

# Northwest Atlantic Marine Alliance



The Northwest Atlantic Marine Alliance's mission is to restore and enhance an enduring marine system supporting a healthy diversity and an abundance of marine life and human uses through a self-organizing and self-governing organization. For the past decade, we have set the standard for effective collaboration in the pursuit of one question: if we truly care about the health of our oceans does it matter how, where and when we fish; and, who catches the fish that end up on our dinner plates?



## Green Jobs on the Blue Ocean

Sustainable food providers and distributors should be at the top of everyone's list of green jobs. Such jobs and the ecological standards that guide them are critical to ensure the food we eat has variety, is healthful, and its production and marketing are compatible with the conservation of natural ecosystems critical to the welfare of the planet.

Seafood is no exception. The work of removing sea life from our oceans and bringing it to our plates must be based on sustainability and conservation. As small-scale farmers have been pushed off the land due to poor policy decisions that favor consolidation, industrialization and global exports, community-based fishermen have been pushed out of the sea. Current fisheries policies turn a blind eye to the ecological health of

the oceans, small scale fishing practices and fishing communities.

To make matters worse, excesses of the past led to depleted fish populations that still have not recovered. Conservation-minded fishermen will help recover fisheries, rebuild our marine systems and feed people at the same time.

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# We all use energy, but we know there are ecological and human health reasons for choosing one type of energy source over another. Fishing is no different.

Today coastal fishing communities are collaborating to develop fishing practices and markets that allow them to fish and distribute fish in a way that supports them while allowing fish populations to recover and their habitats to improve.

Fishermen who pledge to ethical codes that support the recovery and sustainability of wild fish populations and their ecosystems are green collar fishermen. Across the country, fishermen are signing up to fish sustainably, catch less and make more by marketing locally and creatively.

Community Supported Fisheries is one example of creative marketing employed by green collar fishermen. Fishermen contract with consumers to provide fresh seafood at regular intervals. CSFs are spreading across New England, enabling more fishermen with an ecosystem ethic to catch fewer total fish, while making a good living by marketing high quality seafood to local markets. These fishermen will once again be able to support and be supported by vibrant communities that serve and benefit from healthy fisheries.



## Green Fishing Jobs

- Fishermen who pledge to fish sustainably, protect the marine environment and use gear that catch target fish, not unwanted or endangered species.
- Fishermen who are good stewards of the sea for future generations.
- Fishermen who are connected to a community and not part of a globally mobile, industrial fishing fleet.

## Boats and Gear

- Green boat designers who focus on fuel efficiency, green-gear compatibility, on-board waste storage or recycling, environmentally healthy, non-toxic materials.
- Engine designers who focus on fuel efficiency and alternative fuels, retrofitting old boats, pollution reduction.
- Green gear designers who develop gear that minimizes impact on the sea floor, is appropriate for the region's ecology, excludes unwanted and endangered species.

## Marketing

- Transformation of markets from export to local.
- Direct marketing that allows fishermen to catch less fish for a higher value, while consumers pay less than at the grocery store chains.
- Community Supported Fisheries that create a direct link between fishermen and their communities; and create a market for ecologically minded fishermen.
- Seafood distribution mechanisms that provide access to seasonal, affordable, nutritious food that travel a short distance to reach consumers.

## Processing

- Processing plants to serve local and regional markets and reverse trends of transporting fish to distant centralized processors.
- Small efficient plants that can get fresh fish to local markets quickly.

## Other Shoreside Businesses

- Shoreside maintenance facilities that service green designs without polluting – e.g. boat yards, marine fuel stations, green ports.
- A multi-faceted marine port that is versatile and adaptable; not dependent on a single fishery or industry for economic sustainability.



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