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 markteted 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:



Pre-harvest

Available resource: knowledge of fishing strategies

Want: Training on regulatory permitting. Preparing for direct marketing operations before the fishing season is key to set fishermen up for success in direct seafood sales. However, fishermen expressed a desire for more training on which permits are needed to sell their catch and how to obtain them.

Want: Public or shared resources; classes to build knowledge. Fishermen discussed a need for more public resources such as ice

machines, hoists, blast freezers, weigh scales, and smokers. A com-

missary kitchen with associated cold storage would provide a place

for fishermen to filet and vacuum pack sides or portions. Finally, there was a desire for classes on fish handling and HAACP plans.



Processing

- Available resource: off-the-boat infrastructure (ice, bait, totes, gas dock, hoist, ramp)
- Available resource: custom fish processor



Cold storage

Available resource: few existing cold storage facilities

Want: More cold storage throughout the state. Fishermen rely upon cold storage to keep catch fresh. More cold storage availability in a variety of locations would greatly increase direct marketing capacity throughout the state.



Distribution

- Available resource: access to Commercial Air Cargo
- Available resource: ice totes
- Available resource: coolers

•Want: Better access to distribution pathways; dependable, timely delivery of frozen products from Alaska to Washington. A diverse distribution network would allow seafood products to reach new markets across the state. Reliable air cargo would offer expanded market opportunities.



Sale:

- Available resource: public marina parking
- Available resource: moorage for boats
- •Want: A centralized dock at marinas for off-the-boat sales; customers who can handle large amounts of fish each week; repeat customers. Customers would need easy access to offthe-boat sales. Repeat sales and large orders would help fishermen plan their catch accordingly and maximize production.



Marketing

Sea Grant Direct Marketing Manua

➤ Want: Seasonal publicity to increase visibility and sales; social media classes. In order to sell their catch to customers, fishermen need help spreading the word. Training from partners experienced in marketing and publicity would help increase customer awareness of direct seafood sales.



Resources

 Available resource: familial/ community knowledge **Want: Consumer education and outreach on pricing and processing options.** The more consumers are educated about purchasing seafood directly from fishermen, the more they will feel empowered to do so.

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).