

Revitalization of Commercial Fisheries in San Diego

The case for a fishermen's dockside market



San Diego has a rich fishing heritage



- Fisheries have always been integral to our waterfront
- A rich culture passed on by Japanese, Chinese, Italian, Portuguese, and Slav fishermen since the 19th century

San Diego's fishing industry is relatively small

Port of San Diego Land and Water Use Allocation

USE	ACRES	%TOTAL
COMMERCIAL	758	14
Commercial fishing	19	0.5
INDUSTRIAL	1424	26
PUBLIC RECREATION	961	18
CONSERVATION	1458	27
PUBLIC FACILITIES	616	12
MILITARY	152	3

Only two commercial fishing docks in San Diego Bay

Driscoll's Wharf



Tuna Harbor



Political and Legal Recognition of the Need

- **Port of San Diego Master Plan**

“It is the intent of this Plan to encourage the development of the local fish market fisheries”

- **California Coastal Act**

"commercial fishing facilities within the coastal zone are to be protected, and where feasible, upgraded."

- **San Diego Fisheries Revitalization Project**

“Coastal access is integral to a vibrant and healthy working waterfront as it raises awareness and understanding of a locally caught food source”

- **The Port of San Diego: Mayor Bob Filner’s vision 2013**

“Revitalize Fisheries..Direct to public sales; a San Diego Pike’s Place”



Barriers to Revitalization

- Shift in economic, social and resource priorities post-Tuna Industry
 - Gentrification of Ports
 - Lack of organization
 - Single species management
 - Economic and regulatory challenges for new entrants
- Subsequent disconnect of the city from the adjacent ocean
 - Low prices of imports
 - Reliance on imports
 - Decline in social memory, awareness and appreciation of industry
 - Less incentives for local fisheries (e.g., lack of certification of artisanal fisheries, low pay)



Remedy: Develop a method to fund projects

A Dockside Fishermen's Market

- Provides a framework to reconnect the fishing and aquaculture communities to the public
- Rather than soliciting grants, develop funding by asking the community to pay extra for their fish
- Instead of judging sustainability the community will become a partner in developing and funding sustainable practices



What's needed to make a dockside market a success?

- Diversification into underutilized species (portfolio)
- Availability of steady supply of a wide variety of products
- Branding- Differentiate locally caught/farmed seafood in the marketplace
- Leverage San Diego's ocean culture to re-connect with fishing culture (e.g., interact with fishermen/aquafarmers, increase awareness, reinforce the value of the working waterfront)





There is a public need & demand for local food

- freshness, traceability, quality (over quantity)
- health benefits
- diversity of products
- direct experience with fishermen, waterfront
- edutaining engagement (education through entertaining engagement)
- community and economy
- heritage, sense of place
- fairness (*price and product transparency, traceability*)

Who's involved in the local market?

Local Fishermen



Who's involved in the local market? Aquafarmers



What can we offer?

Wild Caught Fish and Invertebrates

- INVERTEBRATES; Rock crab, Spider crab, Kellet's whelk, Red sea urchin, Purple sea urchin, Turban snail, Spiny lobster
- GROUND FISH; Black gill rockfish, Black cod, Sand dabs, Bank rockfish, Brown rockfish, Copper rockfish
- DEEP NEARSHORE; Sheephead, Cabezon, Halibut, Barracuda, Dorado
- PELAGICS; Swordfish, Thresher shark, Mako shark, Opah, Bluefin, Albacore, White Seabass, Yellowtail
- COASTAL PELAGICS; Sardines, Squid, Anchovy, Mackerel, Kingfish

AVAILABILITY

Seasonal, Inclement weather, Long-term fluxes (El Niño)



What can we offer?

Carlsbad Aquafarm, Inc.

- Carlsbad Mediterranean Mussel,
- Carlsbad Luna, Blonde and Del Sol Oyster,
- Carlsbad Manila Clam,
- Carlsbad Red Ogo and Green Sea Lettuce Seaweed

AVAILABILITY

Fairly consistent through time



Help us make this a reality

