



MEET THE FLEET

A How-To Guide for Fishing Communities



Meet the Fleet Events Can Help Your Community:

Create meaningful, personal connections between the fishing Community, the general public, and seafood loving chefs

De-mystify seafood preparation for the home cook

Increase domestic consumption of local and underutilized seafood

CAPE COD COMMERCIAL FISHERMEN'S ALLIANCE

Small Boats. Big Ideas.

1566 Main Street,
Chatham, MA 02633

www.capecodfishermen.org
(508) 945-2432



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For more than a decade, the Fishermen's Alliance has built connections among the Cape Cod community, local fishermen, and seafood through Meet the Fleet.

Several times a year, we host educational discussions for 70 to 80 people, where they learn about commercial fishing directly from fishermen and discover how to cook local seafood from a chef, followed by a seafood tasting.

Attendees seek out this under-utilized seafood, creating demand in local fish markets, and become more comfortable cooking seafood at home. Attendees build a personal connection with the local fishermen- putting a face to the seafood they are eating.

In more than thirty years of working with the public and fishermen, we have found Meet the Fleet to be the most impactful way to build knowledgeable seafood consumers who are committed to expanding their seasonal seafood choices.

The connections made during Meet the Fleet do more than expand seafood consumption; they ensure that the local community is invested in maintaining its working waterfront. It is through community support that we have been able to maintain critical infrastructure while other communities have lost their commercial fishing fleet.



SEAFOOD TO HIGHLIGHT: WHATEVER IS IN-SEASON AND LOCAL!

MEET THE FLEET ATTENDEES HAVE SAMPLED AND ENJOYED:

**black sea bass
cod
herring
mussels
scup
whelk**

**bluefin tuna
dogfish
lobster
oysters
skate
white hake**

**bluefish
flounder
jonah crab
quahogs
squid**

**butter clams
fluke
mackerel
razor clams
steamers**

**butterfish
halibut
monkfish
scallop
surf clam**

You've Got Options!

In-Person Events

Outside

Marinas - Piers
Lawns - Parks
Parking Lots

Indoors

Meeting Rooms
Restaurants - Auditoriums
Movie Theaters - Breweries



Live Stream / Virtual Cooking Demos

1 to 2 Cameras + microphone in the kitchen + virtual meeting software

Attendees could pick up ingredients beforehand to cook along from home

Option to record the demonstration

Pre-recorded Tips & Tricks or Cooking Demos

Share how to prep your local seafood so its ready for cooking

Record multiple takes and edit to create the desired content and length

Use your phone or hire a videographer

Record in a restaurant, home kitchen or a scenic spot (if the acoustics are suitable)



Tips & Tricks
Monkfish Tail: Debone & Skin

Watch our cooking demos and tips & tricks on our [YouTube Channel @FishermensAlliance](#)

What To Talk About

What do your fishermen want the community to know?

A day in their life

Why they are proud to be a fisherman

Challenges for their fishing business

Why seafood is expensive but could cost more

How to support working waterfronts

Where to buy their seafood



Prepare Your Fishermen

Ask what they want to share

Have them contribute photos and videos

Provide a list of questions beforehand

Review the presentation slides so they know the flow of topics

Let them know the MC will be there to prompt them with questions

Ask if they want to bring fishing gear

Have them arrive before the guests



Example Questions to Guide the Conversation

Tell us about your fishing business and how you got into fishing?

Tell me what your typical day is like? When does it start? What do you do? How does it end?

What factors might affect each day's work? How does the fishing gear work?

What is the season for your fishery? Do you switch to different fisheries with the seasons?

What type of management is used in your fishery? What is working? How could it be better?

What are the markets like for the seafood you land? Where can the public buy your seafood?

What are challenges facing your industry? What are potential opportunities for growth?

Recruiting Chefs

Find a Chef: Start Local

Who do you already know?

Who loves serving local fish?

Who's new in town and looking for publicity?



Prepare Your Chef

Confirm they are comfortable cooking your featured seafood (or willing to learn)

Discuss recipe options

Provide seafood to test recipes

Determine how many pounds of seafood they need for tasting samples and where and when to deliver it

Ask for logos and photos so you can promote it on your website and social media

Determine if they need to present first or second (depends on how much prep is needed for tasting samples)

Confirm what supplies you may need to provide — plates, bowls, forks, cutting boards, hotplates, etc. Will guests be able to see the demonstration?

Have them arrive before the guests

Example Questions to Guide the Conversation

Tell us about your restaurant and how you became a chef? What seafood is on your menu? How should we store this seafood? What preparation is required before cooking? What are your favorite ways to cook this seafood? What are some recipes you like to make with this seafood?

Let's walk through the recipe you prepared for today! What's your favorite seafood?

Watch a chef give a Meet the Fleet presentation: [YouTube Channel @FishermensAlliance](#)

ASK YOUR CHEF FOR RECIPES TO SHARE

A sample of our dishes are here, with more online at:
capecodfishermen.org/local-seafood/recipes/



Curried Skate Wings



Jonah Crab Kani Salad



Monkfish Piccata



Mini Stuffed Clams



Tuna Poke



Cured Bluefish

Elevate Your Organization

Highlight connections between the organization and the fisherman or seafood species

Find time in your event schedule to share the work of your organization - celebrate achievements, describe challenges, and quantify impact

Weave information throughout the presentation with MC talking points or have a dedicated section

What We Do

At the beginning, when thanking sponsors, we share upcoming events and other opportunities to engage with us. Between the fishermen and chef, we have a “Biology Break” that highlights fun facts about the species and provides staff time to talk about our related programs.



EVENT PLANNING CONSIDERATIONS

30+ days prior

Topic / Species
Date & time
Location
Fishermen
Chef / Restaurant
Guest invitations:
 email blasts & social
 media posts
Event timeline
Liquor license

10 days prior

Recipe
Seafood Order
Shopping List
Presentation content
Guest Invitations #2
 (if not at capacity)
Remind speakers
Identify who will MC

Slide Ideas

Photos and videos
 from on the water
Charts
Gear diagrams
Fishery regulations
Basic biology facts
Seafood trivia
Hot topics
Cooking tips
Recipe
Research/Programs
Sponsor/Partner logos
Acknowledgements

Questions to Answer

Will you have AV? Presentation slides, microphone, gear, handouts?

Do you need chairs and/or tables?
What about a tent if outdoors?
How many guests can you host?

Do you have the budget to pay the speakers an honorarium?

Is your event free or ticketed?

Will you serve refreshments ?

Are there local businesses that will sponsor to help with event costs?

Do you need an event liquor license if you plan to serve beer or wine? What is your town's application process and timeline?

Will you send your guests home with raw seafood? With ice packs?

Event Timeline

Set up
Speakers arrive / debrief with MC
 Guests arrive and mingle
 Invite guests to be seated
 Fishermen's presentation
Behind the scenes: begin to plate
 Chef's presentation
 Serve seafood samples
Guests depart
Clean up

Event Logistics

Set-Up

- ◆ Chairs
- ◆ Tables for demonstration, food, beverages, collateral, check in
- ◆ Projector or TV, laptop with presentation slides
- ◆ Microphone / speakers
- ◆ Extension cords

Collateral Table

- ◆ Take-away handouts
- ◆ Merchandise to sell

Registration Table / Podium

- ◆ Registration sheet
- ◆ Cash box / envelope
- ◆ Change
- ◆ Pens / highlighter
- ◆ Credit card swiper
- ◆ Nametags (if using)

Stationary Appetizers Table

- ◆ Food
- ◆ Small plates
- ◆ Napkins
- ◆ Toothpicks & serving utensils
- ◆ Utensils (if needed)

Beverage Station

- ◆ Soft drinks and water
- ◆ Beer and wine
- ◆ Cups
- ◆ Napkins
- ◆ Bucket with consumable ice & ice scoop
- ◆ Cooler with ice



Panko Almond Flounder with Herb Mayo

By Chef Ben Porter, Viera on Main

Ingredients

Flounder filets (6-8oz per person)
 Herb Mayo:
 1 cup mayonnaise
 1/4 cup chopped parsley
 1/4 cup chopped cilantro
 2 Tbsp chopped scallion
 1 Tbsp capers
 1 tsp lemon juice
 salt and pepper
 water

Directions

- Place all ingredients except mayo in blender.
 - Add just enough water to get it to puree.
 - Wisk pureed mixture into mayo. Set aside.
- Panko Almond Topping:**
- Mix panko bread crumbs and chopped almonds together in bowl.
 - Pour melted butter over panko almond mixture and mix well.
 - Season with salt as needed.

Panko Almond Topping:
 1 cup panko bread crumbs
 1/2 cup chopped almonds
 4 Tbsp melted butter
 salt

- Assemble Flounder:**
- Roll flounder filets into desired portion size (about 6- 8 oz per person).
 - Brush with herb mayo and cover with panko almond mixture.
 - Place in an oven safe dish and bake at 350 °F until cooked through (usually 20 - 25 minutes).

Optional: garnish with microgreens

Notes

Serves 6-8

Mayo can be made a day in advance.

Goes great with potatoes or rice and your favorite vegetables.

