

RYE FARMER'S MARKET



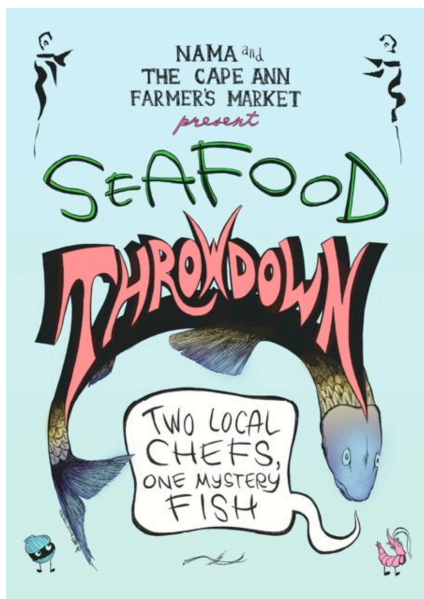
For Immediate Release

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Seafood Throwdown Comes to Rye Farmers Market **Event Highlights Locally Caught Seafood & Local Fishing Economy**

Rye, NH – The Rye Farmers' Market, in collaboration with the Northwest Atlantic Marine (NAMA), will bring the first "Seafood Throwdown" on Wednesday, September 2 from 4:00 to 5:30 p.m. at the Farmer's Market next to the Congregational Church and Rye Town Hall.



Sponsored by NAMA, the Seafood Throwdown will feature Sylvia Cheevers of Rye Harbor Lobster, a favorite among the weekly vendors at the Rye Farmer's Market, and Justin Bigalow of the Carriage House, a well-known restaurant on the Rye coast. They will educate and entertain you with their skills in preparing whole, fresh, and very local seafood. After discovering the secret seafood, the chefs get \$25 and 15 minutes to shop the market for ingredients, one hour to cook and present their entry for consideration. Judging the dishes will be Rachel Forrest, Food Writer for the Portsmouth Herald, and Duncan Boyd, local chef and fisherman.

"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, MA 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 your seafood."

The not-so-secret agenda is to support the New Hampshire fishing industry and fishermen, while promoting a local economy here through Community Sustained Fisheries (CSF), restaurants, farmer's markets and seafood markets.

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“It doesn’t make sense to send NH fish out-of-state, only to be returned, one or two days later, paying more and getting less freshness. Buying sustainable, means purchasing fish in season and different fish, like pollock, hake or cusk,” says Carolyn Eastman of Eastman’s Fish Market in Seabrook who began a CSF earlier this year. “We try to elevate exposure and raise awareness of buying seafood locally.” More information can be found at www.NHSeafood.com.

“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,” said Dorry.

This is a free event, open to the public. Limited number of tasting tickets will be passed out to farmer’s market shoppers so they can taste the chef’s creations.

A Seafood Throwdown is scheduled for the NH Fish and Lobster Festival "Seafood Throwdown." The festival, also known as "Fishtival," will bring together the community on September. 19 from 12 to 4 p.m. at Prescott Park in Portsmouth.

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