GMRI Sustainable Seafood Program

GOAL
An ecologically and economically sustainable seafood industry in the Gulf of Maine and beyond.
Gulf of Maine Research Institute
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
Educational Materials

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.

For more information, contact Sam Grinley at sgrinley@gmri.org or (207) 228-1584.
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

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 Good mgood@mainetoday.com
Staff Writer
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