



University of New Hampshire

# NEW HAMPSHIRE SEA GRANT

## Marketing Locally Caught Seafood



One of N.H. Sea Grant's primary missions over the last few decades has been to help the state's commercial fishing industry remain viable in the face of constant challenges to its existence.

Over the past few years, members of N.H.'s commercial fishing industry have embarked on various ventures to capture new markets and add value to their product, including forming a community supported fishery (CSF), selling at farmers markets, and creating a N.H. Fresh and Local Seafood brand. It is critical that these efforts are informed by marketing research that can direct businesses toward potential market opportunities.

With funding provided by N.H. Sea Grant, UNH researchers led by Charlie French (pictured right) conducted surveys to determine consumer and retailer/restaurant preferences for local seafood. These surveys helped to characterize the potential market for fresh, local, sustainably caught seafood.

This research identified opportunities for improvements within the N.H. seafood market. They included building public awareness around local seafood options, ensuring optimum seafood freshness and quality, re-branding dogfish as "whitefish" for improved consumer receptiveness, and expanding value-added processing to extend the seasonality of local fish.



A variety of events and efforts, organized by N.H. Sea Grant in partnership with UNH Cooperative Extension, fishermen and community organizations, have focused on educating the public about species that are locally plentiful but have limited or low market value, including spiny dogfish, softshell lobster, redfish, hake and pollock.

- The 2013 N.H. Fresh and Local Seafood Kickoff – an educational tasting event – brought awareness to underutilized seafood species.



- Two restaurant dinner events showcased softshell lobster and dogfish.
- N.H. Sea Grant facilitated discussions between local fishing businesses and institutional food buyers like UNH and N.H. public schools to help them find ways to feature local seafood.
- Local seafood is being used to create and pilot value-added products to fulfill demand year round.
- An app for mobile devices has been developed that provides information on the types of local seafood available and where consumers can purchase it.

For more information on this research:

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