

Dear Market,

The non-profit Eating with the Ecosystem and the University of Rhode Island have partnered to host their second annual "Seafood Market Blitz" and would like to include your market.

### **What is a Seafood Market Blitz?**

Using the concept of a Bio Blitz, (an intense period of biological surveying conducted by groups of scientists, naturalists, and volunteers in an attempt to record all living species within a given area over a continuous period of time), we set out to apply this concept to the seafood marketplace to help us gain a greater understanding of the composition of seafood in our New England retail markets. The Seafood Market Blitz utilizes a group of citizen science volunteers to collect data about New England retail seafood markets such as species availability, product form, price, origin, and sustainability labels present. Our goal is to have volunteers visit as many New England retail markets that sell seafood as possible. The data collected through the Seafood Market Blitz will go into a database that can be used to help understand the composition of the New England seafood marketplace and track changes over time.

### **What is Eating with the Ecosystem?**

Eating with the Ecosystem is a non-profit organization whose mission is to promote a place-based approach to sustaining New England's wild seafood. We use an interdisciplinary approach to conduct research, as well as provide education and outreach to ensure the long-term health and productivity of New England's marine ecosystems and fishing communities. More information can be found at <https://www.eatingwiththeecosystem.org>

### **What do I need to do?**

We are hoping that you will allow one of our citizen scientist volunteers to enter your market sometime between March 11th- 24th and record data on the species for sale in your seafood case. Our citizen scientists will either be recording data on paper or via smartphone. They may ask you or your staff a few questions to help them in their task. If you do not know the answer to their questions that is okay.

### **How will the data be used? Will you be sharing information about my market?**

The citizen scientist volunteers will collect data on: Species name, Origin, Product form (ex. whole fish, live, fillet, etc), Price, Harvest method (wild or farmed), and if there are any sustainability labels present (ex. MSC, Gulf of Maine Responsibly Harvested, Aquaculture Best Practices etc). The data collected through the Seafood Market Blitz will go into a database that can be used to help understand the composition of the New England seafood marketplace and track changes over time. Our research team at Eating with the Ecosystem and the University of Rhode Island will hold the individual market's data in confidence. The data will be combined with all other participating markets and summarized, meaning that no market's individual data will be publicized. For more details on the project's finished product, be sure to check out the final report from last year's pilot Seafood Market Blitz on Eating with the Ecosystem's website: <https://www.eatingwiththeecosystem.org/market-blitz>

If you have any questions, please contact Kate Masury at [kate@eatingwiththeecosystem.org](mailto:kate@eatingwiththeecosystem.org).

Your participation in this year's "Market Blitz" would be greatly appreciated, and we thank you for being a part of a New England seafood marketplace that acts as a support system for its marine ecosystems and fishing communities.