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To: Michael Spindler
Chief Executive Officer
Fulton Fish Market, Inc.

Cc: Bruce Reingold
President
The Hunts Point Cooperative Market, Inc.

Cc: James Patchett
President
New York City Economic Development Corporation

November 6th, 2017

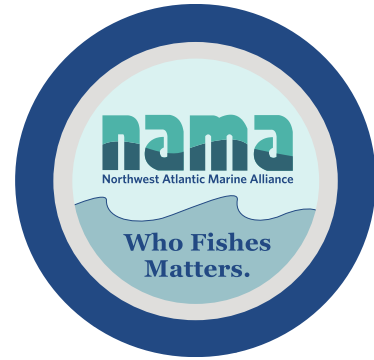
Dear Mr. Spindler,

We are a network of businesses and individuals dedicated to the values of Local Catch, a community of practice committed to providing local, healthful, low-impact, and economy sustainable seafood via community supported fisheries (CSFs) and other direct marketing arrangements. We seek to increase the visibility and viability of community-based fishermen and aim to aid individuals and organizations that need support envisioning, designing and implementing locally-relevant businesses that work toward a triple bottom line.

We request your immediate attention to the urgent matter of correcting the title of the business enterprise that you are aggressively and falsely advertising as a community supported fishery (hereafter "Fulton CSF"). Contrary to the nature of your business enterprise, community supported fisheries (CSFs) are community-based, grassroots, direct marketing initiatives that connect licensed commercial fishermen to members of the community. CSF members are provided a "fully transparent chain of custody" for local, wild, traceable domestic seafood. They should never receive imported or farmed seafood.

CSFs are becoming increasingly commonplace in the United States and Canada, where they serve as alternatives to industrialized seafood marketplaces such as Fulton Fish Market. We assert these CSF arrangements are much more than a form of marketing and distribution. Rather, CSFs aim to advance a [constellation of community-based values](#) that center on fully transparent supply chains, healthy fisheries and viable coastal communities.

On the Fulton CSF website, you list five of the elements that unite all CSF programs, according to Local Catch. You go on to refute these elements, explaining to each point how these are not the elements that characterize your program, and offering explanations for how these elements should not be requirements of CSFs. We disagree with your analysis of these elements and feel your counter arguments further highlight that you're certainly NOT operating a CSF.



- *To Establish a Transparent Chain of Custody from Boat to Plate.* You assert the Fulton CSF qualifies “by primarily supplying seafood sourced from the United States”. This does not ensure transparency as consumers don’t know who caught their seafood, where it was caught, or what type and scale of gear was used to catch this seafood. Transparency in CSFs leads to a shorter supply chain from fishermen to consumer, which increases value to both the fishermen and consumer and allows for relationships to be built between food producers and consumers.
- *To Increase Access to Premium, Locally-Caught Seafood.* Our view of community-based fishermen contrasts with fishing operations that extract money and resources from coastal communities and circulate them elsewhere, often carried out by large corporations or investors without community ties. Community-based fishermen operate small and medium scale boats that match the scale of the ecosystems where they fish. They are ecological experts attuned to the nuances of ocean rhythms, fish migration patterns, spawning habitat and climate change impacts. Community-based fishermen are part of the social fabric that builds identity and culture within a community. While we agree seafood access is an important issue, CSFs are not best suited to fill the role of shipping seafood across the country.
- *To Ensure Fishers Receive a Fair Price for Their Catch that Reflects the Value of Their Work.* The aim of CSFs is to support local fishermen and local economies by connecting communities to their food producers and ensuring fishermen receive a fair price for their catch, along with a stable income. We are deeply concerned with the lack of attention your CSF gives to fishermen. There is relatively no mention of the terms used to describe people who fish in your promotional material, website or advertisements. We believe in catching and handling seafood with honor, providing living wages to fishermen and fishworkers, and enabling fishermen and fishworkers to participate in fisheries management. Asserting this point is “well intentioned but limited in impact” underscores the fact that your priorities are NOT in line with that of a CSF, which is rooted in dignity and fair wages for fishermen.

These values are shared at the core of grassroots CSF initiatives, and represent a form of resistance to the evermore profit-driven industrialized seafood market systems that fishermen are forced to operate within — systems dominated by globalized trade and privatization. This is among the many reasons that we are alarmed by, and are preparing formal protests of the new “Fulton CSF” that was launched in [2016]. Fulton CSF is simply a front for [The New Fulton Fish Market Cooperative at Hunts Point, Incorporated] -- a multinational corporation that serves as a major industrialized artery of the global seafood distribution system. As you know the New Fulton Fish Market Cooperative at Hunts Point, Inc. operates a 400,000-square-foot industrialized facility which receives and distributes more than 200 million lbs. of commodity seafood per year — the clear majority of which is farmed fish from outside of the United States — at an estimated annual value of over \$1 billion.

For The New Fulton Fish Market Cooperative at Hunts Point to launch and attempt to operate a “community supported fishery” program is entirely contradictory and inflammatory. This is the equivalent of the industrialized Monsanto Corporation launching a community supported agriculture (CSA) program, then broadcasting that the main goals of the initiative were to support small-scale independent organic farmers and to create a transparent chain of custody.

As such, we believe The New Fulton Fish Market Cooperative at Hunts Point’s CSF greenwashing scheme defies all of the Local Catch values that unite us. Further, we believe your scheme will cause a dramatic and highly publicized watering down of the CSF concept.

We hereby request that you immediately cease using the term “community supported fishery” to advertise your program, and rename or re-categorize this sales model as something other than a

CSF to avoid continued misrepresentation and confusion to the public and the media and prevent any further damage being done by "The Fulton CSF".

Due to the grave nature of this issue, we ask for your response and/or compliance before November 20th, 2017 so we may avoid the need to take further action beyond our existing and documented attempts to resolve this matter amicably. We ask that you direct your response to Julianna Fischer by phone at 207-651-0302 or by email at Julianna@namanet.org.

Sincerely,

Donna Marshall – Executive Director, Cape Ann Fresh Catch
Colles Stowell – President, One Fish Foundation
Kate Findlay-Shirras – Producer, Best Fish Forward
Padi Anderson – F/V Rimrack, RimrackFish
Leesa Cobb – Director, Port Orford Sustainable Seafood
Sonia Strobel – Co-founder and Managing Director, Skipper Otto's Community Supported Fishery
Kevin Scribner – Owner, Forever Wild Seafood
Sarah Rathbone – Director of Wholesale Accounts; Co-founder, Cape Seafood & Provisions; Dock to Dish LA
Bianca Piccillo – Co-Founder and Managing Director, Mermaid's Garden
Anim Steel – Executive Director, Real Food Challenge
Gef Flimlin – Professor Emeritus, Rutgers Cooperative Extension
Sean Barrett – Member, Fish Locally Collaborative
Marissa Silverberg – Program Director, Amagansett Food Institute
Ira Miller – Fisherman, F/V John V. Miller, Inc.
Jeremy Carman – Principal, The Salt Line
Laura Rose – Director of Programming, Amber Waves Farm
Adam Roberts – National Organizer, Resource Generation
Aleta Alston Toure – Director, New Jim Crow Movement
Mariana Mendoza – Local Peace Economy Organizer, CODEPINK
Natalia Linares – Communications, New Economy Coalition
Jamie Harvie – Executive Director, Institute for a Sustainable Future
Diane Picard – Executive Director, Massachusetts Avenue Project
Marsh Skeele – Vice President, Sitka Salmon Shares
John Skeele – Fisherman, Sitka Salmon Shares
Elizabeth Henderson – Honorary President of Urgenci, the International CSA Network, Peacework Organic CSA
Cynthia Price – Chair, Greater Grand Rapids Food Systems Council
Janet Osborn – Board Member, Slow Food Huron Valley
Marcia MacPherson – Consumer and Board Member, Slow Food First Coast
Carla Toolan – Apprentice, Pork Hill Farm
Camilla Lombard – Executive Vice President, Sea Forager Seafood
Kirk Lombard – President, Sea Forager Seafood
Curtis Ogden – Senior Associate, Interaction Institute for Social Change
Judith Hitchman – President, Urgenci Community Supported Fisheries
Lori Holmes – Owner, Goat Nook Farm
Judith Diamondstone – Organizer, Renewable Energy Worcester
Bob Scowcroft – Retired Consultant, Co-founder Organic Farming Research Foundation
Laurie Carlson – Regional Governor, Slow Food in Hawaii
Hildegard Hannum – Editor, New Economy Coalition and Schumacher Center for a New Economics
Myrna Greenfield – Founder/Owner, Good Egg Marketing
Steve Gilman – Interstate NOFA Policy Coordinator, Northeast Organic Farming Association
Adam Mason – State Policy Organizing Director, Iowa Citizens for Community Improvement
Jennifer Sapp – UCC Community Food Program Lead, Utah Conservation Corps

Tlaloc Vasquez – Coordinator, Real Food Challenge
Betsy Garrod – Board President, Food for Maine’s Future
Nina Mukherji – Director of Programs, Real Food Challenge
Joshua Stoll – Assistant Research Professor, University of Maine
Drew Fournier – Recent Graduate, University of Massachusetts Amherst
Dominique Fahmy – Research and Programs Fellow, Real Food Challenge
Rosie Linares – California Regional Coordinator, Real Food Challenge
Marissa Wilson – Commercial Fisherman, Sojourn Fisheries
Nelly Hand – Fisherman, Drifters Fish
Joseph Realmuto – Chef; Owner, Honest Man Restaurant Group; Nick & Toni’s
Clement Tsang – Student Organizer, Real Food Challenge
Rob Seitz – Owner/Operate F/V South Bay, South Bay Wild Inc.
Ayana Elizabeth Johnson – Founder, Ocean Collectiv
Marce Gutiérrez-Graudins – Founder/Director, Azul
Marquise – Principal, Openbox
Valery Rizzo – Concerned Citizen, Valery Rizzo Photography
Halee Wepking – Farmer, Meadowlark Organics
Sergio Hernandez – Director of Business Development & Sales, Rogers Collection Imports
Loren Baldwin – Chef & Owner, Houseman Restaurant
Georgine Cavaiola – Chef, GC Inc.
Terry King – Volunteer Diver, New York Aquarium
Adam Shepard – Chef, Brooklyn Restaurants and Businesses
Emily – Fisherman, Lliamna Fish Co.
George Mathis – President, Heritage Shellfish Cooperative
Peter Endriss – Owner and Head Baker, Runner & Stone
Andrea Tomlinson – General Manager, New Hampshire Community Seafood
Sarah Huck Azulai – Chef and Owner, Kos Kaffe
Ana Sortum – Chef, Oleana
Noelle Bowlin – Fishery biologist, Government
Matt Grove – Concerned Citizen