eat like a fish

DIVERSIFYING NEW ENGLAND'S SEAFOOD MARKETPLACE

BY KATE MASURY &
SARAH SCHUMANN

EATING WITH THE ECOSYSTEM

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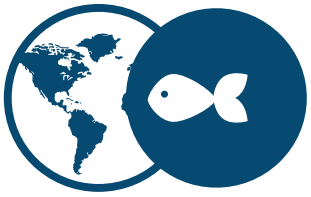
EATING WITH THE ECOSYSTEM

ABOUT EATING WITH THE ECOSYSTEM

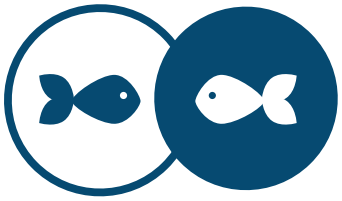
Eating with the Ecosystem is a 501(c)3 nonprofit whose mission is to promote a place-based approach to sustaining New England's wild seafood, though healthy habitats, flourishing food webs, and short, adaptive supply chains. Eating with the Ecosystem envisions a local seafood marketing system that mirrors ecosystem dynamics, supports and engages community-based fishermen, and creates system resilience through positive feedback loops between the people who eat seafood and the ecosystems that produce it. By introducing new mental models for food system planning and new avenues for consumer engagement, it works to replace a piecemeal and reductionist view of sustainability with a systems-based, place-bound template for sustainability that serves the long-term benefit of New England's people and ecosystems.

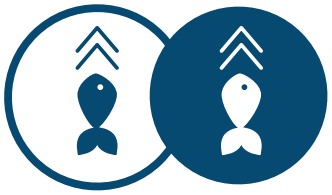
Through education, research, and extensive collaboration, Eating with the Ecosystem promotes a guiding framework for the marketing of wild-caught seafood based on the following themes:



PROXIMITY: Choose seafood from the ecosystem closest to you (or closest to your heart).

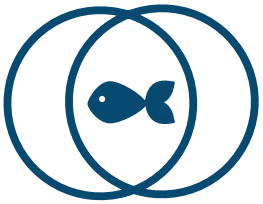
SYMMETRY: Balance your diet with the ecosystem. Eat like a fish!

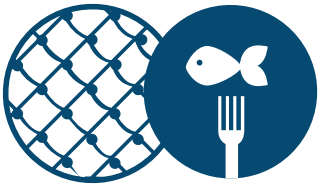




ADAPTABILITY: Ecosystems change over time. Your seafood diet should, too!

CONNECTIVITY: Nurture positive feedback loops between seafood lovers and seafood habitats.





COMMUNITY: Know your fisherman.

LEARN MORE AT WWW.EATINGWITHTHEECOSYSTEM.ORG

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The Eat Like a Fish citizen science project is a component of a larger collaboration between Eating with the Ecosystem and the University of Rhode Island called "The other EBFM: Designing ecosystem-based fisheries marketing strategies to complement ecosystem-based fisheries management," which was made possible by support from the National Oceanic and Atmospheric Administration's Saltonstall Kennedy Grant Program.

Ecosystem-based fisheries management (EBFM) is an emerging paradigm in fisheries science and management that seeks to understand the structure and functioning of marine ecosystems and to apply this understanding to the management of fisheries. In recent years, EBFM has gained traction among fishermen, fisheries scientists, and fisheries managers alike, who have come to realize the many shortcomings associated with the conventional single-species approach to managing fisheries. Unlike single-species fisheries management, EBFM takes into account the myriad interrelationships among harvested species, non-harvested species, climate, and habitats, and treats humans as part of this complex web of connections. EBFM seeks to manage fisheries holistically for the long-term resilience of the entire system.

However, fisheries practitioners have been slower to apply an ecosystem-based logic to seafood marketing. A recent rise in interest in understanding food systems and supporting local supply chains offers an opportunity to fill this gap. Recognizing this potential, the Other EBFM project set out to jump-start a cross-pollination effort between EBFM and local seafood marketing, by exploring a basic question for New England fisheries: how well does the species composition of the regional marketplace align with the composition of the regional ecosystem, and what implications does this have for ecosystems and fisheries?

This interdisciplinary project drew on ecological analysis, bio-economic analysis, social science methods, and a citizen science research project to investigate differences between the production rates of New England's primary fish species and their relative representation in the regional marketplace. The results of the ecological analysis component of the project are described in a graduate thesis written by Joseph Zottoli and submitted to the University of Rhode Island in 2018 in partial fulfillment of the requirements for the degree of Master of Science in Oceanography, titled *Quantifying Fisheries Balance with a Novel Production Estimation Method*. These results will also be published in an academic journal article titled "Measuring the balance between fisheries catch and fisheries production (Zottoli, Collie, and Fogarty, in preparation)." These and other pending research products will be made available at www.eatingwiththeecosystem.org.

In addition, the Other EBFM research team published a cookbook titled *Simmering the Sea: Diversifying Cookery to Sustain Our Fisheries*, which was created by the University of Rhode Island and Eating with the Ecosystem in collaboration with Dr. Marie-Joelle Rochet (Institut français de recherche pour l'exploitation de la mer) and Chef Rizwan Ahmed (Johnson & Wales University College of Culinary Arts). *Simmering the Sea* is available for purchase at www.eatingwiththeecosystem.org.