





#### South Australia's Community Supported Fishery





https://www.youtube.com/watch?v=X qCw4MmSrcw&t=3s



about

#### Wildcatch Fisheries SA Inc...

- Represents 600 commercial license holders ...
- from 10 professional fishing sectors...
- that account for every commercially caught species in South Australia.
- Collaborates with industry, government and the aquaculture sector.



what a CSF does...

- A transparent chain of custody from boats to plate
- Increased access to premium, locally caught seafood
- Fishers receive **a fair price** that reflects the value of their work
- Engages the community in a robust, viable local food system
- Cooperative stewardship of marine resources





the project **Deliverables...** 

- An alternative business model for fishermen to sell their produce to businesses and consumers
- An education tool that fosters sustainability awareness and enhances fishers' social license to operate
- A unique online e-commerce platform that allows consumers to purchase fish as it's being caught, opt out from seafood they do not want to receive and deliver recipes for the day's catch



### this is How it Works...

- Customers order a share of the day's catch...
- which is available for **pick-up or delivery**...
- and can be whole or filleted.
- You can opt-out of types of seafood
- ... and can even skip deliveries.



- Each share contains a high value and a secondary species...
- along with an information brochure: species fact card, wine & condiment parings and suggested recipes.



why we need a **Community Supported Fishery...** 

- Fishers get a fair price...
- which means a **better margin**...
- on all species...
- so that they can **catch less** fish...
- and still have resources for other farm gate projects and future generations.



### Wildcatch Fisheries SA Inc and Adelaide's Finest Supermarkets...

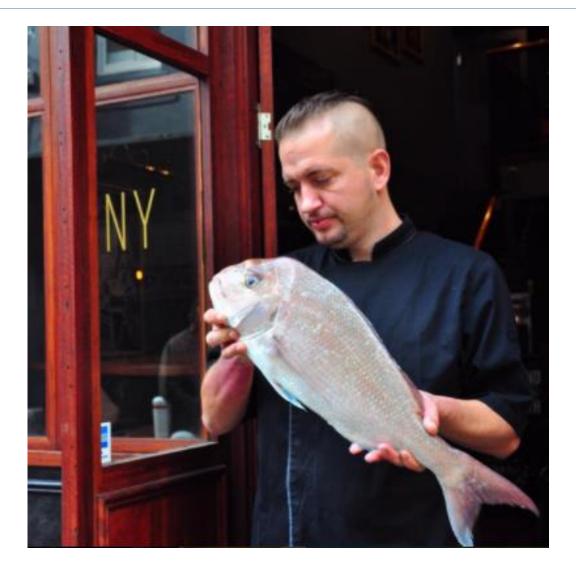


## Fair Fish in the community...









# thanks and Acknowledgements...



