



Community Supported Fishery

## Objectives

1. Off the Hook is financially successful, providing meaningful work with legitimate wages for generations to come.
2. Off the Hook's sustainable fishing practices contribute to ecological restoration and protection.
3. Off the Hook's sustainable fishing and business practices inspire smarter government policy and fisheries management.
4. Off the Hook is widely known for top quality products and loyal customers.







Ecology  
Action  
Centre

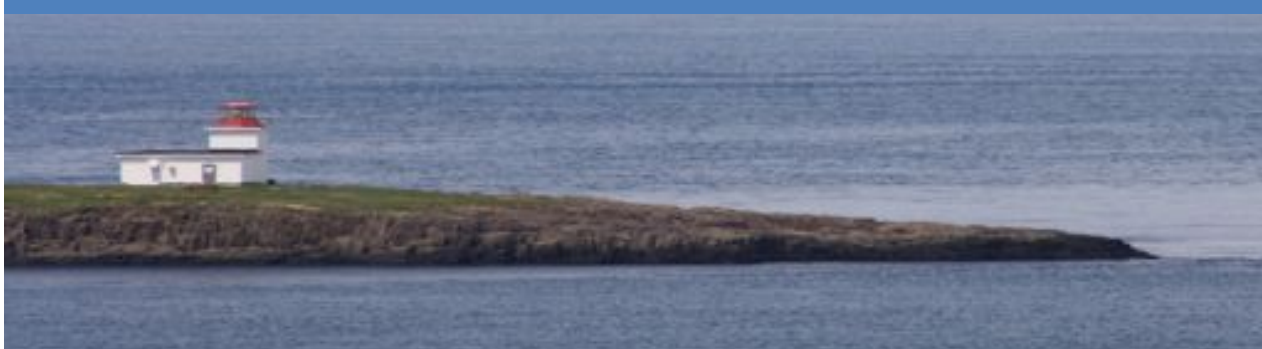
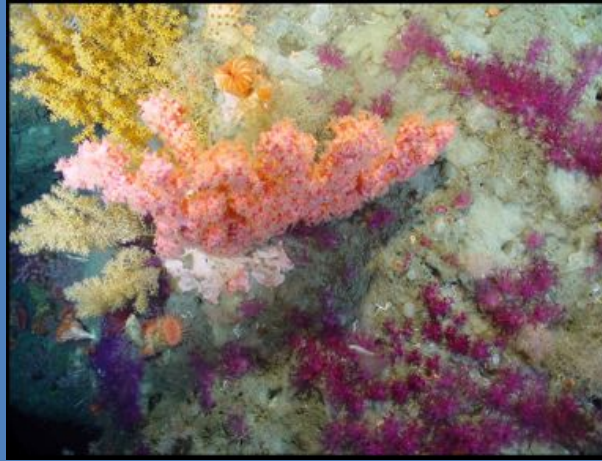




Photo courtesy of Nova Scotia Archives, 2010

**Local Seafood Direct Marketing:**  
*Emerging Trends For Small-scale Fishers in  
Nova Scotia*

I would be willing to pay slightly more for...

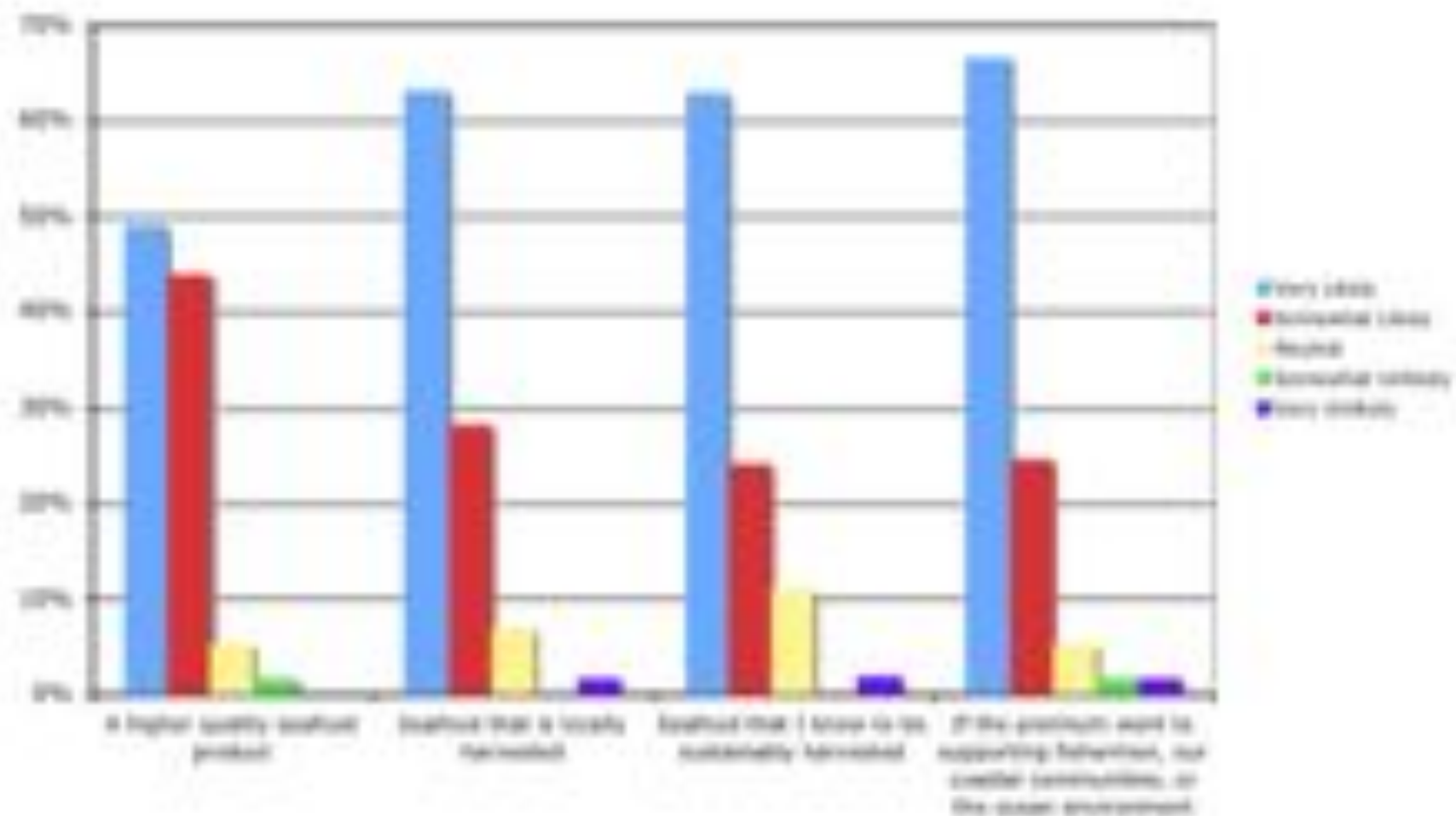
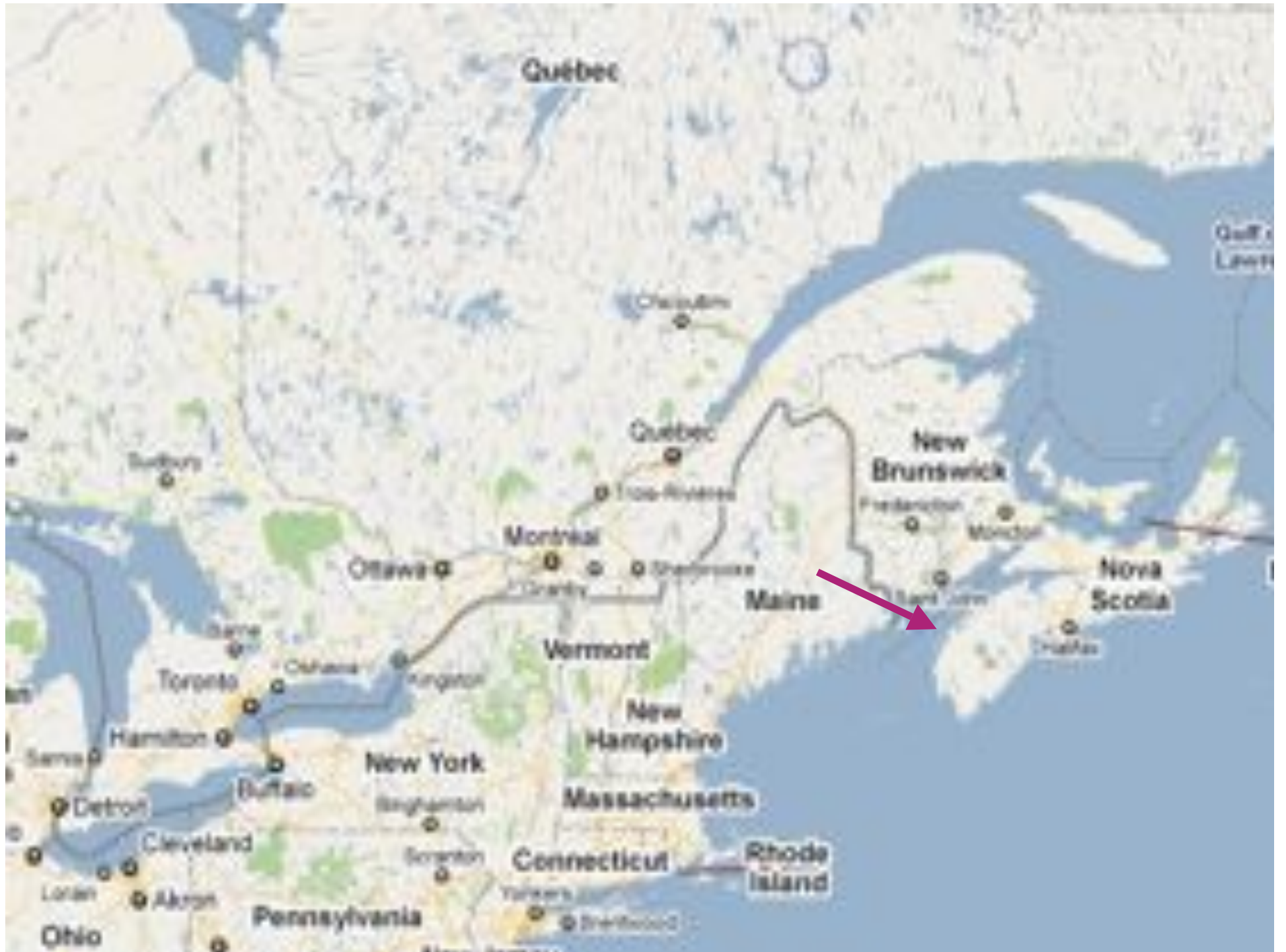


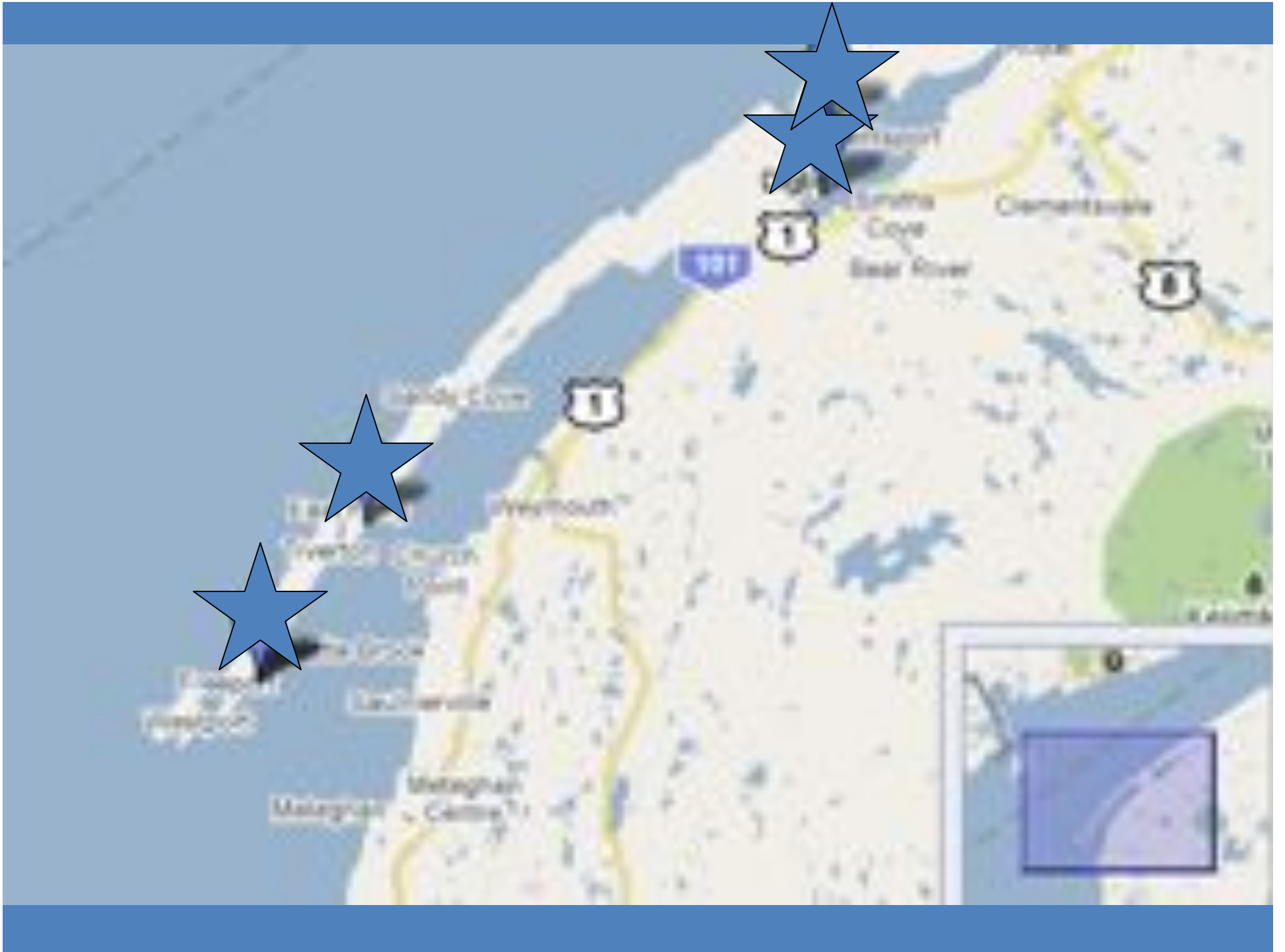
Figure 5.1: Anchor Consulting Consumer Seafood Survey- Willingness to pay slightly more.



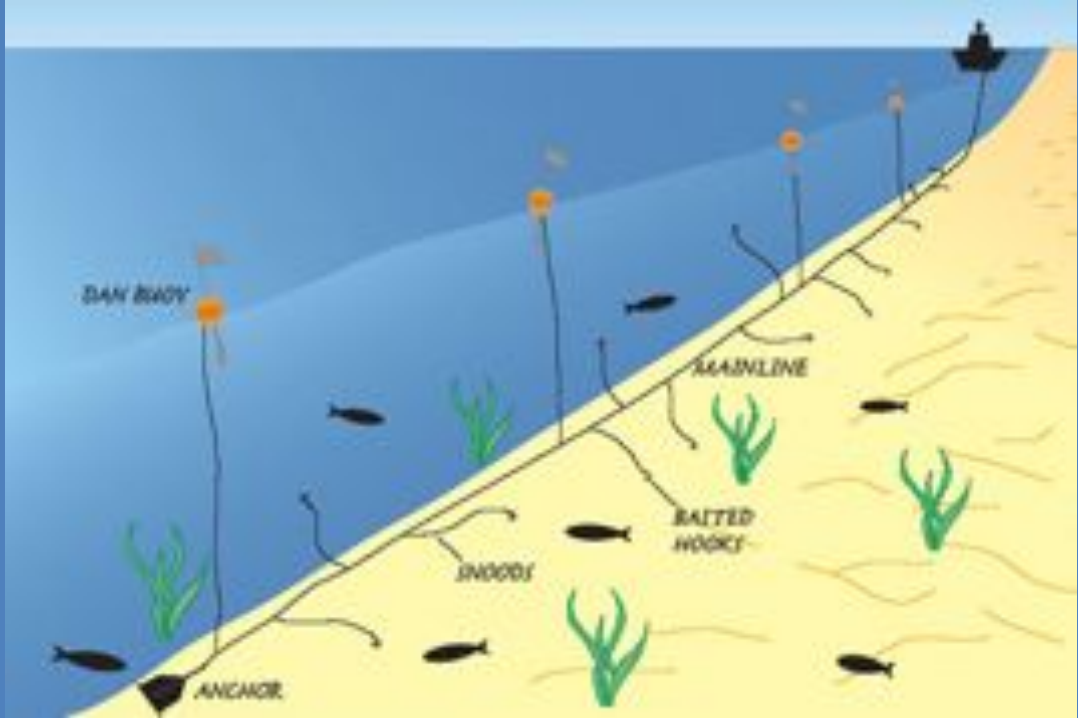
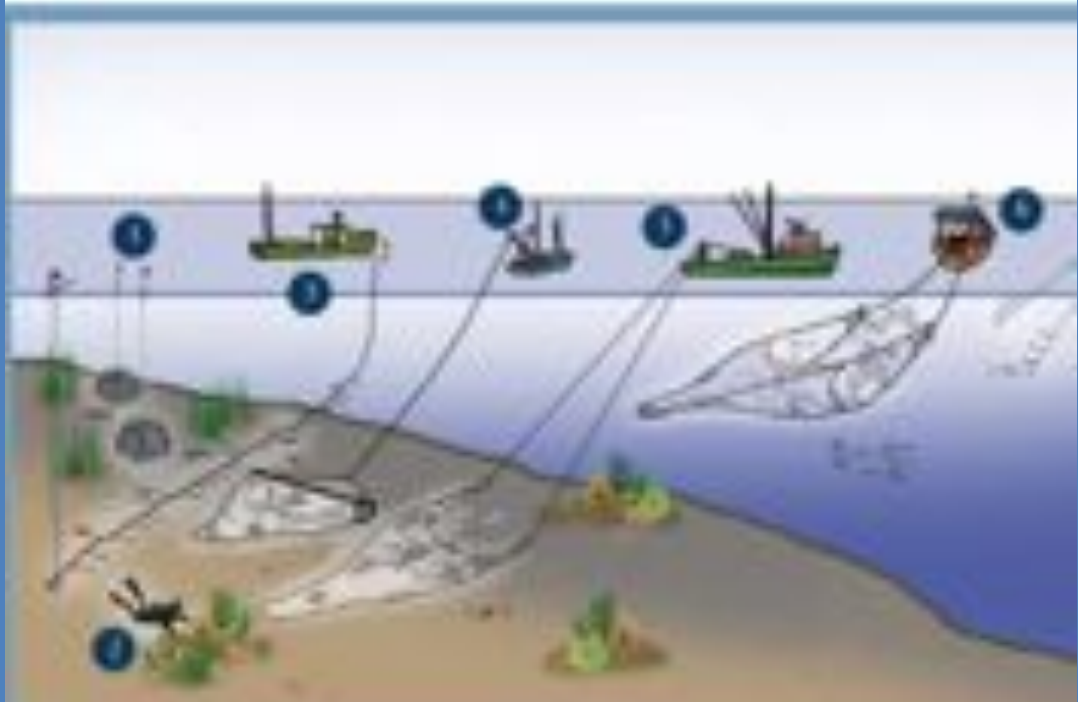
















## Year 1 Recap

- 8 week and 6 week seasons
- 180 subscribers
- 3 locations
- 10 000 lbs of fish
- Media, media, media
- 71% would subscribe again
- 86% would recommend to a friend









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[www.offthehookcsf.ca](http://www.offthehookcsf.ca)