholder to grower.

- **Responsibility:** Shareholders share in risks and the benefits with grower. *(No purchasing of supplemental products when weather/insects interferes with harvest.)*
Core Sound Seafood

www.coresoundseafood.org
Value Addition
Questions?

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Footnotes


