



For Immediate Release

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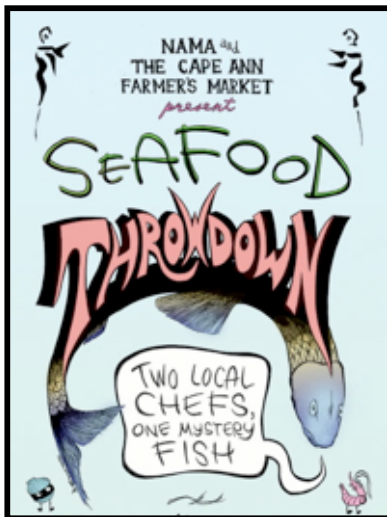
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Seafood Throwdowns Back at the Farmers Market Popular event starts on August 13th

Gloucester, MA – The Cape Ann Farmers' Market, in collaboration with the Northwest Atlantic Marine Alliance, the Gloucester Fishermen's Wives Association and Cape Ann Fresh Catch, will bring another season of "Seafood Throwdowns" to Gloucester. The first Seafood Throwdown of the season will start at 4:30 p.m. on Thursday, August 13th at the Farmers' Market on Harbor Loop in downtown Gloucester.



The first Seafood Throwdown of the season will feature Team Alchemy Café & Bistro starring Chef William Fogarty vs. Team Sugar Magnolias starring Chef Melissa Hart. Chef Hart was the winner of last year's Throwdown finale while Alchemy's Chef Oni kicked off the events in 2008. They will educate and entertain you with their skills as they show how to work with whole, fresh, and very local seafood. Chefs get \$25 and 15 minutes to shop the Farmers' Market for ingredients, cook for 1 hour then present their entry for consideration. This is a free event, open to the public.

Initially organized to increase the awareness of the economic and ecological benefits of locally caught seafood, Seafood Throwdowns debuted last year with great reception. Designed to gauge the community's interest in Community Supported Fisheries (CSF), feedback from last year's Seafood Throwdowns led to the creation of a pilot CSF – Cape Ann Fresh Catch - this summer with nearly 780 shareholders spanning eight communities all receiving locally caught seafood weekly. The next 12-week season of the CSF is scheduled to start on August 17th and contracts are still available at www.namanet.org/csf/cape-ann-fresh-catch.

"The mission of the Gloucester Fishermen's Wives Association has always been to protect the ocean so we can make sure we have access to fresh, local seafood for generations to come," said Angela Sanfilippo, president of the Gloucester Fishermen's Wives Association. "The CSF has given us a chance to have conversations with people throughout the north shore and the greater Boston area about how seafood gets to our plates, the management decisions that affect our access to seafood and the fishermen who put the food on our tables."

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Seafood Throwdown was the brainchild of the partnership between the Cape Ann Farmers' Market and the Northwest Atlantic Marine Alliance (NAMA) as a way of promoting locally caught seafood and gauging the community's interest in Community Supported Fisheries (CSF). Tailored after the Community Supported Agriculture (CSA) model, a CSF brings freshly caught local seafood to our kitchens while providing fishermen with a better price on less catch. CSF members give the fishermen financial support in advance, and in turn the fishermen provide a weekly share of locally caught seafood to their shareholders. So popular that the Seafood Throwdowns are now being scheduled in other parts of the region including Ipswich Goes Green Festival and the Common Ground Fair in Maine.

"Even though we live in a fishing community we don't necessarily understand how those headlines in the paper about fisheries management measures add up to what ends up on our plates," says Gloucester resident and NAMA's director, Niaz Dorry. "We think about where our tomato comes from, who grew it, how they grew it and how far it traveled before it ended up on our plates. We need to think the same way about our seafood."

Future Seafood Throwdowns are currently scheduled for the following dates from 4:30 – 6 p.m. – more dates might be added:

- Thursday, September 19, 2009
- Thursday, October 8, 2009 – Finale!

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