

# GMRI Sustainable Seafood Program

## GOAL

An ecologically and economically sustainable seafood industry in the Gulf of Maine and beyond.



# Gulf of Maine Research Institute



## Resource Economics

Human response to fishing regulations and market pressures

## Population Dynamics

Demographic characteristics of fish populations

## Pelagic Ecology

Atlantic herring, mackerel

## Oceanography

Temperature, salinity, and currents

## Fish Behavior/ Gear Technology

Fishing gear and practices to enable selective harvest

## Ecosystem Modeling

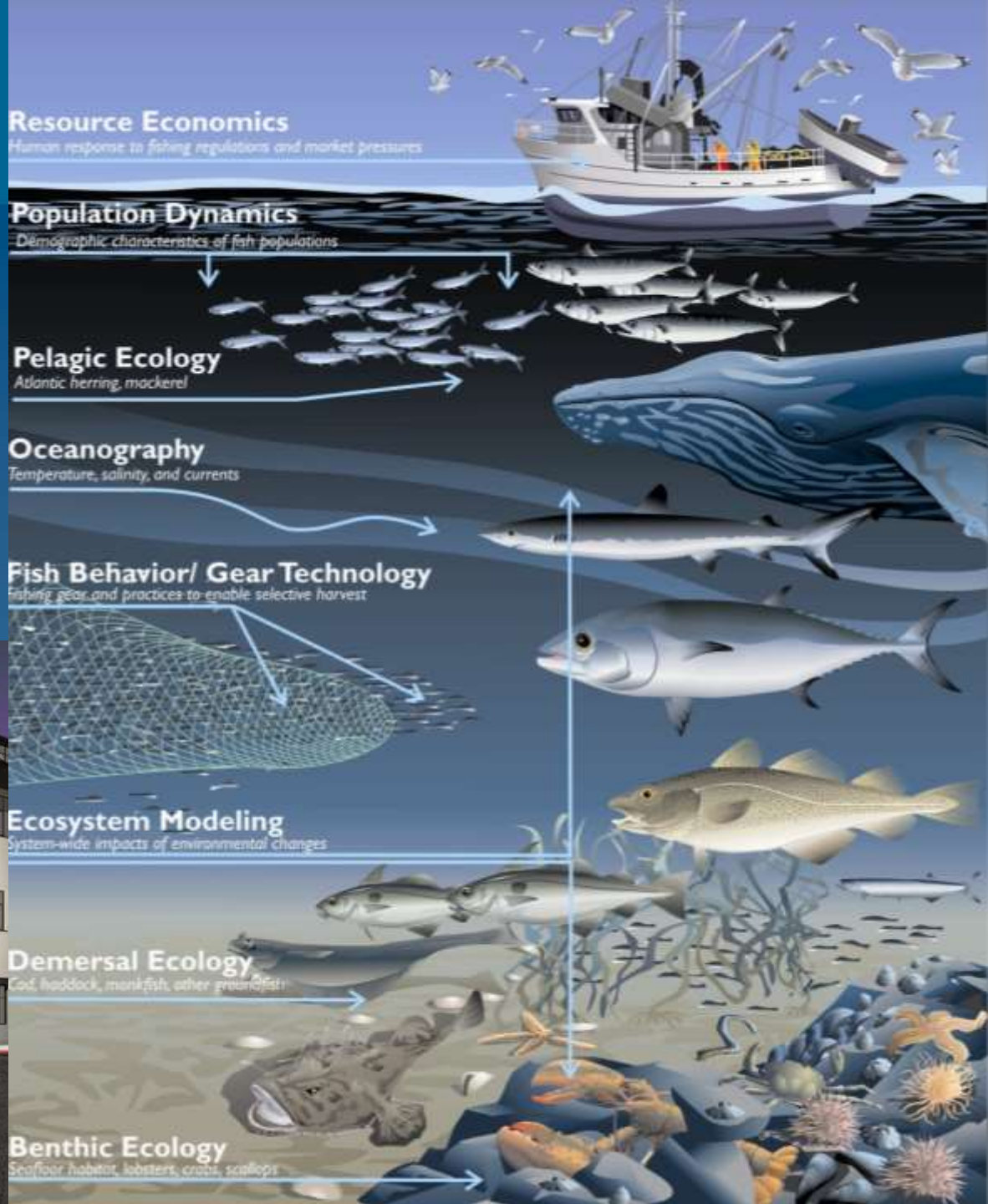
System-wide impacts of environmental changes

## Demersal Ecology

Cod, haddock, monkfish, other groundfish

## Benthic Ecology

Scallop habitat, lobsters, crabs, scallops



## Problem #1: Underutilized Seafood

- Less than 10% of mackerel quota harvested in 2010.
- Fishermen getting ~\$0.20/pound.
- Meanwhile 77% decrease in Gulf of Maine cod allocation.



## Problem #2: Disconnected Marketplace



- Little access to objective, current fisheries information.
- Disconnect between the harvesting community and the consuming public.

# Problems = Opportunity

## Restaurants

- Michael Boland (Havana, Rupununi)
- Charles Bryon (The Salt Exchange)
- Bob Campbell (Yankee Fisherman's Cooperative)
- Ken Cardone (Bowdoin College Dining Service)
- Sam Hayward (Fore Street)
- Mitchell Kaldrovich (Sea Glass)
- Rauni Kew (Inn by the Sea)



## Fishermen

- Jim Frank
- David Goethel
- Richard Kolseth
- Justin Libby
- Rob Odlin
- Rick Trundy

# Promoting Underutilized Seafood

- Low ex-vessel value
- Untapped allowable catch
- Well managed
- Attractive culinary attributes





Out of the Blue



Out of the Blue

7/20/12 - 7/29/12



Out of the Blue

Hand-Cooked Swordfish Steak \$9.99

\$5.99

\$11.99

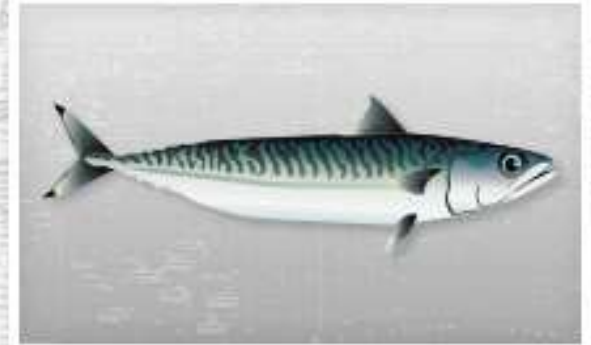
# Educational Materials



scan the QR code with your smart phone.



For more information, contact Sam Grimley at [sgrimley@gmri.org](mailto:sgrimley@gmri.org) or (207) 228-1684.



## Mackerel

### Fishery Information

- Atlantic mackerel is a migratory fish that can live up to 20 years and can be found throughout the northern Atlantic Ocean, ranging from North Carolina to Labrador in the western Atlantic. In the Gulf of Maine region, mackerel is harvested with a variety of methods, including trawl gear, hook and line, and fish weirs.
- Despite being one of the healthiest fish for human consumption, mackerel is considered one of the lowest valued fish in the Gulf of Maine, with New England harvesters receiving an average of \$0.20/lb in 2010. Mackerel is rich in omega-3s and commands a higher price in European markets where it is sought after by consumers.
- Mackerel is an important food source to predatory fish such as tuna, striped bass, and cod, and it is often used as bait to target these species by both commercial and recreational fishermen.

### Sustainability

- Atlantic mackerel is managed by the Mid-Atlantic Fishery Management Council in the United States and by the Department of Fisheries and Oceans in Canada. The stock was considered overfished in the 1970s, but managers implemented harvest limits and the stock has since rebuilt to healthy levels.
- In 2010, fishermen only harvested 10% of the total allowable catch of 100,000 metric tons in the Gulf of Maine region.

### Seasonality/Availability

- Atlantic mackerel is typically abundant in the Gulf of Maine region between May and December.



# Media Reaction

Out of the Blue Media

## Redfish And Mackerel, Traditionally Unpopular Seafood, Shown Respect In Maine

AP | By CLARKE CANFIELD  
Posted: 08/05/2012 11:53 am Updated: 08/05/2012 12:22 pm



GET BUSINESS ALERTS:  
Enter email

REACT: [Inspiring](#) [Greedy](#) [Typical](#) [Scary](#) [Outrageous](#) [Amazing](#) [Innovative](#) [Infuriating](#)

FOLLOW: [fish](#), [New England](#), [AP](#), [Fish Restaurants](#), [Lobster](#), [Mackerel](#), [Maine](#), [National Oceanic And Atmospheric Administration](#), [Noaa](#), [Redfish](#), [Seafood](#), [Seafood Restaurants](#), [Business News](#)

PORTLAND, Maine (AP) — Redfish is going from lobster bait to the dinner plate.

- [Out of the Blue Media](#)
- [Good Day Maine with Peter Sueltenfuss](#)
- [Good Day Maine with Mitchell Kaldrovich](#)
- [Program Aims to Promote "Underappreciated" Fish, New](#)
- [Soup to Nuts: Let's Give it up for Redfish, Portland Press](#)
- [Generations, Sunrise Guide](#)

# bon appétit

SUBSCRIBE RECIPES + HOW-TO ENTERTAINING + STYLE RESTAURANTS + TRAVEL DRINKS HEAD

Spring Forward



Spring Vegetables



Spring Chicken



Spring Salads

bon appétit THE FEED

The Feed

See Only: The BA Foodies

FOOD NEWS

## Letting Every Sustainable Fish Have Its Day on the Plate

5:18 PM / SEPTEMBER 17, 2012 / POSTED BY TOM ORSH

# Portland Press Herald

TUESDAY, MARCH 26, 2013

News Sports Politics Business Opinion **Life & Culture** Obituaries

Save This Story | E-mail This Story | Print This Story | Large Type

June 6, 2012

## Soup to Nuts: Let's give it up for ... redfish!

Restaurateurs and fishermen are touting a new program to promote the use of under-appreciated species in seafood menus. First up, the much-maligned 'lobster bait.'

By Meredith Goad [mgoad@mainetoday.com](mailto:mgoad@mainetoday.com)  
Staff Writer

PORTLAND — Peter Sueltenfuss, executive chef at Grace, recalls that whenever he went fishing with his uncle as a kid, they always threw back any redfish that ended up on their lines.

# Trawl to Table Events



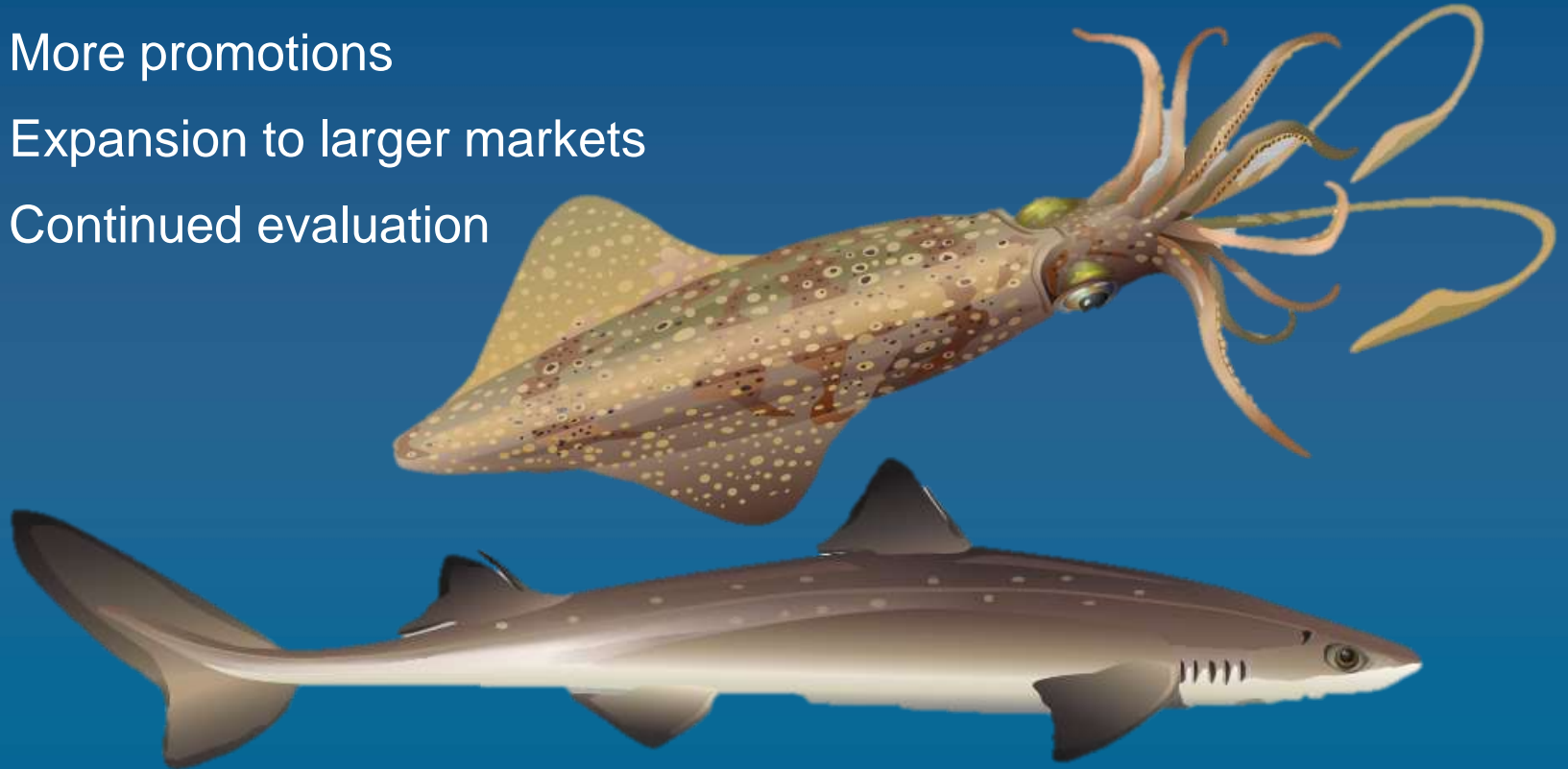
# Challenges

- Supply chain participation
- Connecting demand with supply
- Processing/handling product
- Evaluating impact
- Ongoing funding



# Opportunities/Next Steps

- Real-time communications
- More promotions
- Expansion to larger markets
- Continued evaluation



Sam Grimley  
Sustainable Seafood Project Manager  
sgrimley@gmri.org  
207-228-1684

Jen Levin  
Sustainable Seafood Program  
Manager  
~~jlevin@gmri.org~~  
207-228-1688



*Questions?*