

SEAFOOD MARKET BLITZ GUIDELINES

STEP 1: Visit the Market Blitz page on Eating with the Ecosystem's website

- <https://www.eatingwiththeecosystem.org/market-blitz> All of the information and materials you need can be found here.
- If you didn't attend a training, watch the recording.

STEP 2: Check out your market assignment (Can be found on the website)

- You have been assigned a market or markets to visit. The assignments are made based on your suggestions, as well as what markets we need data from in your area. If you have been assigned a market that you do not wish to visit or are unable to visit, please let Kate know ASAP.

STEP 3: Before you make your market visit(s)

- **Print out Market Blitz Explanation and Data Collection form (if using paper version)**
 - Everyone, including participants who use the online data collection survey, should print out the Market Blitz Explanation for each market that you visit.
 - If you are using a paper data form, print the data form. It has enough room to enter 40 seafood species. If you feel like your market is large and carries a lot of different products, print extra copies of the last couple pages so that you have enough room.

STEP 4: Visit your market(s) sometime between March 11th-24th

- Walk through your market, get a sense of the market and what kinds of products they have available.
- Find the seafood case. You will only need to record data from the seafood case. You do not need to record the freezer section or value-added products (ex. chowders, crab cakes, or stuffed clams).

STEP 5: Locate someone working at the seafood counter and explain to them what you are doing.

- We have tried to contact all markets ahead of time to give them a heads up. In some cases however, we were unable to contact the market. Regardless, the person behind the counter may be a different person than who we talked to. Therefore, it is a good idea to introduce yourself and explain what you are

doing at the market. This is what the Market Blitz Explanation form is for, you can use this to help explain the project to the market.

- Be friendly and courteous. Try to stay out of the way of other customers. If the person behind the counter isn't too busy, talk to them, ask them questions, learn more about them and the market, and share information about the project or yourself. Interacting with your fishmongers can be really fun and interesting.

STEP 6: Record data

- You may choose whether to use the paper form or the online survey. The online survey is available at <https://www.surveymonkey.com/r/MarketBlitz2019>.
 - If you use the online survey, you will first be asked to enter in general information about your market. You can edit your answers and go back to this section if you need to or if you prefer to answer outside of the store.
 - You will then get to the species entry section. For each seafood product available, you will be asked a series of questions about the item. Try your best to answer them. If you are unsure or do not see the info listed, ask the person behind the counter. If they don't know then you can answer "Unknown".
 - You do not need to include value added items such as seafood salad or stuffed clams.
 - If you are using the paper form, please try to write as legibly as possible.
 - Before you leave your market, make sure to thank them for their help.

STEP 7: Send us your data

- If you recorded your data via the online survey, once you finish your survey it will automatically send the data to us.
- If you used the paper form, please either scan or take photos of your data sheet. Try to make sure your data/ handwriting is as neat and clean as possible. Send your data to us via email at EWEMarketBlitz@gmail.com or by mail at
Eating with the Ecosystem
Attn: Market Blitz
P.O. Box 599
Warren, RI 02885
- Once you have visited your market please let us know by placing an "X" in column E of the Market Assignments Google Sheet.

Thank you so much for your help! We will share our findings as soon as the data is analyzed.