

Adding Value to the North Carolina Seafood Industry through Use of Collaborative Partnerships

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Changing Times

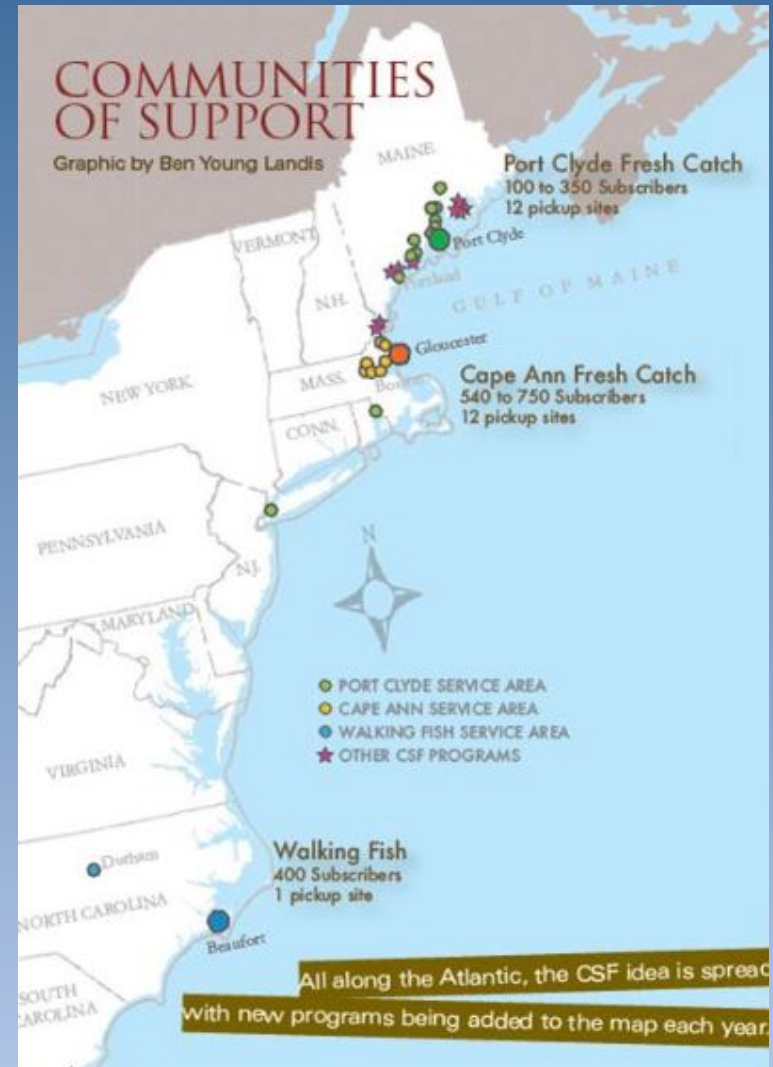


Photo credit: NC Catch

- **The NC seafood industry is contracting at a time when demand for locally-sourced food has never been greater.**
- **Sea Grant extension efforts designed to benefit broad segments of industry.**

Community Supported Fisheries

- 2005, Initiated in NC
- 2007, First successful pilot in Maine
- 2009, Two CSFs in NC
- 2014, Between ~35¹ and ~70² CSFs in operation



¹LocalCatch.org

²Dr. Susan Andreatta, UNCG, pers. com.

Trade Adjustment Assistance



Coastwatch Summer 2011
*Winds of Change:
Shrimpers Plan for Future*

- **184 NC shrimpers received 2,256+ hours of training and ~\$2 M in financial assistance through TAA.**
- **NCSG co-authored “Shrimp Marketing Opportunities” course taken by 2,103 shrimpers from NC-TX.**
- **Course served as a template for the Lobster TAA program taken by 1,434 fishermen.**

Trade Adjustment Assistance



- **76.6%¹ of respondents reduced their business costs.**
- **75.2%¹ reported their business being better situated to succeed as a result of the TAA program.**
- ***“The program forces individuals to take a hard look at their finances and decide whether or not to make changes to either increase profits, expand business, or look for alternatives.”***

¹SRRMEC TAA summary report, 2014

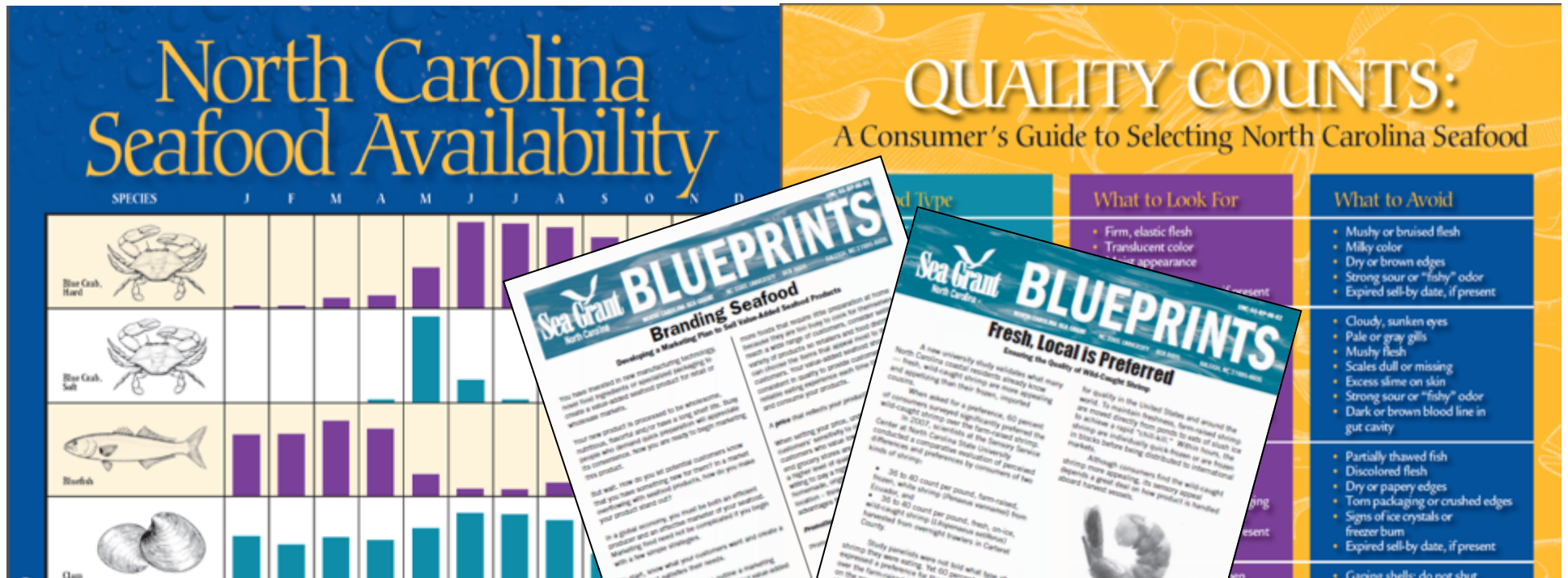
Building Branding Programs



- Debuted in 2005 (CC), 2009 (BC, OF) and 2010 (OBC)
- Salient message of each brand is “fresh, seasonal seafood harvested by local fishermen.”

Nash et al., in press

Building Branding Programs



- In 2011, 78% of seafood festival respondents said the 4 brands would help to identify local seafood products.
- Success of the 4 branding programs resulted in the development of NC Catch (www.nccatch.org) in 2012.

Nash et al., in press