



# Feasibility of direct seafood markets in San Diego



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## Why local?

## What are the barriers?

## What can you do?

### Environmentally responsible

- Fewer food miles
- Local stewardship incentives
- Traceability



### Strict regulations

- Ecosystem protections
- Catch limits
- Seafood safety

*"Local is always better than not local... even local frozen is better than 3,000 miles away as far as better taste, better for the environment and less fuel."*

- San Diego Fisherman

### Social Justice

- Fresh, healthy food for all
- Food security
- Human rights protections

### Public perceptions & habits

- Seafood is expensive
- Fishing is bad for the environment
- Don't know local fish



- Our food habits don't match

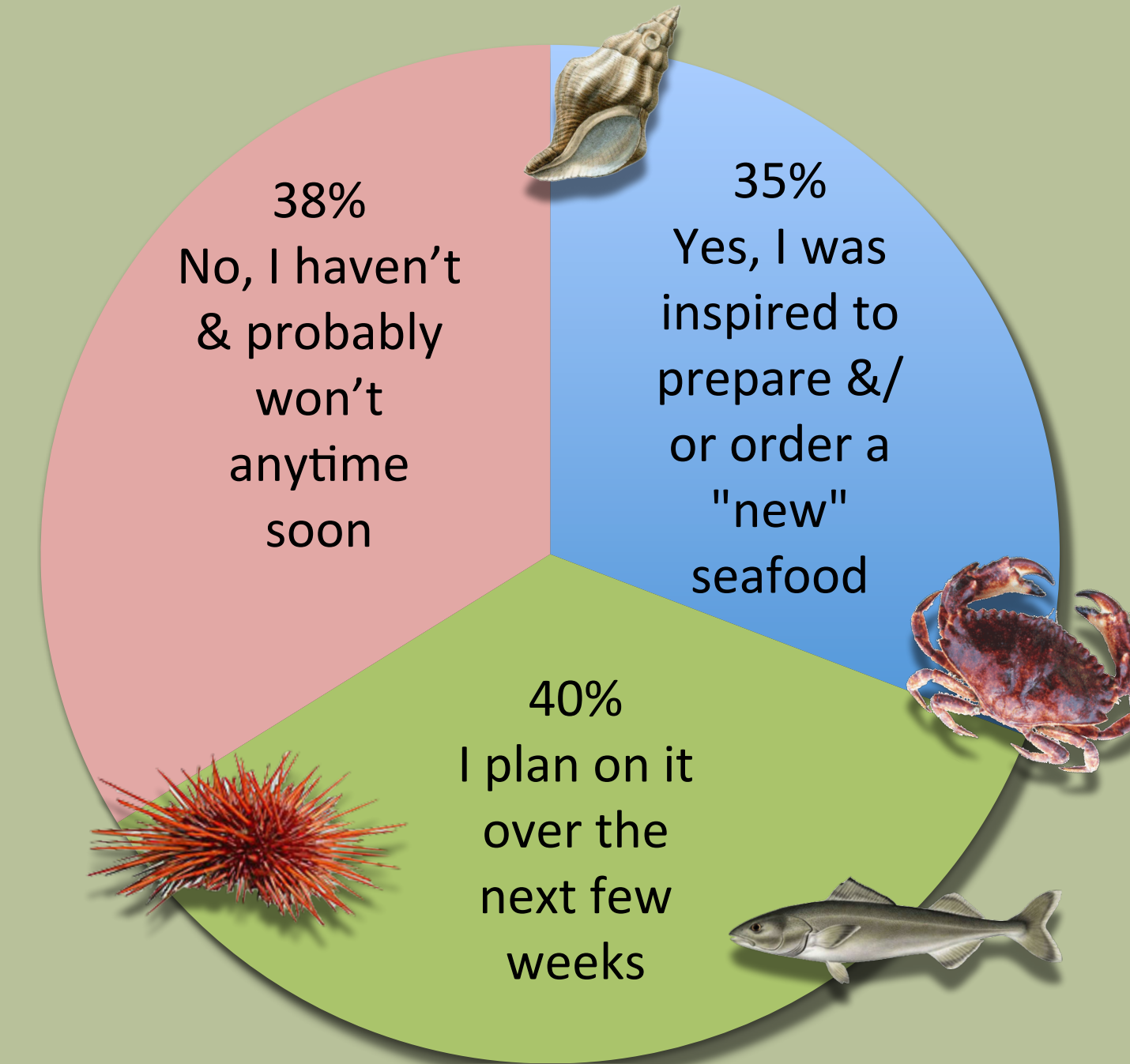


### Unmet fishing community needs

- Infrastructure
- Social capital
- Regulations that allow new entrants & diverse fishing

### Raise awareness

- Build interest
- Change habits
- Nurture adventurousness



### Take charge of sustainability decisions

- Ask if "San Diego sourced"
- Use your values to make your own decisions
- Join the 48% of your neighbors who will buy dockside monthly or more
- Speak out for green AND blue

### Be adventurous

- Visit the waterfront
- Talk to the fishermen
- Try new seafoods



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