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**

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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
- **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