

1991 - 2021

30
YEARS

CAPE COD COMMERCIAL FISHERMEN'S ALLIANCE

Small Boats. Big Ideas.

OVERVIEW OF SMALL BOATS, BIG TASTE CHOWDER PROGRAM

For 30 years, the Cape Cod Commercial Fishermen's Alliance (<https://capecodfishermen.org>) has worked with small-scale, independent fishermen for a balanced ecosystem and sustainable fishing communities. In 2020, Fishermen's Alliance launched an ambitious new program in response to the food security challenges exacerbated by COVID-19.

With one initiative, the Fishermen's Alliance is accomplishing two key goals: help independent fishermen stay on the water and supply food banks around the region and nation with a nutritious, delicious haddock chowder, serving a growing number of people who need a good, ready-to-serve meal.

Smaller haddock are plentiful in our waters, but do not command a strong price in the marketplace because their fillets are small. That makes them perfect for haddock chowder, historically one of the most popular dishes in the Northeast.

With major philanthropic support, the Fishermen's Alliance guarantees fishermen a fair price for landing haddock, ensuring a steady buyer and keeping independent fishermen at work. The haddock is filleted by a family-owned Boston fish processor and made into chowder by a family-owned company in Lowell. The preservative-free chowder is delivered frozen, requiring no further preparation than thawing and heating.

"Small Boats, Big Taste" is the brand name of the new haddock chowder. The program is expected to deliver almost 1,000,000 servings of chowder to the region's food banks by the end of 2021. The program has received growing support through the Massachusetts Emergency Food Assistance Program (MEFAP). We are now pursuing expansion into federal food distribution programs run by the U.S. Department of Agriculture.

Fishermen's Alliance also is considering plans to introduce the "Small Boats, Big Taste" brand into food service models, as well as retail and wholesale markets. As part of the grow local, buy local movement, this product can be celebrated for great quality and a great mission; proceeds help feed America's hungry, and keep American fishermen at sea. Chowders using other plentiful finfish, or a quahog or oyster stew, could be added based on the needs of local fishermen and seasonal availability. Revenue would allow chowder to continue to be distributed to food banks at minimal cost.

Fishermen's Alliance will manage all aspects of the program, in partnership with fishermen, distributors, processors and manufacturers. All net proceeds will be reinvested to strengthen and expand the initiative.

Celebrating 30 years. Navigating 30 more.

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