

South Australia's Community Supported Fishery





<https://www.youtube.com/watch?v=XqCw4MmSrcw&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 pairings 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...



margo consulting

Marketing. Grants. Operations.

