



# What food issues are important to San Diego County fishermen?



Hear from other  
food system  
workers!

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In the summer of 2020, as part of [San Diego County Food Vision 2030](https://sdfsa.org/vision), San Diego County residents answered a few survey questions to express their unique needs and aspirations related to food in their communities. We're excited to share what we heard from fishermen in our region.

## OVERVIEW

What do you value in your relationships with your markets, your customers and/or your community?

### SELECT RESPONSES

- "I value getting fair price for my catch, the community receiving fresh locally sourced seafood and the ability to sell by-catch that I previously couldn't sell at traditional processors."
- "I value and respect the heritage of our San Diego fishing families and the increased value of the commodities we produce."
- "I think fishermen must understand that success in what they do requires success in developing relationships. Even the most 'loner' of fishermen needs markets, port facilities, mechanics, etc."

What do you want San Diegans to know about your experiences operating a fishing operation?

### SELECT RESPONSES

- "Fishing is but an easy role and San Diego fishermen work hard to provide for the local community."
- "The cost of providing fresh, high quality seafood to the customer is affected greatly by local and federal rules and regulations, both in shore-based infrastructure support and on-the-water regulations."
- "It's a lot of work for little profit but it's a way of living that I enjoy."
- "That San Diego has hardworking food producers in well-managed fisheries."
- "It is the best way to get good, nutritious food."

## CHALLENGES

What are the top challenges for your business now and/or that you foresee over the next few years?

### TOP CHALLENGES

Ability to make a living (profitability) and maintain a good quality of life (having time to do all that needs doing plus time for family and self)  
Permitting and regulatory challenges associated with fishing and/or marketing

## DESIRED RESOURCES

Which resources associated with infrastructure, equipment, and/or venues would you most likely use?

### TOP SELECTIONS

Access to direct marketing venues (e.g., fishermen's markets, farmer's markets)  
Shared storage and processing infrastructure and equipment  
Access to alternative marketing arrangements, such as Community Supported Fishery programs (CSF), Fish Auctions, etc.

Which types of connections, networks and/or communications would you most likely use?

### TOP SELECTIONS

Fishing industry association (could be county, port and/or gear type)  
Website or other online resources that feature information about local fishermen, their catch and/or where to find it to be used to raise public awareness and access  
Matchmaking program that connects fishermen with appropriate and profitable markets

DESIRED RESOURCES (CONTINUED)

Which of these support programs would you most likely use?

- TOP SELECTIONS**
- Regulatory and legal advice or assistance
  - Business advice or assistance
  - Fishing-relevant technical advice or assistance

Which education or training programs would you like to see?

- TOP SELECTIONS**
- Apprenticeship program for new/young crewmember training
  - Workshops to learn new skills or stay updated on the latest information (any topic of interest, e.g., marketing, technology, etc)

What type of business/technical assistance do you prefer?

- TOP SELECTIONS**
- One on one assistance
  - Digital/online workshops/videos/webinars
  - Informal gatherings & events

ASPIRATIONS FOR FISHING

What is your vision for San Diego’s fishing industry and/or what would you like to see happen as a result of San Diego County Food Vision 2030?

- SELECT RESPONSES**
- "To have a place to sell the majority of all locally caught seafood in San Diego."
  - "For people to be better connected to their source."
  - "I would like to see all domestic markets grow, from high-dollar fish to bread-and-butter fish. Simply put, I want to feed more people fish."
  - "80% of seafood harvested by local fishermen would be marketed through direct channels."
  - "Developing a much stronger connection between fishermen and their communities. Provide economic stability to fishing businesses."
  - "To have a place to sell the majority of all locally caught seafood in San Diego."
  - "I would love to see a cooperative that could manage processing with options for marketing/wholesale or providing frozen vac-packed product back to fishermen for direct sales, and could provide inputs like ice."
  - "Including a variety of local seafood in our markets and diets as sustainable and healthy."
  - "Honest, ethical people running a central fishermen's hub for fresh seafood direct to the consumer and restaurants. Open market with processing, storage, sales, and distribution. Weekly auctions. Financial assistance for fisherman to expand their businesses."