

Synopsis of the **2013 LOCAL CATCH SUMMIT**

*Bringing Seafood into the
Local Food Movement*

Held
February 22, 2013
UNC Coastal Studies Institute
850 NC Highway 345
Wanchese, NC 27981

Submitted by
Susan West
Hatteras Island Coordinator
Saltwater Connections
ridgeroad@earthlink.net

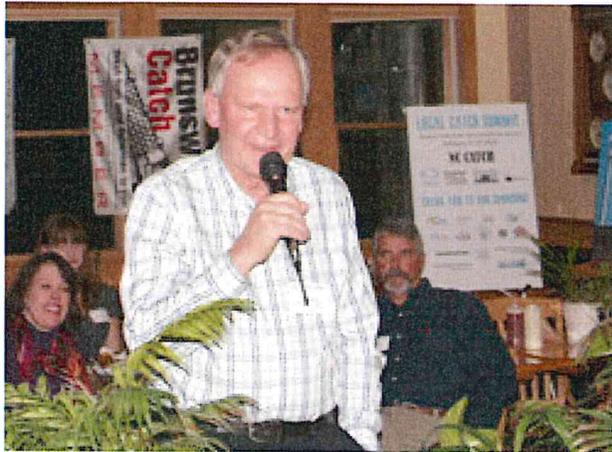
Sara Mirabilio
Fisheries Specialist
North Carolina Sea Grant
saram@csi.northcarolina.edu

THANK YOU TO OUR SPONSORS!

Basnight's Lone Cedar Café, Core Sound Seafood, Dare County, The Elizabethan Gardens, Harris Teeter, Jeffrey's Seafood, North Carolina Department of Agriculture and Consumer Services, North Carolina Farm Bureau Federation, North Carolina Sea Grant, O'Neal's Sea Harvest, Outer Banks Catch, Resort Realty, Saltwater Connections, UNC Coastal Studies Institute, Wanchese Fish Company, Willie R. Etheridge Seafood Company

Report photos courtesy of: Locals Seafood, Outer Banks Catch, Russ Lay, Steve Vilnit and Susan West.

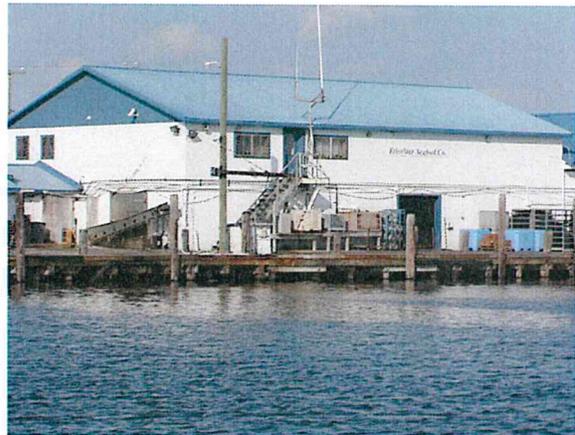
The 2013 Local Catch Summit was held on February 22, 2013, at the University of North Carolina Coastal Studies Institute in Wanchese, N.C., with a kick-off dinner the night before at Basnight's Lone Cedar Cafe. Organized by NC Catch and hosted by Outer Banks Catch, the Summit brought together fishermen, retailers, wholesalers, restaurateurs and community leaders under the theme of "Bringing Seafood into the Local Food Movement."



The event opened with a dinner at Basnight's Lone Cedar Café in Nags Head, N.C., featuring North Carolina catch - yellowfin tuna, shrimp and scallops, as well as state-grown winter vegetables. "Local Food Movement is Brewing in Coastal North Carolina" was the subject of the keynote address by Uli Bennewitz of the Weeping Radish Farm Brewery and Farmer to Fork Butchery Market in Grandy, N.C.

Bennewitz described some of the obstacles he faced launching the first microbrewery in the state 25 years ago and operating a butchery that buys meat only from sustainable local farms, and drew comparisons to the emerging sea-to-table movement. Bennewitz encouraged seafood businesses to stay true to the seasonality and integrity of the local product and to think outside of the box in terms of adding value to local seafood.

The next morning summit attendees toured the Wanchese working waterfront and stopped at Etheridge Seafood Company, O'Neal's Sea Harvest, and Wanchese Fish Company to see fish being prepared for market and to talk with fish house owners and employees.



Following the working waterfront tour, Warren Judge, chairman of Dare County Board of Commissioners and of Outer Banks Catch, and Dr. Nancy White, executive director of the UNC Coastal Studies Institute, welcomed attendees to the Second Annual Local Catch Summit.

Topical presentations began with Jason Gray, research and innovation program director at the N.C. Rural Economic Development Center, presenting a general review of a Center-funded report called, "A Value-Added Business Analysis for North Carolina's Commercial Fishing Industry" that is scheduled to be completed this spring.

Debbie Hamrick, specialty crops director at the N.C. Farm Bureau Federation, N.C. Sustainable Local Food Advisory Council member, and NC Catch board member, told the audience about demographic trends, such as urbanization and generational shifts, influencing the growing demand for local foods in North Carolina.

“Generation Y will change everything just like the baby boomers did. The story of where their food comes from plays an important role in their purchasing decisions.”
-Debbie Hamrick

Christy Shi and John Day from the Center for Environmental Farming Systems provided information on creative solutions to distribution, processing and other food system elements that pose challenges for smaller food producers in the state. Shi provides food policy technical assistance, and Day is working with stakeholders on strategies to bring more North Carolina produced food to grocery stores and military bases.

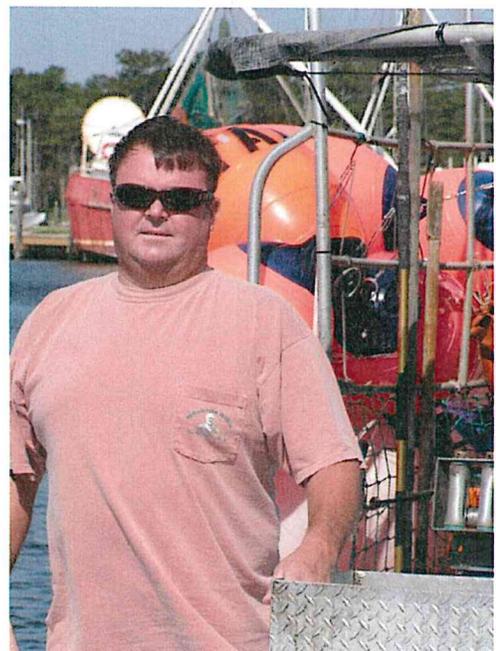


Entrepreneurs Lin Peterson and Ryan Speckman of Locals Seafood described the opportunities and challenges they have experienced in developing new inland markets for North Carolina seafood. They started Locals Seafood in 2010 with a cooler full of shrimp and a pick-up truck, originally planning to focus on developing a community-supported fisheries (CSF) program, but have since modified their business plan to include sales at farmers’ markets and to restaurants.

“One of the most rewarding aspects of our business is introducing the chefs we work with to new types of fish that they then introduce to their customers.”

- Lin Peterson

Commercial fisherman Dewey Hemilright, owner and captain of F/V *Tar Baby*, spoke about Provider Pals, a program he works with that partners schools with food providers and natural resource professionals. Hemilright has participated in the program for seven years, visiting classrooms in places from Montana to New York City to tell students about commercial fishing.



Steve Vilnit, director of fisheries marketing at the Maryland Department of Natural Resources, described three programs developed by the department. In the “From the Bay, For the Bay” dine-out program, restaurants feature a local seafood special on their menus with a percentage of sales going to the Oyster Recovery Partnership. The program has raised over \$50,000 for oyster recovery efforts in two years.



The Chef-Watermen Field Trip Program arranges tours of fishing docks, boats and fishing trips for chefs.

“In getting over 400 chefs on the water in two years, we have helped to reconnect them with the fishery in a way that has built appreciation and increased value of the harvest.” - Steve Vilnit

The Maryland “True Blue Crab” branding program certifies restaurants, retailers, caterers, hospitals and schools that pledge to use only Maryland blue crabs. Over 150 establishments participate in the program.

“Millions of pounds were being imported and the local industry that produced a little over ½ million pounds was struggling to survive.”

- Steve Vilnit

Libby Eaton, co-owner of Bistro By the Sea in Morehead City, N.C., and founding member of Carteret Catch, explained the Trace and Trust Program, a boat-to-table initiative using QR barcodes that take patrons to a website that tells them who caught the fish, and when and how it was caught.

Basnight’s Lone Cedar Café owner Vicki Basnight and Chef Bud Gruninger shared their experience selling only local seafood at their restaurant.

“There have been times when sourcing local has been challenging, but our customers really appreciate and support what we are doing.”

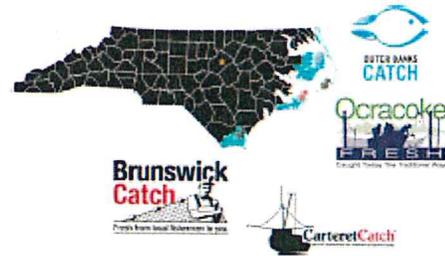
- Bud Gruninger

2013 Local Catch Summit attendees identified networking and exploring opportunities for collaboration as the most beneficial part of the Summit. Individuals not directly associated with the industry especially valued the fish house tours. Attendees noted that the participation of more restaurants and retailers would improve future summits.

Summit presentations are posted on the Outer Banks Catch website at:
<http://outerbankscatch.com/local-catch-summit>. More information on NC Catch and links to Brunswick Catch, Carteret Catch, and Ocracoke Fresh websites are available at:
<http://www.nccatch.org/>.

2013 LOCAL CATCH SUMMIT

February 21 and 22 - Wanchese, North Carolina
Bringing Seafood into the Local Food Movement
 The general public is welcome to attend this mostly free event! Registration is required by February 15. Please visit www.outerbankscatch.com/local-catch-summit for registration details and more information.
 No internet access? Call Sara Brubaker at 252-475-5900.



Thursday, February 21

6:00 – 9:00 p.m. Opening Dinner at Basnight's Lone Cedar Café, 7623 South Virginia Dare Trail, Nags Head, NC. "Local Food Movement is Brewing in Coastal North Carolina" - Presentation by Uli & Sophie Bennewitz of the Weeping Radish Farm Brewery and Farmer to Fork Butchery Market, Grandy, NC. \$25 per person. Complimentary for members of NC Catch or local Catch groups (Brunswick Catch, Carteret Catch, Ocracoke Fresh or Outer Banks Catch).

Thank you to Jeffrey's Seafood, Wanchese Fish Company and Lone Cedar Café for sponsoring dinner!

Friday, February 22

7:00 - 8:00 a.m. Continental Breakfast
 UNC Coastal Studies Institute, 850 NC Highway 345, Wanchese, NC

8:15 – 9:30 a.m. Tours of Wanchese Village fish houses
(Transportation provided from CSI campus by Sea Grant and Dare County)

9:50 – 10:00 a.m. Welcome by Warren Judge, Chairman
 Dare County Board of Commissioners and Outer Banks Catch
 UNC Coastal Studies Institute, 850 NC Highway 345, Wanchese, NC

10:00 – 10:30 a.m. "A Value-Added Business Analysis for North Carolina's Commercial Fishing Industry." Presentation by Jason Gray, N.C. Rural Economic Development Center about the findings from the center's-funded value-added business analysis of North Carolina's commercial fishing industry.

10:30 a.m. – noon "North Carolina's Growing Local Foods Demand and Sea to Table Markets"
 • Debbie Hamrick, NC Farm Bureau Federation, Raleigh, NC

- John Day and Christy Shi, Center for Environmental Farming Systems, Saxapahaw, NC
- Lin Peterson & Ryan Speckman, Locals Seafood, Raleigh, NC

Noon – 1:00 p.m. **“Provider Pals” Lunch Presentation by Commercial Fisherman Dewey Hemilright.** Provider Pals is a national program that partners schools with professionals working with natural resources. In seven years, Dewey has visited classrooms from Montana to New York City to tell students about his job – commercial fishing.

Thank you to the North Carolina Department of Agriculture and Consumer Services for sponsoring lunch!

1:00 – 2:30 p.m. **Chef-Watermen Business Innovations**

- Libby Eaton, Bistro by the Sea’s Trace and Trust Program, Morehead City, NC
- Bud Gruninger and Vicki Basnight, Basnight’s Lone Cedar Café’s 100% Commitment to Local Seafood & Menu Labeling Program, Nags Head, NC
- Steve Vilnit, Maryland Department of Natural Resources’ From the Bay, For the Bay Dine-Out Program & Chef-Watermen Field Trips, Annapolis, MD

2:30 – 3:00 p.m. **Wrap-up; Evaluation; Adjourn**

THANK YOU TO OUR SPONSORS!

Basnight’s Lone Cedar Café, Dare County, Elizabethan Gardens, Jeffrey’s Seafood, North Carolina Department of Agriculture and Consumer Services, North Carolina Farm Bureau Federation, North Carolina Local Foods Advisory Council, North Carolina Sea Grant, O’Neal’s Sea Harvest, Outer Banks Catch, Resort Realty, Saltwater Connections, UNC Coastal Studies Institute, Village Realty, Wanchese Fish Company, Willie R. Etheridge Seafood Company

In order of appearance:

Jason Gray is director of the office of research and innovation for the N.C. Rural Economic Development Center. He manages all internally and externally funded research for the Center. Gray also oversees the Center's Small Town Economic Prosperity (called "STEP") program that carries out strategic planning and grant-making in 67 small towns across rural North Carolina. The office of research and innovation also manages the Economic Innovation grant program. Gray has over 25 years of experience in rural economic development practice and policy with focus on low-wealth communities, as well as knowledge on rural philanthropy, urban-rural regional economic connections, and rural water policy. Gray also has extensive experience in developing, managing and assessing the role of federal and private foundation grant-making in communities. Prior to coming to the Center, for ten years he was the policy director for the Southern Rural Development Initiative, where his portfolio included rural development policy formation through the analysis of federal investments in rural America, consulting to foundations, rural-urban connections, and rural development philanthropy. Gray earned a bachelor's degree in geography and political science from Emory & Henry College, a small Methodist school in the mountains of Southwest Virginia, and a master's degree in regional and environmental planning from the University of Virginia.

Telephone: 919.250.4314; **E-mail:** jgray@ncruralcenter.org

Debbie Hamrick is the director of specialty crops at the N.C. Farm Bureau Federation, a position she has held since November 2004. She is a member of the North Carolina Sustainable Local Food Advisory Council since inception, and a founding board member of North Carolina Catch. Previous board appointments include the J.C. Raulston Arboretum Board of Advisors (2005 – 2010), where Hamrick served as chairman, and FloraStar (2000 – 2007), where she served as president. Before working for the Farm Bureau, from 1989 to 2004 Hamrick was the founding publisher/editor of *FloraCulture International*, the leading international horticulture trade magazine. She holds a bachelor's of science degree in horticultural science from North Carolina State University. **Telephone:** 919.334.2977; **E-mail:** debbie.hamrick@ncfb.org

John Day is a North Carolina native who recently retired after a 25-year career in local government administration. In his last position as county manager of Cabarrus County, N.C., Day shepherded a number of initiatives aimed at bolstering the local food economy and building a sustainable community. In late 2012, Day began working with the Center for Environmental Farming Systems. His primary focus there is working with stakeholders to develop supply chain intervention strategies that will result in more North Carolina-produced food on grocery store shelves and in military base dining halls and commissaries. Further, Day helps communities and local governments engage in the work of building more resilient local food systems. He is a member of the North Carolina Sustainable Local Food Advisory Council since its forming in January 2010 by the N.C. General Assembly to advise itself, the Governor and the Commissioner of Agriculture on a broad range of topics related to food. Day received a Masters of Public Administration and a Bachelor of Arts in philosophy, both from the University of North Carolina at Chapel Hill. **E-mail:** johnday.nc@gmail.com

Christy Shi is a community-based food systems consultant, past executive director at the Charlotte City Market, and co-founder of Know Your Farms, Know Your Food. In late 2012, Shi began working with the Center for Environmental Farming Systems (CEFS). She will be working to provide local foods policy technical assistance including helping governments implement land-use policies that support agriculture on public lands, local foods purchasing programs, and local foods policy council creation. The CEFS team will provide knowledge of best practices, funding opportunities and coordination with other CEFS local government offerings, such as N.C. Cooperative Extension's 10 Percent Campaign.

E-mail: christy.shi@gmail.com

Ryan Speckman and **Lin Peterson**, long-time friends, started their company Locals Seafood in 2010 with a cooler full of shrimp and a pick-up truck. Both fisheries and wildlife science degree-holders from North Carolina State University, their love for the coast, the outdoors and good seafood started early. Locals Seafood is dedicated to delivering the freshest possible seafood from North Carolina fishermen to the Triangle area. In just two years, Locals Seafood has come a long way from the truck tailgate, and both Speckman and Peterson are dedicated to sharing their knowledge and passion for North Carolina seafood.

Telephone: 919.675. CRAB (2722); **E-mail:** info@localsseafood.com

Dewey Hemilright, owner-operator of the longline boat *F/V Tar Baby* built by Dare County boat-builder and fisherman John Bayliss, first began sword fishing at age 21. After his first trip, he knew fishing was a challenge that matched up to his youthful appreciation for adventure and his expectation of a life well-lived. Hemilright first waded into fisheries management in the mid 1990s when the South Atlantic Fishery Management Council was looking at severe restrictions, or even, a closure of the longline dolphin fishery. This April, Hemilright was appointed to the Mid-Atlantic council. He also serves on the dolphin and wahoo advisory panel, the pelagic longline take reduction team, and the Dare County Commission for Working Watermen. He is a member of the North Carolina Fisheries Association, North Carolina Watermen United and Blue Water Fishermen's Association, and has participated in industry-university cooperative research on spiny dogfish. One project close to his heart is Provider Pals, a program that partners schools with food providers and natural resource professionals. In the seven years Hemilright has been with the program, he has visited classrooms in places from Montana to New York City to tell students about his job and show them shark jaws and glow sticks and other artifacts of the trade. **Telephone:** 252.473.0135; **E-mail:** fvtarbaby@embarqmail.com

Steve Vilnit, fisheries marketing director for M.D. Department of Natural Resources (MD DNR), has worked for over a decade to bring seafood and seafood education to some of the best retail and restaurants in the Washington, D.C. metropolitan area. Vilnit always has been interested in the conservation of our marine resources, and because of this, took a position with MD DNR in 2010. He remains closely tied to the foodservice industry while working with commercial watermen to better promote all of the sustainable fisheries that Maryland waters have to offer. In 2011, Stephen was promoted to director of fisheries marketing and now leads a team to help

build economic viability for the local fishing industry. Vilnit graduated from the University of Rhode Island with a degree in Marine Affairs in 1999.

Telephone: 410.279.7951; **E-mail:** svilnit@dnr.state.md.us

Libby Eaton is co-owner and general manager of Bistro-by-the-Sea Restaurant and Private Banquets out of Morehead City, N.C. She was a founding member of the Carteret Catch seafood branding and education initiative. With Chef Tim Coyne, her husband and co-owner, she moved to Carteret County, N.C., in October of 1992 from the Detroit, Michigan area. Coyne worked as the executive chef at the Sheraton Atlantic Beach Oceanfront Hotel but always dreamed of owning a small “bistro” on the ocean. Within six months of moving to N.C., an opportunity to buy a small rundown grill by the ocean presented itself, and they opened their restaurant in 1993. With only the knowledge of his Italian roots and his background in fresh, made-to-order cooking, Chef Coyne opened with no deep-fat fryer or microwave! Eaton and Coyne believe that fresh, locally sourced ingredients and cooking cross all cultural, regional and international tastes. Eaton grew up in a town in Indiana and has an appreciation for the lifestyle of the hardworking farmer. Eaton and Chef Coyne make it a point to know the fishermen who catch the Carteret Catch seafood they feature at the Bistro, and they want their patrons to know them, too. They recently became a participating restaurant of Trace and Trust, a membership organization “...connecting producers who take pride in what they raise with chefs who take pride in what they serve.” Eaton and Coyne’s effort were featured in U.S. Airways May 2012 magazine. **Telephone:** 252.247.2777; **E-mail:** libby@bistro-by-the-sea.com

Bud Gruninger is the executive chef at Basnight’s Lone Cedar Café, Nags Head, N.C. At Basnight’s, Gruninger focuses on using as much local product as possible, including 100 percent local seafood, which they are the only Outer Banks restaurant to do even though they incur significantly higher food costs than competitors. Working with the owner-operators, retired North Carolina state senator Mark Basnight and his two daughters, Vicki and Caroline Basnight, they strive to serve the best that costal Carolina has to offer. The restaurant is a founding member of the Outer Banks Catch seafood marketing and education initiative. Gruninger happily supported the initiative to help a dying local fishing industry and to educate the public about the quality difference between imported and local seafood. Gruninger began cooking at age 13 in a family business in Medford, N.J. Over the years, he has worked in cities ranging from New York, Philadelphia, Portland and Boulder, and has learned many types of cuisine. Gruninger is a graduate of the Culinary Institute of America, Hyde Park, N.Y. (1981).

Telephone: 252.441.5405; **E-mail:** info@LoneCedarCafe.com

Appendix C

Attendee List

In alphabetical order by first name, the 81 Friday Summit attendees were:

Name	Location
Alison Willis	Harkers Island
Amanda Miller	Chapel Hill
Amanda Walters	Kill Devil Hills
Ariel Ruth Fugate	Raleigh
Averi Simmons	Fairfield
Bambos Charalambous	Kill Devil Hills
Barbara Garrity-Blake	Gloucester
Barry Nash	Morehead City
Betty Jo Shephard	Rocky Mount
Bob Woodard	Kill Devil Hills
Britton Shackelford	Manteo
Bryan Wilson	Nags Head
Bud Gruninger	Nags Head
Charles Carawan	Swan Quarter
Christy Shi	Saxapahaw
Cory Carawan	Swan Quarter
David Griffith	Greenville
David Hilton	Ocracoke
Debbie Hamrick	Raleigh
Debra Callaway	Beaufort
Dell Newman	Swan Quarter
Dewey Hemilright	Wanchese
Diana Craft	Greenville
Don Glander	Holden Beach
Dorothy Killingsworth	Manteo
E -Ching Lee	Raleigh
Eddie Willis	Harkers Island
Feather Phillips	Columbia
George Miller	Swansboro
Jack Thigpen	Raleigh
James McQueen	Kill Devil Hills
Jamie Reibel	Manteo
Jason Gray	Raleigh
Jimmy Johnson	Washington
Jody Haller	Frisco
John Aydlett	Elizabeth City

Name	Location
John Day	Saxapahaw
John Griffin	Rodanthe
Jon Haag	Oak Island
Karen Willis Amspacher	Marshalberg
Kathy Sparrow	Manteo
Kevin Miller	Chapel Hill
Kit Charalambous	Kill Devil Hills
Kris Cahoon Noble	Swan Quarter
Ladd Bayliss	Manteo
Lauren Berry	Currituck
Lee Haller	Frisco
Libby Eaton	Morehead City
Lin Peterson	Raleigh
Linda McQueen	Kill Devil Hills
Lisa Ortega	Manteo
Marcelo Ortega	Manteo
Melanie Carawan	Swan Quarter
Melissa Midgett	Raleigh
Micah Daniels	Wanchese
Michael Lam	Columbia
Mike Johnson	Kill Devil Hills
Mikki Sager	Chapel Hill
Missie Smith	Kill Devil Hills
Nancy Creamer	Raleigh
Neal Hutcheson	Raleigh
Nydia Glander	Holden Beach
Patricia Smith	Morehead City
Remy Miller	
Robin Payne	Ocracoke
Russ Lay	Nags Head
Ryan Speckman	Raleigh
Sara Brubaker	Kitty Hawk
Sara Hallas	Manteo
Sara Mirabilio	Manteo
Scott Baker	Wilmington
Sharon Carawan	Swan Quarter

Appendix C

Attendee List

Name	Location
Sharon Peele Kennedy	Buxton
Stephanie McIntyre	Morehead City
Steve Green	Asheville
Susan West	Buxton

Name	Location
Terry Harrison (+ wife)	Winston Salem
Vicki Basnight	Manteo
Warren Judge	Manteo
Whitney Wilson	Nags Head

Summary

Eighty-six people pre-registered for the Summit with 81 people attending. Registration was terminated once the threshold of 75 was exceeded to ensure space for speakers and dignitaries, otherwise pre-registrants easily would have exceeded 100. Fifty-four persons attended the Friday morning optional field trip to Wanchese area fish houses, many remarking how it was the most beneficial part of the Summit suite of activities. Only 19 attendees completed exit surveys. One hundred percent of attendees completing the survey responded as "very satisfied" (84%) or "satisfied" (16%) with the information available at the event. When asked if the Summit provided new viewpoints and insights on the topics discussed, 91 percent responded "to a great degree" or "to a moderate degree." All presentations were highly rated, but the two most highly rated presentations were Debbie Hamrick's (N.C. Farm Bureau Federation) talk titled, "North Carolina's Growing Local Foods Demand and Sea to Table Markets," and Chef Bud Gruninger's and Vicki Basnight's overview of Basnight's Lone Cedar Café's "100 Percent Commitment" to serving local seafood and menu labeling program.

Section 1. Attendee Demographics

The following questions will help us understand more about Summit attendees.

1. Age?

Age	Responses	Percent
18-34	6	31.6
35-49	2	10.5
50-64	8	42.1
65+	3	15.8
Total	19	100

2. Please tell us your county of residence.

County	Responses	Percent
Brunswick	1	5.3
Carteret	2	10.5
Currituck	1	5.3
Dare	4	21.0
Edgecombe	1	5.3
Hyde	1	5.3
New Hanover	1	5.3
Onslow	1	5.3
Orange	2	10.5
Pitt	1	5.3
Tyrell	1	5.3
Wake	3	15.8
Total	19	100

3. Please tell us your Catch Group affiliation, if any.

Organization	Responses	Percent
None	8	42.1
Outer Banks Catch	5	26.3
Carteret Catch	1	5.3
Brunswick Catch	2	10.5
Ocracoke Fresh	0	0
North Carolina Catch	3	15.8
Total	19	100

Note: Of the pre-registrants, 30 were members of Outer Banks Catch, 7 of Carteret Catch, 4 of Brunswick Catch, 2 of Ocracoke Fresh, and 9 of North Carolina Catch.

4. What is your profession?

Profession	Responses	Percent
state government	1	5.3
local government	3	15.8
academia	2	10.5
seafood business	4	21.0
other	9	47.4
Total	19	100

Note: Most respondents in the "Other" category represented non-governmental organizations.

Section 2. Forum Content

The following questions speak to usefulness of topics or information offered by the Summit.

5. How satisfied were you with the information available overall at this forum?

How satisfied?	Responses	Percent
Very Satisfied	16	84.2
Satisfied	3	15.8
Neutral	0	0
Dissatisfied	0	0
Very Dissatisfied	0	0
Total	19	100

6. Please rate the usefulness of each of the presentations, from "Very Useful" to "Of No Use."

Presentation	Results		Raw Scores				
	Percent Very Useful / Useful	Percent Minimal Use / No Use	Very Useful	Useful	Some-what Useful	Minimal Use	Of No Use
Local Food Movement is Brewing in Coastal North Carolina (Thu.PM) <i>Uli Bennewitz</i>	81%	6%	8	5	2	1	0

Presentation	Results		Raw Scores				
	Percent Very Useful / Useful	Percent Minimal Use / No Use	Very Useful	Useful	Some-what Useful	Minimal Use	Of No Use
A Value-Added Business Analysis for NC Commercial Fishing Industry <i>Jason Gray</i>	83%	6%	10	5	2	1	0
North Carolina's Growing Local Foods Demand and Sea to Table Markets <i>Debbie Hamrick</i>	100%	0%	16	3	0	0	0
<i>Christy Shi & John Day</i>	94%	0%	12	4	1	0	0
<i>Lin Peterson & Ryan Speckman</i>	88%	0%	11	4	2	0	0
Provider Pals <i>Dewey Hemilright</i>	89%	5%	12	5	1	0	1
Chef-Watermen Business Innovations <i>Steve Vilnit</i>	93%	7%	11	3	0	1	0
<i>Vicki Basnight & Bud Gruninger</i>	100%	0%	12	3	0	0	0
<i>Libby Eaton</i>	92%	0%	9	3	1	0	0

7. Has this forum given you new viewpoints and insights?

New Insights?	Response	Percent
To a great degree	13	68.4
To a moderate degree	5	26.3
To a minimal degree	1	5.3
Hardly at all	0	0
Total	19	100

Section 3. Forum Design

The following questions speak to effective design of the learning environment.

8. The pre-meeting information was easily found, understandable and useful.

Usefulness pre-meeting info?	Response	Percent
To a great degree	14	73.7
To a moderate degree	4	21.0
To a minimal degree	1	5.3
Hardly at all	0	0
Total	19	100

9. How did you hear about the summit?

Hear about summit?	Response	Percent
e-mail	9	47.4
word of mouth	7	36.8
online forum	0	0
newspaper	1	5.3
other	2	10.5
Total	19	100

10. The percent allocation of time to the different topics was:

Time allocation?	Response	Percent
too short	0	0
just about right	16	88.9
too long	2	11.1
other	0	0
Total	18	100

11. Was the room comfortable and conducive to the meeting?

Room appropriate?	Response	Percent
Yes	14	93.3
No	1	6.7
Total	15	100

Section 4. Tell Us Your Thoughts!**12. Please tell us what you hoped to take away from the summit. Were expectations met?**

Expectations met?	Response	Percent
Yes	9	100
No	0	0
Total	9	100

- knowledge about watermen and seafood industry
- education from all perspectives, from the fishermen to the table
- introduction to seafood markets & issues
- ideas about how to strengthen the fishing industry and improve market connections
- expected to learn more about local seafood distributions and commercial fishing industry
- I wanted to learn more about the food industry.
- promise

13. What was the most beneficial part of the summit?

- networking
- For me, tours, but for professionals, the talks were most informative. I enjoyed the day!
- learning about connection with local foods; fish house tours

- To be more aware of the situation and needs of commercial fishermen and the push for restaurants and markets to sell local seafood.
- Jason Gray / Value-Added
- Found all information useful; excellent coverage, enjoyed seeing the fish houses, enjoyed positive and fresh perspectives without the negatives and complaints of the industry overall.
- Enjoyed fish house tours, Rural Center business analysis; Lin Peterson & Ryan Speckman presentation was great!
- The connections made. The inspiration from other success stories.
- All of it!
- All the speakers!
- wonderful cross-section of stakeholders; collaboration opportunities
- Debbie Hamrick's and Dewey Hemilright's presentations; local seafood for lunch
- networking
- fishing tours
- contacts

14. In what ways would you improve these workshops for the future?

- some breaks
- bring in chefs & retailers
- Talk about regulations against fishermen and how to combat them.
- Legislative rep to discuss what is visible in Raleigh.
- longer than one day
- Take action points for follow-up please. What is next? Let's force connections. Keep it up, but make sure people act after the meeting. We need help pushing the needle forward. Network. Have follow-up webinars.
- Wish there had been more fishermen in attendance.
- Needed more bathroom breaks. Room was cold. Microphone was full of static. Chairs were uncomfortable. Wish more local examples were given. Say good morning, give intro for the day; greet and introduce yourselves instead of telling group to hurry up and get into vans.
- improve acoustics for dinner speaker
- none
- Need more mixing time so people can build relationships.