



For Immediate Release

Contact:

Sandy Farrell, Event Organizer, 978-290-6321, sandy@namanet.org

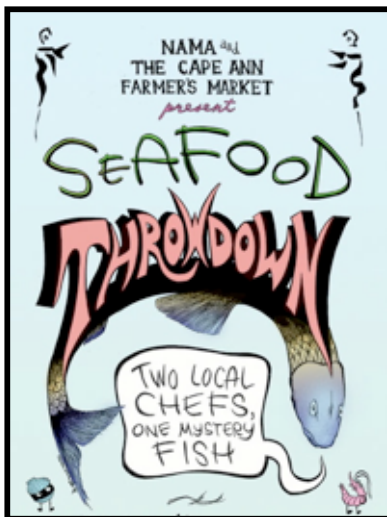
Niaz Dorry, Northwest Atlantic Marine Alliance, 978-281-6934, niaz@namanet.org

Angela Sanfilippo, Gloucester Fishermen's Wives Association, 978-283-2504, asanfilippo@gfwa.org

Niki Bogin, Cape Ann Farmers Market, 978-290-2717, capeannfarmersmarket@gmail.com

Reigning Champ Kicks off Seafood Throwdown Season Popular Event Back at the Farmers Market

Gloucester, MA – Seafood Throwdown season returns to Gloucester this Thursday, July 15 starting at 4 p.m. at the Cape Ann Farmers' Market new location on Rogers St. The reigning queen of the Throwdowns, Missy Hart and her Team Sugar Magnolias will once again defend her Throwdown title against Ryan Cox's team from the Farm Bar and Grille in Essex. While new to the Seafood Throwdown, Ryan's team is no stranger to competition and innovation as seen in their most recent event "The Farm at Sea" which was held on a boat.



Seafood Throwdowns are an opportunity learn more about our local seafood, local fishing fleet and fisheries related issues affecting our ocean, fishing economies and coastal food systems. Chefs Hart and Cox 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 \$25 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.

The event is a collaboration between the Northwest Atlantic Marine Alliance, Cape Ann Farmers Market, Gloucester Fishermen's Wives Association and the Cape Ann Fresh Catch Community Supported Fishery (CSF). 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.

"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, director of 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 Gloucester, 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."

“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 Angela Sanfilippo, President of Gloucester Fishermen’s Wives Association who has been running the Cape Ann Fresh Catch Community Supported Fishery (CSF) in the greater Boston area. “CSFs are 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.”

Seafood Throwdowns have grown in popularity since their inception here 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 to Gloucester, Seafood Throwdowns are scheduled for Boston Local Food Festival, Martha’s Vineyard, New Bedford’s Working Waterfront Festival, Marblehead 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 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 our seafood.”

In addition to the Cape Ann Farmers Market, Seafood Throwdowns are being considered for other community events in Gloucester. Details will be available in the near future. Seafood Throwdowns at the Cape Ann Farmer Market are currently scheduled for the following dates from 4:00– 5:30 p.m. - more dates might be added:

- Thursday, July 29th, 2010
- Thursday, August 18, 2010
- Thursday, September 2, 2010

###