

Seafood Market Blitz 2019

Market Information

1. Market visited: _____

2. Market location (City & State): _____

3. Date and time visited: _____
(date) (approx. time)

☐ AM
☐ PM

4. Market type (choose one from below)

☐ **Traditional Seafood Market:** Has probably been around for decades, often family owned. Carries primarily classic New England favorites such as haddock or cod. Prices are relatively affordable. Can be located anywhere, inland or coastal. This is "what you'd expect", the stereotypical seafood market.

☐ **Independent Supermarket:** A locally owned supermarket with one or a few locations in a single state. Each store is generally smaller in size than a full-scale supermarket.

☐ **Ethnic Seafood Market:** Appears to cater to immigrant or first generation American clientele. Store labels or signs in languages other than English.

☐ **Chain Supermarket:** A large, multistate supermarket chain such as Stop and Shop, Shaw's, Hannaford, Market Basket, Price Rite, or Whole Foods.

☐ **Touristy Seafood Market:** Seaside location. Might have seasonal differences in hours. Might have brochure stand or local maps available for visitors. Might have touristy merchandise such as T shirts with the store's logo on them.

☐ **Ethnic Grocery Store:** A grocery store that provides a large share of imported products and focuses on catering to immigrant or first generation American clientele.

☐ **Cutting-edge Seafood Market:** Business might be newer, not been around for many years. Puts a lot of effort into presentation, branding, and display. Emphasis on diversity, local, and whole fish. Prices tend to be higher and are justified by exceptional quality. Catering towards clientele that is interested in the local food "lifestyle" and eaters who are pushing their own culinary boundaries.

☐ **Other:** please specify below.

5. Accompanying goods and services (for *seafood markets only*): Other than fresh seafood, what items does this store offer? Please check all that apply.

- | | |
|---|---|
| <input type="radio"/> Fried foods counter, possibly with some tables to sit at | <input type="radio"/> Value-added seafood products (e.g., seafood salad) |
| <input type="radio"/> Full restaurant adjacent to market | <input type="radio"/> Smoked fish |
| <input type="radio"/> Local produce | <input type="radio"/> Salted or dried fish |
| <input type="radio"/> Wines and beers | <input type="radio"/> Frozen packaged seafood |
| <input type="radio"/> Sauces and condiments | <input type="radio"/> Seafood accoutrements (e.g., bread crumbs, shucking knives) |
| <input type="radio"/> Merchandise such as T-shirts and hats with store's logo or local features | <input type="radio"/> Cookbooks |
| <input type="radio"/> Canned fish | <input type="radio"/> Others (please specify): |

[]

6. Estimate the percent of shelf space given to local seafood (check one).

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> 0 % (none) | <input type="radio"/> 50% - 75% |
| <input type="radio"/> less than 25% | <input type="radio"/> more than 75% |
| <input type="radio"/> 25% - 50% | <input type="radio"/> 100% |
| <input type="radio"/> about 50% | |

7. Fishmonger interaction: In this space, please describe your interaction with the person behind the counter.

Example: Were they friendly or curt? How knowledgeable did they seem about their seafood? Did they seem interested in the project? Did they say anything about Eating with the Ecosystem? Did they have any advice for the project? Do you think they would be a good partner for Eating with the Ecosystem in the future?

8. Field notes: Please use this box to add any additional observations here that you think might be of interest to the project. This could include suggestions on how to improve future Market Blitz projects.

9. Market data entry (1)

(choose from the codes below)

ID	Species name	If shrimp, what size?	Origin	Price (specify unit)	Product form	Product condition	Harvest method	Sustainability label
ex	shrimp	15-20	Vietnam	7.99/lb	2	3	2	0
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Comments and notes:

Codes

Product form		Product condition		Harvest method		Sustainability label	
1	Live	1	Live	1	Wild caught	0	None
2	Whole (w/ or w/o head)	2	Fresh	2	Farm raised	1	Aquaculture Best Practices
3	Fillet	3	Previously frozen	3	Unknown	2	Gulf of Maine Responsibly Harvested
4	Steak cut	4	Frozen			3	Local
5	Picked meat (e.g., crabmeat)	5	Packaged			4	Marine Stewardship Council (MSC)
6	Shucked (e.g., oysters)	6	Other []			5	New Bedford Seafood
7	Other []	7	Other []			6	RI Seafood
8	Other []	8	Other []			7	Seafood Watch
9	Other []	9	Other []			8	Whole Foods Responsibly Farmed
						9	Other []

10. Market data entry (2)

(choose from the codes below)

ID	Species name	If shrimp, what size?	Origin	Price (specify unit)	Product form	Product condition	Harvest method	Sustainability label
ex	salmon		Alaska	11.99/lb	3	2	1	4
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Comments and notes:

Codes

Product form		Product condition		Harvest method		Sustainability label	
1	Live	1	Live	1	Wild caught	0	None
2	Whole (w/ or w/o head)	2	Fresh	2	Farm raised	1	Aquaculture Best Practices
3	Fillet	3	Previously frozen	3	Unknown	2	Gulf of Maine Responsibly Harvested
4	Steak cut	4	Frozen			3	Local
5	Picked meat (e.g., crabmeat)	5	Packaged			4	Marine Stewardship Council (MSC)
6	Shucked (e.g., oysters)	6	Other []			5	New Bedford Seafood
7	Other []	7	Other []			6	RI Seafood
8	Other []	8	Other []			7	Seafood Watch
9	Other []	9	Other []			8	Whole Foods Responsibly Farmed
						9	Other []

11. Market data entry (3)

(choose from the codes below)

ID	Species name	If shrimp, what size?	Origin	Price (specify unit)	Product form	Product condition	Harvest method	Sustainability label
ex	Striped bass		RI	15.99/lb	3	2	1	6
21								
22								
23								
24								
25								
26								
27								
28								
29								
30								

Comments and notes:

Codes

Product form		Product condition		Harvest method		Sustainability label	
1	Live	1	Live	1	Wild caught	0	None
2	Whole (w/ or w/o head)	2	Fresh	2	Farm raised	1	Aquaculture Best Practices
3	Fillet	3	Previously frozen	3	Unknown	2	Gulf of Maine Responsibly Harvested
4	Steak cut	4	Frozen			3	Local
5	Picked meat (e.g., crabmeat)	5	Packaged			4	Marine Stewardship Council (MSC)
6	Shucked (e.g., oysters)	6	Other []			5	New Bedford Seafood
7	Other []	7	Other []			6	RI Seafood
8	Other []	8	Other []			7	Seafood Watch
9	Other []	9	Other []			8	Whole Foods Responsibly Farmed
						9	Other []

12. Market data entry (4)

(choose from the codes below)

ID	Species name	If shrimp, what size?	Origin	Price (specify unit)	Product form	Product condition	Harvest method	Sustainability label
ex	oyster		CT	1.75/piece	1	1	2	3
31								
32								
33								
34								
35								
36								
37								
38								
39								
40								

Comments and notes:

Codes

Product form		Product condition		Harvest method		Sustainability label	
1	Live	1	Live	1	Wild caught	0	None
2	Whole (w/ or w/o head)	2	Fresh	2	Farm raised	1	Aquaculture Best Practices
3	Fillet	3	Previously frozen	3	Unknown	2	Gulf of Maine Responsibly Harvested
4	Steak cut	4	Frozen			3	Local
5	Picked meat (e.g., crabmeat)	5	Packaged			4	Marine Stewardship Council (MSC)
6	Shucked (e.g., oysters)	6	Other []			5	New Bedford Seafood
7	Other []	7	Other []			6	RI Seafood
8	Other []	8	Other []			7	Seafood Watch
9	Other []	9	Other []			8	Whole Foods Responsibly Farmed
						9	Other []

How to return this form to the research team

A. Preferred method: email

- a. Scan all pages or,
- b. Take a picture (one picture per page please!), then
- c. Send the file to EWEMarketBlitz@gmail.com.

B. Alternative method: mail the forms to

Eating with the Ecosystem
Attn: Market Blitz
P.O. Box 599
Warren, RI 02885

THANK YOU!!