

## 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 19<sup>th</sup> 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)

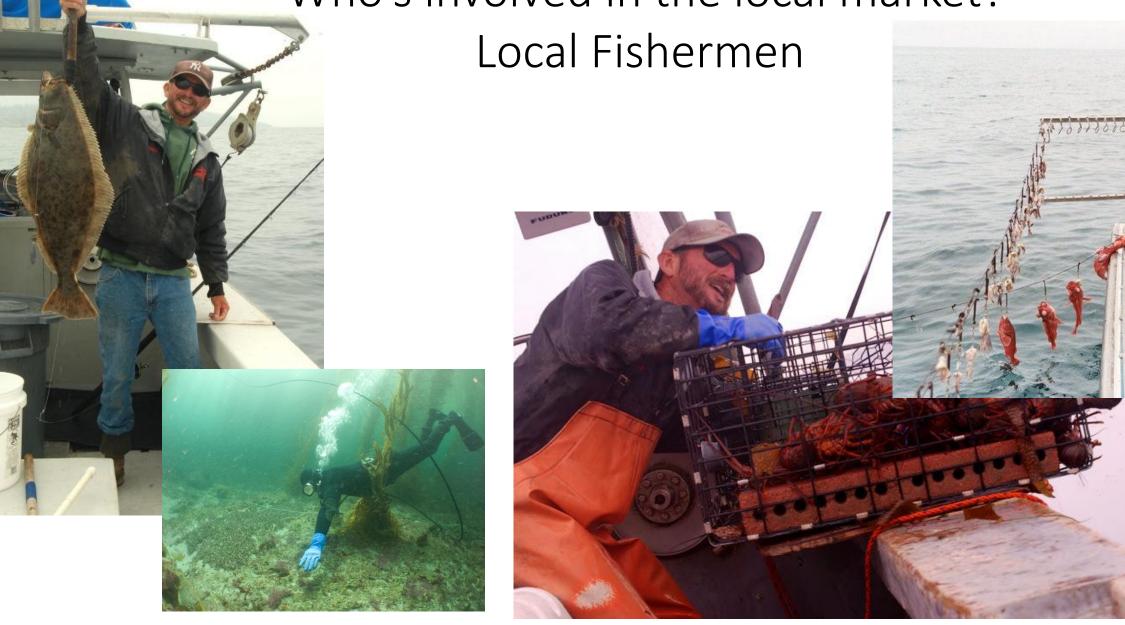




## There is a <u>public</u> need & demand for local food

- 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?



# Who's involved in the local market? Aquafarmers

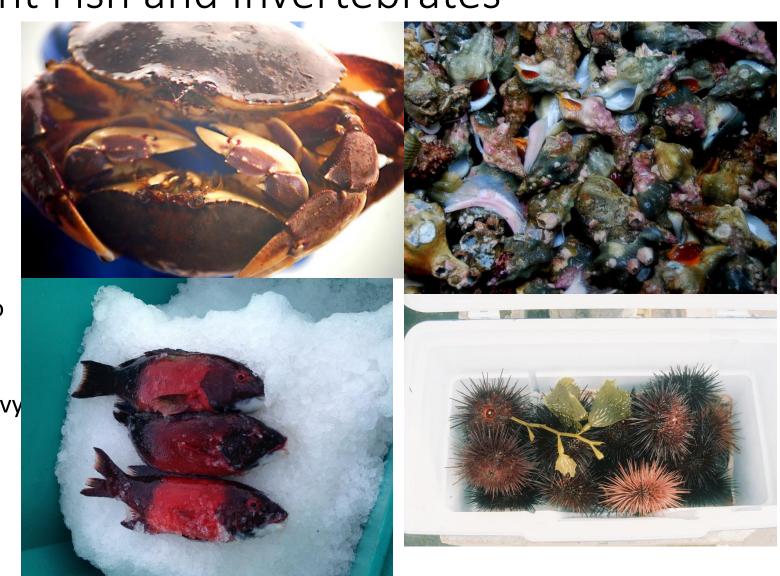


## What can we offer? Wild Caught Fish and Invertebrates

- INVERTEBRATES; Rock crab, Spider crab, Kellet's whelk, Red sea urchin, Purple sea urchin, Turban snail, Spiny lobster
- GROUNDFISH; 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)

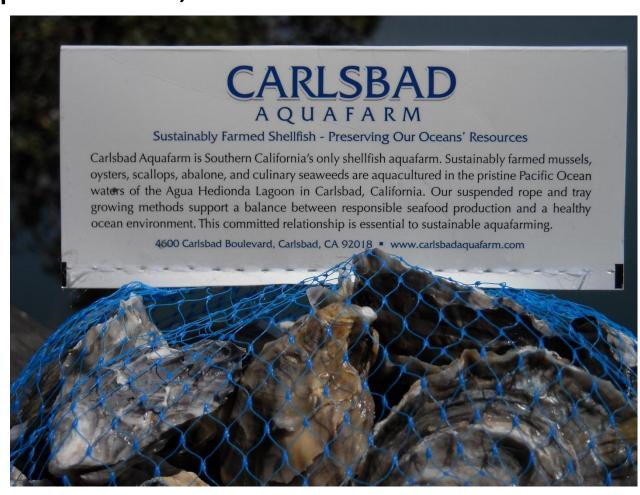


## What can we offer? Carlsbad Aquafarm, Inc.

- 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











