

## For Immediate Release

### Contact:

Warren Doty, Martha's Vineyard/Dukes County Fishermen's Association, 508-564-0150, [warrendoty@verizon.net](mailto:warrendoty@verizon.net)

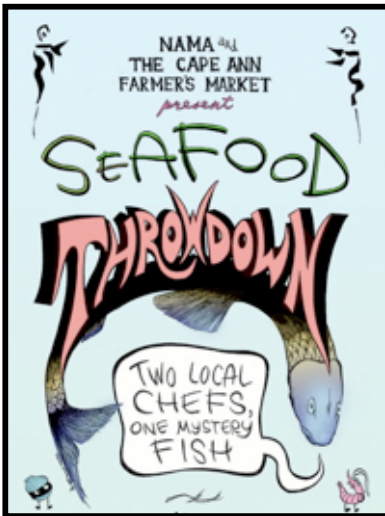
Linda Alley, West Tisbury Farmer's Market, 508 693 9561

Niaz Dorry, Northwest Atlantic Marine Alliance, 508-982-3748, [niaz@namanet.org](mailto:niaz@namanet.org)



## Martha's Vineyard Chefs Square Off in Seafood Throwdown Cooking Competition at the West Tisbury Farmers Market

**West Tisbury, MA** – Two Martha's Vineyard chefs will square off in a cooking competition at the West Tisbury Farmers Market on August 14, 2010 from 10-12AM. The Chefs, Johnny Graham of Homeport Restaurant and Kyle Garrell of the Sidecar Café will each cook a dish featuring a mystery local seafood and ingredients from the Farmer's Market. The event will be judged by Tina Miller, chef and author of *Vineyard Harvest, A Year of Good Food on Martha's Vineyard*, Katherine Long, of Up Island Eggs, and Eleni Collins from The Martha's Vineyard Times. The MC will be Warren Doty of Martha's Vineyard/Dukes County Fishermen's Association.



The event is a collaboration between the Northwest Atlantic Marine Alliance ([www.namanet.org](http://www.namanet.org)), West Tisbury Farmers Market ([www.westtisburyfarmersmarket.com](http://www.westtisburyfarmersmarket.com)) and Martha's Vineyard/Dukes County Fishermen's Association. It promises to be a fun, educational and community-driven activity designed to link the importance of locally caught seafood to the health and resilience of our ocean. It will also be an opportunity to let people know about Vineyard Wild Caught our local fisheries marketing campaign and our current fisheries management challenges.

"With today's uncertain world of fisheries management and the new regulations, it's even more important that fishermen get a fair price for whatever they catch, have a reliable local market that supports them and a community that recognizes the value of their work," said Warren Doty of Martha's Vineyard/Dukes County Fishermen's Association. "Local marketing is a way to get to the local consumers and the Seafood Throwdowns are a way to educate the public about the value of

our local seafood and the fishermen who bring them to our plates."

"Our source of food from the ocean is in danger of being taken over by industrial food production models like agribusiness and with that our marine environment is endangered," said Niaz Dorry of the Northwest Atlantic Marine Alliance. "Based on everything we've learned over the past few decades, we know industrialization will endanger our environment, biodiversity, food safety, food sovereignty and food security, not to mention the economic and social fabric of the communities like Martha's Vineyard, that are putting food on our tables. That's what we have learned from food grown on land and need to apply to the food we bring you from the ocean."

Started in Gloucester, MA two years ago, Seafood Throwdowns are an opportunity to learn more about our local seafood, local fishing fleet and fisheries related issues affecting our ocean, fishing economies and coastal food systems. Chefs Graham and Garrell will educate and entertain you with their skills as they show how to work with whole, fresh, and very local seafood. Chefs can bring three of their favorite ingredients and once they discover the secret seafood they will be using, they get \$50 and 15 minutes to shop the Farmers' Market for ingredients. After their shopping spree, they have one hour to cook and present their entry for the judge's consideration. This is a free event, open to the public. Tastings will be available for farmer's market shoppers.

Seafood Throwdowns have grown in popularity since their inception in Gloucester two summers ago. This summer's Throwdown season kicked off in New York City at the Union Square Farmers Market in collaboration with the Whitney Museum of Modern Art and the Food Network. In addition, Seafood Throwdowns are scheduled for Boston Local Food Festival, New Bedford's Working Waterfront Festival, Cape Ann Farmers Market, Maine's Common Ground Fair, New Hampshire's Fishtival, Rye's Farmers Market, and more. For a complete list of dates, please visit <http://namanet.org/>.

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.

"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 Warren Doty. "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."

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## About the Partners

**The Martha's Vineyard/Dukes County Fishermen's Association** was formed in January of 2009 to act as a voice for the fishermen of Martha's Vineyard. The association regularly sends representatives to state and federal meetings to speak up for the needs of our small boat, owner operated fisheries. We believe we should "Fish Here, Eat Here." We want to keep the working waterfront of our island's small harbors alive and producing great seafood for our residents.

**The Northwest Atlantic Marine Alliance** works with fishermen and fishing communities to facilitate the transition of fisheries and ocean policies to one that is community-based and driven yet grounded in ecological and conservation principles and the market for local seafood and establishing Community Sustained Fisheries (CSFs). For over a decade, NAMA has proven that collaboration can unearth knowledge otherwise buried, or even worse, dismissed. The outcomes of NAMA's efforts are critical reports, analysis and documentations that outline what fishermen, scientists and environmentalists know. Sharing the Ocean is a history of the processes NAMA undertook to bring forth information and offer common sense, ecologically-based solutions to persistent problems plaguing the marine environment and the communities that rely on it for their livelihood.

**The West Tisbury Farmers Market** is a well known institution on the island. The 2010 season is the 36th year of the West Tisbury Farmers Market on the island of Martha's Vineyard. We maintain high standards ensuring that all goods sold at the market are made by the vendors and all veggies, fruits and flowers are all island grown