

LOCAL SEAFOOD IN THE RETAIL MARKETPLACE: HOW DOES **NEW HAMPSHIRE** STACK UP?



Based on data from Eating with the Ecosystem's "Eat Like a Fish" citizen science project

In recent years, New England states have stepped up their commitment to local food systems. In New Hampshire, this support is exemplified in the passion of organizations like the New Hampshire Food Alliance.

One goal shared by all is to increase sales and accessibility of local seafood within the region. However, to date, little data has been available to monitor progress towards this goal. Eating with the Ecosystem's "Eat Like a Fish" citizen science project helps fill this void, by providing first-of-its-kind data on the availability and diversity of local wild seafood in New England's retail marketplace.

The Eat Like a Fish citizen science project set out to understand how well New England's retail marketplace reflects the diversity of wild seafood in nearby ocean ecosystems. The project's premise was simple: no one is better suited to investigate the seafood marketplace than seafood lovers themselves. Over six months, 86 citizen scientists in the five New England coastal states made weekly visits to neighborhood supermarkets, seafood markets, farmers markets, and fishing piers, where they hunted for 52 local wild seafood species. This fact sheet summarizes what participants learned about seafood from their searches in New Hampshire.

NEW HAMPSHIRE PARTICIPATION STATS:



AVAILABILITY AND DIVERSITY OF LOCAL SEAFOOD IN NEW HAMPSHIRE:

Through their seafood searches, citizen scientists produced over 2,208 data points on the presence and absence of local seafood within the New Hampshire retail marketplace. Two indices were calculated based on this data: an index of local seafood availability and an index of local seafood diversity. The figures at right show how New Hampshire compares to other New England coastal states in its performance on these metrics.

Details on the calculation of these two indices can be found in the full report, "Eat Like a Fish: Diversifying New England's Retail Marketplace."



New Hampshire ranked fifth among New England states in availability of local seafood. This ranking puts New Hampshire below Maine, Rhode Island, Massachusetts, and Connecticut in terms of local seafood availability.



New Hampshire ranked fifth among New England states in diversity of local seafood. This ranking puts New Hampshire behind Maine, Connecticut, Rhode Island, and Massachusetts in terms of local seafood diversity.

AVAILABILITY OF 52 LOCAL SEAFOOD SPECIES IN NEW HAMPSHIRE:

The tables below present findings on the availability of 52 local wild seafood species in New Hampshire and shows how this availability compares to coastal New England at large. The middle column (NH %) of each table indicates the probability of finding each species when shopping in a New Hampshire retail market. The righthand column (NE +/-) indicates how the probability of finding each species in New Hampshire differs from the probability of finding it in the New England marketplace overall (including markets in Connecticut, Rhode Island, Massachusetts, New Hampshire, and Maine). Species with positive values in the righthand column tend to be easier to find in New Hampshire than in the region as a whole, whereas those with negative values tend to be harder to find.

SPECIES	NH%	NE +/-
Acadian Redfish	3%	-5%
American Plaice	12%	+6%
Black Sea Bass	0%	-11%
Blue Crab	0%	-3%
Bluefish	22%	-5%
Bonito	0%	0%
Butterfish	0%	-3%
Cod	46%	-11%
Croaker	0%	-1%
Cunner	0%	0%
Grey Sole	0%	-10%
Haddock	59%	+7%
Halibut	21%	-16%
Herring	2%	-6%
John Dory	0%	-2%
Jonah Crab	15%	-3%
Lobster	86%	+6%

SPECIES	NH%	NE +/-
Mackerel	9%	-3%
Mahi Mahi	7%	+5%
Monkfish	9%	-17%
Mussels	21%	-9%
Ocean quahog	6%	-2%
Peekytoe Crab	6%	-4%
Periwinkle	0%	-2%
Pollock	2%	-13%
Quahog	4%	-20%
Razor Clam	0%	-3%
Red Hake	0%	-3%
Sculpin	0%	0%
Scup	0%	-9%
Sea Robin	0%	-1%
Sea Scallop	48%	-21%
Sea Urchin	4%	+3%
Skate	2%	-4%
Smooth Dogfish	0%	-1%

SPECIES	NH%	NE +/-
Soft Shell Clams	59%	-5%
Spiny Dogfish	0%	-1%
Spot	0%	-1%
Squid	26%	-18%
Striped Bass	2%	-12%
Summer Flounder	9%	-5%
Surf Clam	3%	-3%
Swordfish	33%	-15%
Tautog	3%	+1%
Tilefish	0%	-2%
Tuna	30%	-7%
Weakfish	0%	0%
Whelks	0%	-6%
White Hake	13%	+4%
Whiting	8%	+4%
Winter Flounder	10%	+4%
Yellowtail Flounder	10%	-6%

A LEARNING EXPERIENCE FOR PARTICIPANTS:



SWORDFISH IN THE CABIN, LISA RICHARDS

"I was very excited to join the project as a citizen scientist and discover new varieties of fish and seafood from New England....and then cook seafood dishes using new recipes in my kitchen. It was disappointing however to not find many options in my local grocery stores, so I hope the findings of this report can change the selections in New Hampshire grocery stores. Eating local seafood is just a perfect complement to eating healthy locally grown foods."

- LISA RICHARDS, NEW HAMPSHIRE CITIZEN SCIENTIST

"I live in central NH about 1:15 hours from the coast and had a very difficult time finding local species where I normally shop. I travel for my job and stopped at Sanders Fish Market in Portsmouth. They had a great selection and a lot of participants have already shopped there so they are very familiar with the project. In the future I can even request fish available at Sanders and they will bring it to Concord, NH on their weekly fish truck. There is also a local shop in Concord that is happy to ask at the docks of Boston for any fish you are looking for during their weekly trip. I was never aware that these were options before this project."

-DARLENE ALLEMAN, NEW HAMPSHIRE CITIZEN SCIENTIST

"EAT LIKE A FISH: DIVERSIFYING NEW ENGLAND'S RETAIL MARKETPLACE" IS AVAILABLE AT WWW.EATINGWITHTHEECOSYSTEM.ORG