

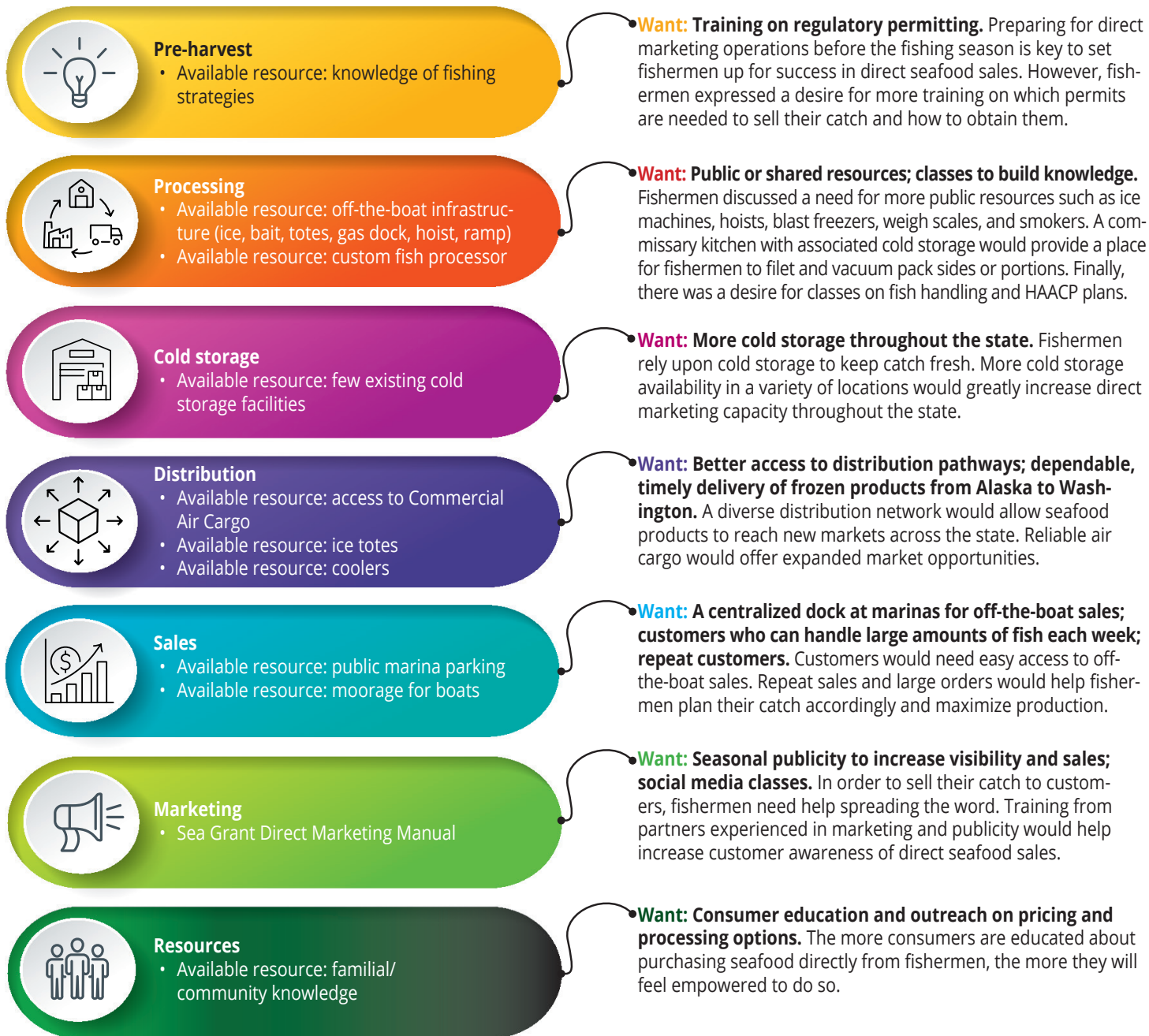
# Washington Sea Grant surveyed Washington fishermen:

**Question:** What resources do you rely on to support your seafood direct marketing operation?

Fishermen often fetch a higher price for directly marketed product.

Many seafood products, such as Pacific salmon, halibut, spot prawns, Dungeness crab, Albacore tuna, Ling cod and more are sold in WA, both fresh and frozen.

From interviews in 2022, Washington Sea Grant (WSG) identified these available resources (left) and gaps (right) in the path to marketing and selling seafood directly to customers in WA:



## PROCESSING

*"Northwest Washington has a critical shortage of fish smoking availability."*

## COLD STORAGE

*"If [the cold storage facility we use] ever closed, we would be out of business as direct marketers of our Alaska catch."*

## RESOURCES

*"The shared experiences of fellow fishermen who were already direct marketing their fish was our most valuable resource. We are lucky to have our community of fishermen!"*

For more information about direct marketing and consumer sales, seafood education, or seafood processing, contact WSG Fisheries Specialist, Jenna Keeton (keetonj@uw.edu, 206.543.7009).