

Big Ideas.



Neighbors Helping Neighbors

The Success of the Fish for Families Program

One thing Cape Cod fishermen know too well is that their industry is volatile; there are good days and bad days on the water. That's why the local fleet is committed to helping other Cape Codders who are having a bad day.

In collaboration with The Family Pantry of Cape Cod, the Fish for Families program provides fresh, locally-caught seafood to area families struggling to keep food on their tables. "It's a great program," says Chatham fisherman Doug Feeney, F/V Noah, who participated in the dogfish distribution last year. "It makes me feel good to give back to the community and help others."

Tom Smith, F/V Sea Wolf, who fishes for bluefish, agrees: "I really enjoyed being part of it. It was great to see the final destination of the fish." Smith also attended one of the distribution events where he handed out the frozen fillets to clients along with other volunteers. "It seemed like the fish was popular with the people at the pantry. I'm looking forward to doing it again," he said.



Fisherman Tom Smith, F/V Sea Wolf, at one of the seafood distributions at The Family Pantry of Cape Cod in Harwich.

After kicking off the program in 2014, the Fishermen's Alliance has committed to at least four distributions in 2015 to not only the pantry in Harwich but also the Falmouth Service Center and the Cape Cod Hunger network, providing seafood to families across Cape Cod. The program will continue in 2016 so fishermen are able to give back to more families in need while also introducing the abundant species to a broader community.

At The Family Pantry this past July, fisherman Tim Linnell, F/V Perry's Pride II, watched as clients chose his skate wing fillets which were offloaded at the Chatham Fish Pier just days earlier. The enthusiasm for the fish was great, and one woman made sure to congratulate Tim on his catch. Others exclaimed how much they love fish, a protein not normally available to pantry clients. "I'm going to feed it to the kids!" one man said happily.

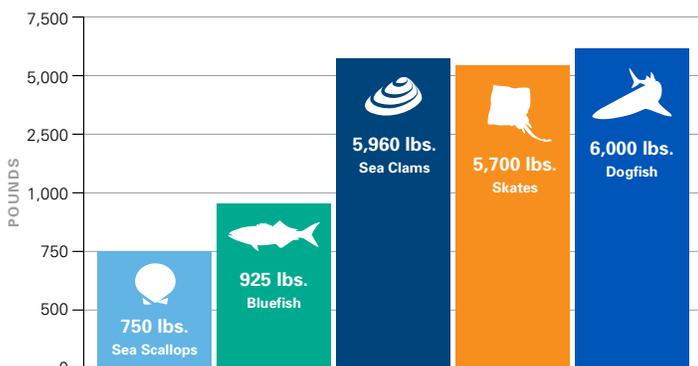
Although we can't predict future ebbs and flows, we hope with your support this program can continue to keep our coastal community proud of the fishing industry and their role to keep locally-caught seafood on all dinner tables.

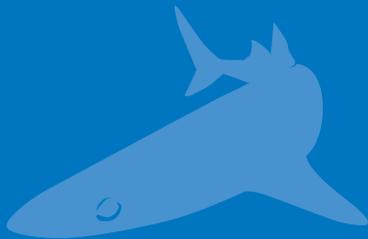
Please return the enclosed envelope with your gift or make an impact now and donate online at www.capecodfishermen.org/donate.

"Fish for Families is an incredible partnership that provides local fish to families who would not otherwise have access to healthy protein."

MARY ANDERSON, EXECUTIVE DIRECTOR OF THE FAMILY PANTRY

Total Seafood Distributed to Cape Cod Families in Need





HOW THE FISHERMEN'S ALLIANCE IS HELPING

A strong domestic market for dogfish will benefit the small-boat fishing fleet on Cape Cod enormously. Here's how we are tackling the issue:

- **CREATING** dynamic marketing materials, establishing protocols for handling fish on board to increase value, developing surveys and organizing taste tests.
- **RESEARCHING** the potential for a dogfish fishermen's co-op on Cape Cod under a USDA grant.
- **PROVIDING** high-quality dogfish samples to a variety of institutions, restaurants and grocer purchasers.
- **PARTICIPATING** with local fishermen, in an informative culinary event called Trawl to Table at Harvard University where dogfish was one of the species featured.
- **DISTRIBUTING** locally-caught dogfish at The Family Pantry of Cape Cod as part of our Fish for Families program.
- **SERVING** our Hookers Ball guests delicious dogfish burgers.
- **SHARING** a variety of recipes for dogfish through our social media and print media platforms.

SALTY STORY

Year of the Dog(fish)

After more than a century being a maligned and unwelcome catch for Cape Cod fishermen, it may just be that Spiny Dogfish are having their moment in the sun.

The small shark, abundant in our waters, had traditionally been a low value species that fishermen didn't target. But with the recent extraordinary decline of the codfish population, and the resulting slashed catch limits, New England small-boat fishing businesses have had to rethink their attitude about those pesky "Squalus acanthias," also known as Cape Shark.

Cape and Islands fishermen landed 6.3 million pounds of dogfish in 2014, which includes the 25-30 boats in Chatham harbor who target the species. While most of the catch is still exported to Europe and Asia, there is a growing movement among fishermen, processors, distributors, chefs and other fishing industry organizations to build a robust domestic market for the species. The Fishermen's Alliance is at the forefront of this effort (see side panel).

For many fishermen who once targeted cod or haddock, dogfish has become the mainstay of their fishing year. Fisherman John Tuttle, F/V Cuda, admits that without dogfish he'd be out of work. "A thriving fishery means more job opportunities," he adds. Taste tests have shown that if the fish is handled more carefully on-board, it appeals more to American palates. Fishermen are willing to take the extra time preparing the fish onboard as long as the price reflects the extra work. The challenge is to build a market expediently, in order to turn a profit for the small-boat businesses. Leo Maher, another Chatham-based fisherman, worries that if the price drops too much it stops being profitable to go out at all. "A domestic market will give us greater security," he says.

Cape Cod has a well-managed dogfish fishery just off our shores and local chefs are creating delicious ways for customers to enjoy it. In fact, the Corner Store in Orleans is featuring Cape Shark in its fish burritos on Fridays!

Local fishermen are eager to bring this healthy, low-fat fish to your table. All you have to do is dig in.



Fisherman John Tuttle, F/V Cuda, pulling dogfish off a longline.

PHOTO: DAVID HILLS/WWW.FISHPICTURES.COM

How You Can Help

- **ASK YOUR LOCAL FISH MARKET** if they carry dogfish fillets or steaks.
- **TRY A DOGFISH DISH** if it's on the menu at your favorite local restaurant.
- **MAKE A DONATION** to keep programs like the dogfish campaign moving forward.



Fisherman Kurt Martin, F/V Time Bandit, and board member Gwen pose during Hookers Ball XIV.

BOARD MEMBER Q&A

Gwen Holden Kelly

How did you get involved with the Fishermen's Alliance?

I am a native Vermonter, who was taken with the charm of the Cape as a teenager; made many summer visits to the Cape, and in the early nineties, with my husband, Paul, became a full-time resident of Orleans. We happily were befriended by fisherman Kurt Martin and his family. At Kurt's urging, we became involved in the work of the Alliance.

What drew you to an organization dedicated to supporting our local fleet?

The fishing industry is quintessential Cape Cod and an important part of Cape's history. Our fishermen need community support to maintain the viability of their livelihood. I was impressed with the work of the Alliance to raise community awareness and leverage resources to take on the challenges facing that industry contemporarily.

Why do you think fishing as a way of life matters on Cape Cod?

There is a romanticism about those who go out in the pre-dawn, in harsh conditions and storms that is compelling to residents and visitors. But, underlying that romanticism is the reality that the health of the fishing industry is vital to the Cape's tourism-based economy.

What is your favorite local seafood to share with friends and family?

Lobster. We enjoy taking off-Cape visitors down to the Chatham Pier to meet Kurt on his return from a day on the water and purchase lobsters from him to cook for our guests. It's become the high point to their visit—an ocean-to-table experience.

What do you most admire about the Fishermen's Alliance and its work?

The Alliance's community outreach and marketing programs -- the Fish for Families project and the Meet the Fleet events -- are impressive. Through these and other initiatives, the Alliance is promoting eating local fish and creating viable markets for the species that the fishermen are catching in the greatest quantity. And, I believe that this good work is yielding positive results.

How does the Fishermen's Alliance work support the Cape Cod fleet?

Over the years, the Alliance has earned itself a position of trust with federal and state officials who oversee this country's heavily regulated fishing industry. The Alliance has become adept at communicating with these officials on behalf of Cape fishermen to ensure they take what is important to our fishermen into consideration.

Why do you donate to the Fishermen's Alliance?

My willingness to invest time and money in the work of the Alliance reflects my unqualified respect for and confidence in an organization that I believe understands and is uniquely equipped to address, the issues and challenges facing the fishing industry today.

— NAUTICAL BY NATURE — HOOKERS BALL XIV

BY THE NUMBERS



98

volunteers helped out



123

auction packages sold



700

pounds of fish served



3,700

pieces of shellfish shucked



14,000

square feet of tent space covered the most profitable Hookers Ball to date netting more than

\$200,000+



CAPE COD COMMERCIAL FISHERMEN'S ALLIANCE

1566 Main Street, Chatham, MA 02633
508.945.2432 www.capecodfishermen.org

U.S. POSTAGE
PAID
NON-PROFIT
PERMIT NO. 46
ORLEANS, MA
02653

ADDRESS SERVICE REQUESTED

You're Invited!

SEPTEMBER 30

— Meet the —
FLEET
— SCALLOPS —

*Sage Inn and Lounge,
Provincetown*

OCTOBER 17-18



OYSTERFEST

*Preservation Hall
Parking Lot, Wellfleet*

OCTOBER 28

— Meet the —
FLEET
— FISHY PICTURES —

*Fishermen's Alliance
Headquarters, Chatham*

NOVEMBER 4



*Mac's Fish House,
Provincetown*

DECEMBER 9



*Fishermen's Alliance
Headquarters, Chatham*

Interested in Volunteering?

We always need help with mailings, administrative and event assistance as well as decorating for the holidays! Come to our volunteer coffee socials the first Wednesday of the month at 10 a.m.

Contact Amanda Eisnor to RSVP or for more details at 508.945.2432 ext. 109 or amanda@capecodfishermen.org.

SUBSCRIBE TO OUR MONTHLY ENEWSLETTER BY EMAILING US AT INFO@CAPECODFISHERMEN.ORG.

Fishermen's Alliance is an equal opportunity provider and employer.