



For Immediate Release

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Local Seafood to Take Center Stage at Cape Ann Farmers' Market

Gloucester, MA – The Northwest Atlantic Marine Alliance (NAMA) and Cape Ann Farmers' Market have teamed up to drive the importance of locally caught seafood and community based fishermen to people's stomachs starting with this week's Farmers' Market on Harbor Loop in downtown Gloucester. Dubbed Seafood Throwdown, the event which will run from 4:30 to 6 p.m. promises to be a fun, educational and community driven activity designed to educate those interested in local produce about the importance of locally caught seafood.

"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 your seafood."

The first Seafood Throwdown is scheduled for Thursday, August 14 starting at 4:30 p.m. and will feature Gloucester chef Rob O'Neill of Alchemy Café & Bistro who will give a cooking demonstration using a secret locally caught seafood. Once O'Neill arrives at the Farmers' Market he'll find out what seafood he'll be using, given \$25 and 15 minutes to use the Farmers' Market as his pantry, and then an hour to prepare, cook and plate samples for twenty Farmers' Market customers chosen randomly by volunteers.

The organizers are looking to make future Seafood Throwdowns more of a competition where local chefs compete against each other using a secret seafood ingredient. Judges, including Angela Sanfilippo of the Gloucester Fishermen's Wives Association, Hallie Baker of Turtle Alley Chocolates and Boston celebrity chefs such as Didi Emmons of Veggie Planet and Haley House Café, are already lined up to judge future events. Chefs interested in participating in the Throwdown should contact Steve Parkes @ 978-390-6356 or via email at steve@namanet.org.

"Our not-so-secret agenda is to gauge people's interest in forming a Community Supported Fishery (CSF) here in Gloucester," said Dorry. "A CSF reconnects people to the ocean that sustains them and builds a rewarding relationship between the fishermen and their community. 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."

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

- Thursday, August 28, 2008
- Thursday, September 11, 2008
- Thursday, September 25, 2008

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