



# **Cape Cod Commercial Fishermen's Alliance**

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**Program and Outreach Coordinator**



# Small Boats. Big Ideas.

- Fishermen's Alliance: What we do
- Haddock Chowder Program: Serving our fishermen and community
- Other challenges facing the industry



# What We Do...



- Policy & advocacy
- Small business support & economic development
- Community engagement





# Policy & Advocacy

Scientific Research



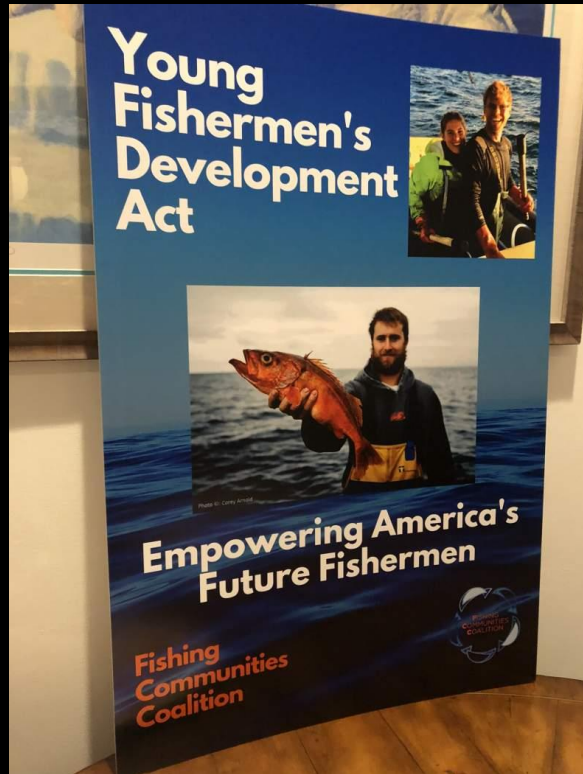
Advocate for Science-based Management





# Small Business Support & Economic Development

## Training the Next Generation



## Cape Cod Fisheries Trust







# Community Engagement



- Educational outreach
- Seafood promotion
  - Local & underutilized species
- Food security
  - Fish for Families
  - Pier to Plate
  - HADDOCK CHOWDER!



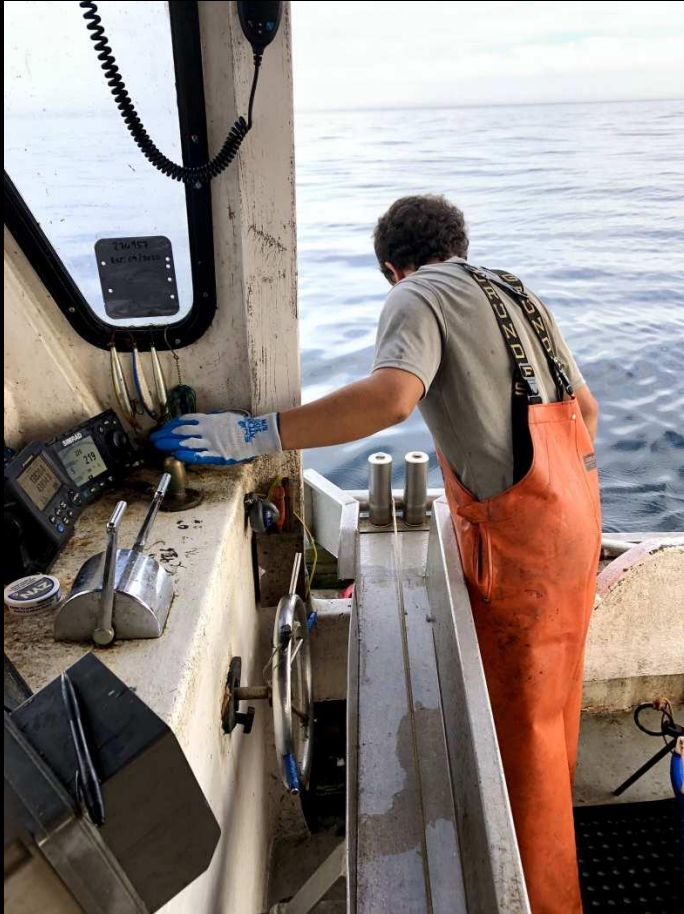
# Haddock Chowder Program: Small Boats, Big Taste



- Response to COVID-19 pandemic
- Philanthropic funding
  - Catch Together
  - MIT Sea Grant
  - Cape Cod Healthcare
  - Individuals
- Goals
  - Help small-boat fishermen stay on the water
  - Serve regional need for food security



# Haddock Chowder Program: Fishing



- Prioritize sustainable fishing
- Fishermen get fair price for “snapper” haddock
  - Market prices are traditionally too low to profit, but plenty of fish in the sea





# Haddock Chowder Program: Processing



- Fish filleted in family-owned facility in Brockton, MA
  - Great Eastern
- Chowder manufactured in family-owned business in Lowell, MA
  - Plenus Group, Inc
- Final product – frozen



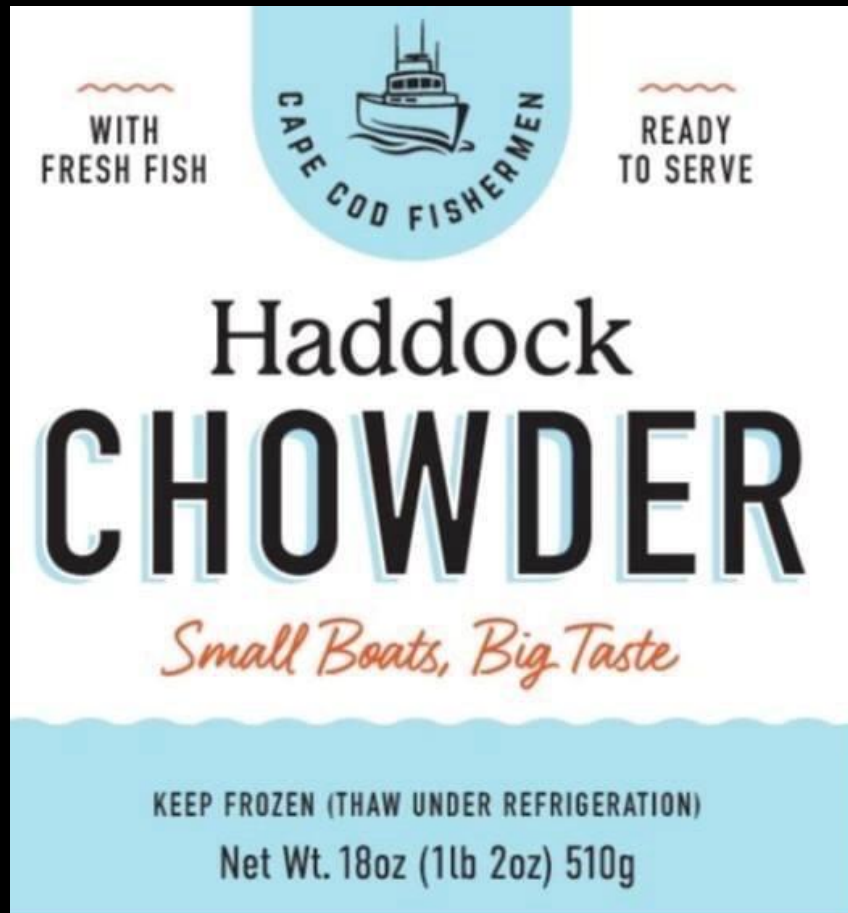
# Haddock Chowder Program: Food Banks



- Food Banks across MA
  - Greater Boston Food Bank
  - Family Pantry of Cape Cod
  - Cape and Islands Veterans Outreach Center
  - Local churches



# Haddock Chowder Program: Future



- Phase 1 (current)
  - Buy over 30,000lb haddock
  - Financial infusion >\$144,000 to fishing fleet
  - Provide over 100,000 meals
- Phase 2
  - 60,000lb haddock
  - 200,000 meals
  - Develop retail





# Haddock Chowder Program: Future



- Retail operations to self-sustain
- Pursuing national expansion into USDA programs
- MA Emergency Food Assistance Program (MEFAP) support through food bank distribution



# Other Challenges Facing the Industry



- Resiliency of markets
- Executive Order on Promoting American Seafood Competitiveness and Economic Growth (May 2020)
  - Seafood Trade Taskforce
- Potential effects of climate change on industry
- Participation of next generation



# Small Boats. Big Ideas.

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