

# 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?



## The Loaves and Fishes Campaign

*Loaves and Fishes* is about connecting family farmers and community based fishermen. The policy decisions that have turned farms into food production machines with grave ecological, health and economic consequences are being mirrored on the marine side. Fishing is being turned into a highly extractive industry with similar consequences.

By building alliances, our food production ecosystems can be protected. To the producers, this means self-governing and building local economies. To the consumers this falls on their dinner plate by eating local foods and supporting local food providers.

**For more information please visit [www.namanet.org](http://www.namanet.org)**

## What we want:

- The right to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and the right for small-scale producers to define their own food systems.
- Those who produce, distribute and consume food at the heart of food systems and policies rather than the demands of commodities markets and corporations.
- A strategy to transform the current directions for food, farming, pastoral and fisheries systems to ones that are determined by local producers.
- Prioritization of local economies and markets that empower family farms, small scale fishing, pastoralist-led grazing, as well as food production, distribution and consumption based



## How we are achieving this:

- Through the Think Global; Eat Local Seafood mantra, NAMA is building a market for the catch of ecologically responsible, local fisheries that will allow us to build a base of support for the long-term health of the marine ecosystems that sustain the economic health of small-scale fishing communities.
- Strengthening local fishing communities by better return on less catch; creating market appreciation for locally caught seafood through Community Supported Fisheries (CSF).
- Creating and supporting the growing number of CSF programs in coastal communities.
- Providing consumers and fishermen the tools necessary to develop their own CSF programs.
- Establishing programs that educate the consumers and end users of the economic and ecological benefit of locally caught seafood by community-based fishermen.



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