

DIRECT SALES: MOVING FORWARD

October 13, 2020

4:00pm – 5:30pm

Reminders:

This webinar is being recorded

Slides and recordings of each presentation will be sent out a few days after the webinar

Everyone is currently muted

Time is reserved for questions between presentations

If you have a question during a presentation, please use the chat window in the bottom right corner

Agenda

1. **Intro to webinar series and Fish Forward initiative** – 3 minutes
Fred Mattera, Commercial Fisheries Center of RI
2. **Context/setting the stage** – 3 minutes
Bob Ballou, RI Dept. of Environmental Management
3. **2-3 QUESTIONS** – 5 minutes
4. **Direct sales opportunities in Rhode Island** – 5 minutes
Bob Ballou, RI Dept. of Environmental Management
5. **Food protection programs governing seafood sales** – 10 minutes
Cathy White, RI Dept. of Health
6. **QUESTIONS** – 15 minutes
7. **Brief overview of direct sales programs in nearby states** – 5 minutes
Bob Ballou, RI Dept. of Environmental Management
8. **Additional direct sales opportunities in RI** – 10 minutes
Cathy White, RI Dept. of Health | | Dawn McAlister, Fish Forward consultant
9. **More about Fish Forward** – 7 minutes
10. **QUESTIONS** – 25 minutes

❖ Overarching Principle:

- Seafood sales involve the intersection of two regulatory programs:
 - Resource management and protection
 - Food safety

❖ Overarching Goal:

- Promote and support RI seafood, by:
- Supporting the interests of the ***RI seafood industry***
 - Enhancing accessibility and value of RI seafood
- Supporting the interests of ***RI seafood consumers***
 - Enhancing accessibility and value of RI seafood
- Supporting ***all involved***
 - Protecting safety of RI seafood

❖ Overarching Objective:

- Identify pathways for selling RI seafood to RI seafood consumers

Pathways for selling RI seafood to RI seafood consumers

1. Harvesters sell directly to consumers and retailers from the boat
2. Harvesters sell to licensed peddlers →
 - Sell directly to consumers at farmer's markets
3. Harvesters sell to licensed processors/dealers* →
 - Sell directly to consumers, and/or
 - Sell to licensed retailers → Sell directly to consumers
4. Harvesters become licensed processors/dealers and sell to themselves* →
 - Sell directly to consumers, and/or
 - Sell to licensed retailers → Sell directly to consumers
5. Harvesters form licensed co-ops* →
 - Sell directly to consumers, and/or
 - Sell to licensed retailers → Sell directly to consumers

*** Licensed processors/dealers can also sell to other licensed processors/dealers**

Direct Sale Dealer License (Pathway #1)

Enables harvesters to sell directly to consumers and retailers from the boat

Status of DSD License Program

- Enacted via emergency regulation in April 2020
- Authorization extended through December 31, 2020
- Currently being considered for full adoption
 - Hearing held on 10/6/2020
 - Public comment period ends 10/26/2020
 - RIMFC will consider on 11/2/2020

Allowances

- Allows certain species of finfish and live lobsters and crabs to be sold directly to consumers and licensed retailers from the boat
 - Finfish must be sold whole or headed/gutted
 - Prohibited species: all histamine producers; and striped bass
- Allows live lobsters and crabs to be transported and sold directly to consumers and licensed retailers

Activity to Date

- 77 licenses issued, 21 active
- Approx. 42,000 pounds landed, valued at approx. \$143K
- Major species: lobsters, crabs, scup, black sea bass, fluke, tautog

Key Issues

- Existing & Proposed: Products sold directly must have been harvested on same day as sale
- Existing and Proposed: Sales of shellfish, including shucked scallops, are prohibited
- Proposed: \$200 annual license fee
- Proposed: Allowance for live whelk to be sold directly
- Proposed: Applicants must secure permission from both the property owner and municipality at the location(s) where direct sales will be conducted. Any change in location requires a new application and applicants are subject to a re-print fee of ten dollars (\$10).

Food protection

- RIDOH/CFP Mission: To protect and promote public health and prevent disease by assuring the safety and quality of the food supply.
- RIDOH has authority by state statute:
 - 2019 Rhode Island General Laws, Title 21 - Food and Drugs Chapter 21-27 Sanitation in Food Establishments Section 21-27-2 Food businesses required to comply.
 - No person shall operate any food business within this state except in compliance with the provisions of this chapter and the regulations adopted in accordance with this chapter.

Regulation

RI Food Code 216-RICR-50-10-1

- RIDOH/Food Protections is responsible for regulation of all food businesses that sell to the end user.

216-RICR-50-10-4

- 21CFR123 (Seafood HACCP) - Adopted by Rhode Island
- RIDOH/Food Protections is responsible for regulation of all food businesses that sell to retailers.

21CFR 123.3(k)(1): Processing means, with respect to fish or fishery products: Handling, storing, preparing, heading, eviscerating, shucking, freezing, changing into different market forms, manufacturing, preserving, packing, labeling, dockside unloading, or holding.

21CFR123.3(k)(2)(i) &(ii):

The regulations in this part do not apply to: Harvesting or transporting fish or fishery products, without otherwise engaging in processing.

FDA.Gov: Guidance for Industry: Questions and Answers on HACCP Regulation for Fish and Fishery Products, in pertinent part:

1. **Question:** *Which activities of a harvest vessel are exempt from the regulation, under the definition of processing in 21 CFR 123.3(k), and which are not?*

Answer: *Specific examples of activities of fishing vessels that are exempt are:*

A fishing vessel that simply catches the fish or that catches, heads, eviscerates, or freezes the fish onboard the vessel, and then delivers the product to market, whether retail or wholesale, is exempt from the regulation.

Direct Sale Opportunities in Neighboring States

- Individual state programs are continuing to evolve
- Generally, neighboring states offer opportunities similar to those offered in RI, while nuanced to address individual state interests and laws
- Accurately characterizing other state programs is challenging
- Brief summary of direct sale opportunities in NY, CT, and NY

Additional Direct Sale Pathways in RI (Pathway #2)

Harvesters → Peddlers → Consumers

Others to be addressed at next webinar

Fish Forward



Fish Forward

FREE one-on-one support to help your business thrive

Rhode Island's seafood sector has been hit hard by the COVID-19 pandemic. But this crisis has also opened new innovations and opportunities. *Fish Forward* is a new program established to provide free one-on-one business support to fishermen and seafood businesses to help the community recover and thrive in the long-term.

All services being offered are **free and confidential** and are informed by the needs of the sector. They include monthly webinars; a free legal clinic; a blog about the latest goings-on; and one-on-one counseling that can cover a range of needs. Take advantage of these free services until September 2021. Funding for these services is provided through the CARES Act and the U.S. Small Business Administration.



Do you have questions about:

- Business Planning
- Financial Planning
- Accounting & Bookkeeping
- Tax and Retirement Planning
- Vessel Insurance
- Electronic and Integrated Monitoring
- Licensing & Permitting
- Corporate Structuring
- Expanding Access to Markets
- Marketing
 - Social Media
 - Building a Website

Learn more and request support at cfcfri.org/fish-forward

A fledgling Providence fishmonger forges fearlessly ahead

10/20/2020 0 Comments



The Super of Providence has changed in the last few months. Before the onset of pandemic, seafood businesses and the stores that sell it were busy. In March 2020, customers used to line up in front of a gleaming display of perfectly prepared fish, right next door and considering which one to use for dinner. Now, they line up in the parking lot, behind a plastic barrier that blocks their view of the fish. And the shops' staff have moved one step to receive orders that customers have placed by phone or online. Instead of hearing about new seafood options by getting in the right place and asking, "What's that weird-looking thing?" the shop's customers now come in a printed list and ask, "What is that weird-looking thing?"

Commercial Fisheries Center of Rhode Island

30 September

Wednesday morning, Point Judith. The whole port is a bustle of activity. Boats, lumpers, pallets, ice, shouting people, trucks backing into loading bays. Yes, the squid are in. Here's a short video clip of the fishing vessel Second Wind with a load of squid. You're looking down into the hold---the meeting place of squid and ice. The squid all come out in baskets. There is no fast way of doing this. The work has a rhythm to it, a pace. All the money that a fishing boat makes (or doesn't make) comes "out of the hold, out of the hatch."



Commercial Fisheries Center of Rhode Island

6d

Like silver coins. Like a waterfall. October butterfish--it's hard not to watch this. I find it oddly calming. The past few days, Rhode Island fishing boats have been seeing them on the inshore grounds. The fish are gathering for their annual migration offshore, where they will spend the winter months. These fish, though unknown to many of us, are delicious--high in fat, nutritious, and sustainable.



Newport's Lobster Shack keeps fishermen anchored despite stormy seas

10/8/2020 0 Comments

By Sarah Schumann



When thirty lobstermen linked their fates to establish the Newport Lobster Shack cooperative in 2010, they never imagined all of the ways that this little outbuilding would support their small fishing port. They certainly never could have foreseen that, ten years later, the Shack would keep their fishing businesses afloat during a global pandemic. And yet, that is exactly what it has done.

Commercial Fisheries Center of Rhode Island

5 October

October 5th, Block Island Sound. The scallop boat Vaud-J is outbound for sea.



Request business support: www.cfcfri.org/fish-forward or bit.ly/fishforward