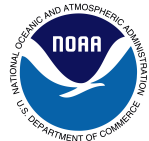




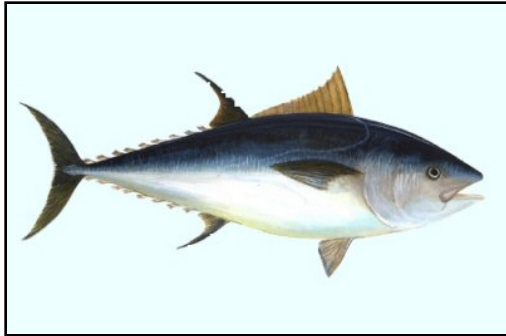
From Ocean to Table

Commercial fishing is an integral part of the rich culture and history of Monterey Bay. This lesson introduces the process and the people involved in bringing seafood from the waters of Monterey Bay to your dinner plate.



Original Artwork © Ray Troll & NOAA/2008

California Commercial Fisheries



Albacore Tuna



Sole



Sardines



Dungeness Crab



Spot Prawns



Chinook Salmon



Market Squid

Seafood

What types of seafood have you eaten?

Where did it come from?

How was it caught? Who caught it?

How long was its journey from ocean to table?



Sushi



Fish and chips



Calamari

Commercial Fishery Stakeholders



Boat Owner/
Fisherman

Dockside
Buyer

Processor

Wholesaler/
Distributor

Retail Market
Owner

Restaurant
Owner

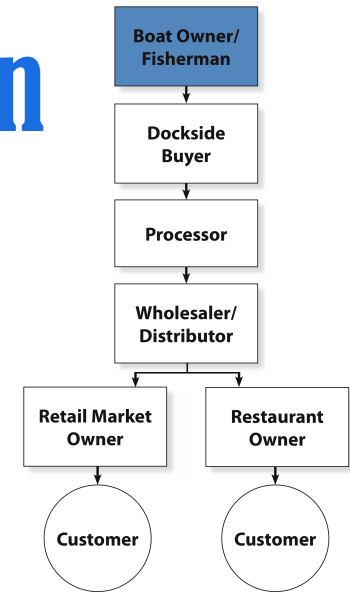
Customer

Customer

Boat Owner/Fisherman

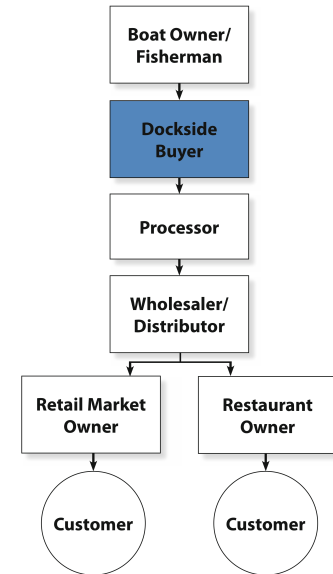
A person who depends on natural resources from the ocean to make a living. They bring their catch to the harbor to be sold to a dockside buyer.

Commercial fishing is a business!



Dockside Buyer

A person or company, located on a popular fishing dock or wharf, which buys fish and seafood directly from fishermen.



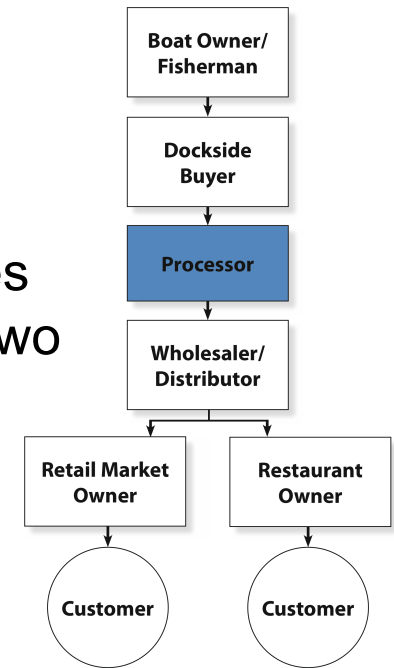
Commercial off-loading dock at Moss Landing Harbor, CA

Processor

A company that buys fish from a dockside buyer, processes the catch, and sells to a wholesaler/distributor. There are two types of processors:

Primary processors: clean, fillet, and freeze fresh fish.

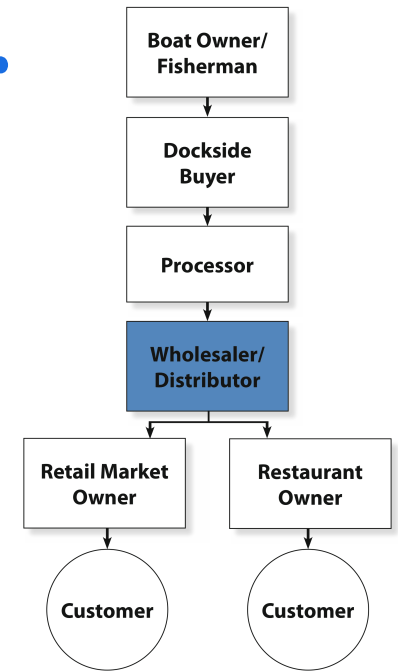
Secondary processors: take product from the primary processor and further process by cutting into smaller pieces, further freezing, and/or canning fish for retail markets.



Fish processor at Moss Landing Harbor, CA

Wholesaler/Distributor

A business that sells, transports, and delivers goods to a retailer or other entity that then sells to the end customer or consumer. Price conscious consumers often try to avoid further retail mark-ups by purchasing directly from a wholesaler.

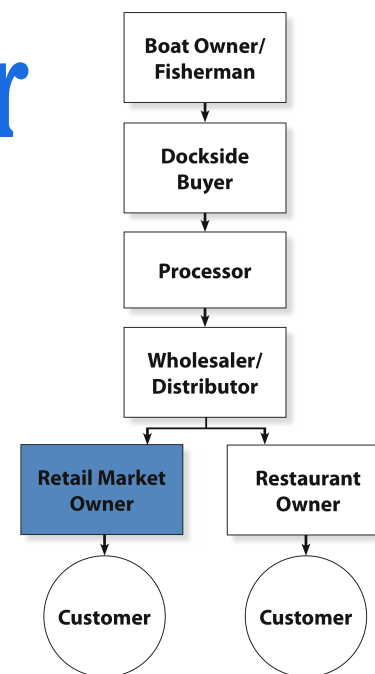


Processed and frozen fish ready for shipping.



Retail Market Owner

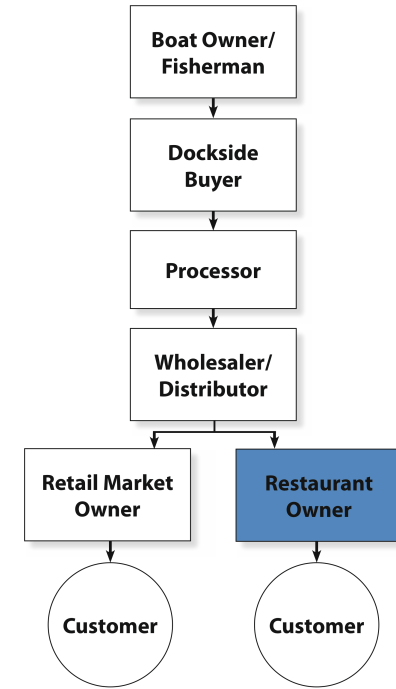
A person or business that purchases fish products from a wholesaler/distributor and sells directly to the consumer.



Fresh fish for sale at Phil's Fish Market in Moss Landing, CA

Restaurant Owner

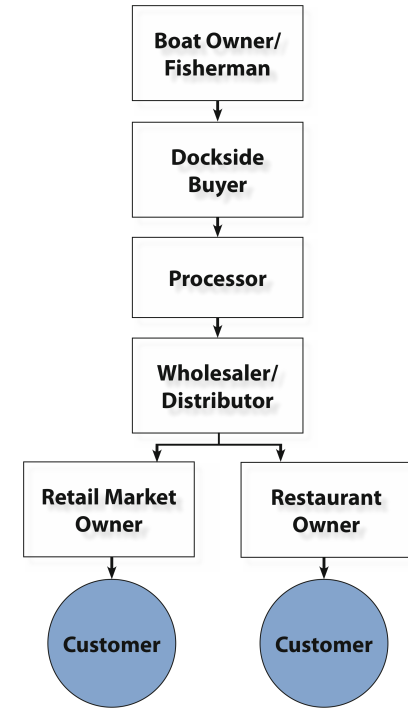
A person or business that purchases fish products from a wholesaler/distributor and sells prepared/cooked seafood to restaurant customers.



Phil's Fish Market and Eatery in Moss Landing, CA

Customer

The ultimate buyer and user of a product, this could be an organization or an individual like you!



Sushi

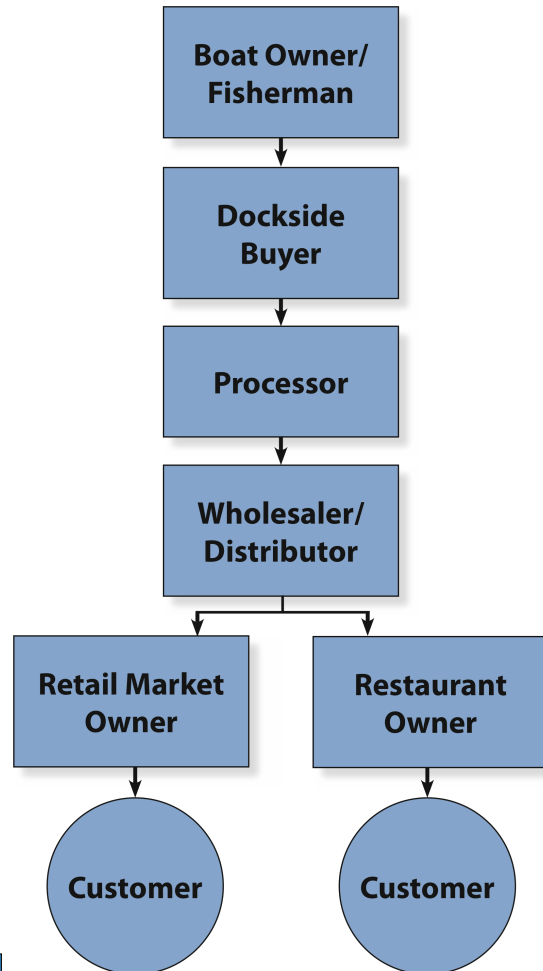


Fish and chips



Calamari

From Ocean to Table Activity



Now that you are familiar with the various stakeholder roles involved in a commercial fishery, it is time to learn more about the many factors influencing a fish product's journey from ocean to table.

Each of you will be one of the different stakeholders we just talked about.

Fishery Calculations

First, choose a fishery as a team.

You will calculate the income and expenses of each stakeholder for your fishery using the Background Data Tables and your teammates answers.



From Ocean to Table

Boat Owner/Fisherman Income/Expense Worksheet

Name: _____

Date: _____

1. Use the Background Data Tables as a resource for completing this worksheet.
2. Remember to accommodate any Fate Card adjustments that impact you directly.
3. Find the Baseline Data and complete the Initial Calculations first.
4. Complete all Income/Expense Calculations and share your results with your team.

Baseline Data: [Use Background Data Table A & B]

Fishery: _____

Boat Type: _____

Fate Card Instructions (if drawn): _____

Daily Catch: _____

Season Length: _____

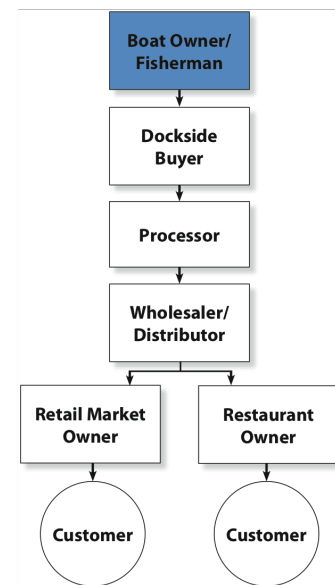
Boat Gallons/Day: _____

Boat Owner/Fisherman SELL price/lb: _____

Initial Calculations: [Use data above]

1. Fuel costs for season

$$\text{Season Length} \times \text{Boat Gallons/Day} \times \$4/\text{gallon} = \$ \underline{\hspace{2cm}}$$



Final Season Profit

Did you make a profit or did you lose money?

Which stakeholder made the most profit?

Do you think these patterns are the same for every fishery? At every time of the season? Every year?

Fate Cards



No two fishing seasons are the same. Fate can impact any and all stakeholders in a given fishery at any time.

What factors might affect your expenses or income?

What step from the ocean to the table might these factors effect your job?

VOICES of the BAY

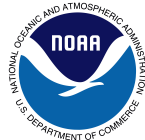


In Partnership with:

NOAA's Monterey Bay National Marine Sanctuary
Monterey Maritime and History Museum
David and Lucile Packard Foundation
Friends of Moss Landing Marine Lab
Monterey County Office of Education
Community Foundation for Monterey County
California Department of Fish and Game

Produced by:

David Heil & Associates, Inc.



VOICES
of the
BAY

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