



# Dockside Markets: What's the point?

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Fisheries Specialist  
Washington Sea Grant





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# AB 226 – CA Pacific to Plate Legislation (2015) Tuna Harbor Dockside Fishermen's Market



Peter and Luke Halmay – Founders of  
the Tuna Harbor Dockside Market  
[https://www.thdocksidemarket.com/  
san-diego](https://www.thdocksidemarket.com/san-diego)



**Halley McVeigh**

Staff Research Associate  
California Sea Grant



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# Fishermen's Markets in California





## fishermen's markets



VS.



off-the-boat sales



## California Seafood Markets: Producer-to-Consumer Direct Markets

Select a County  
All

### About this Site

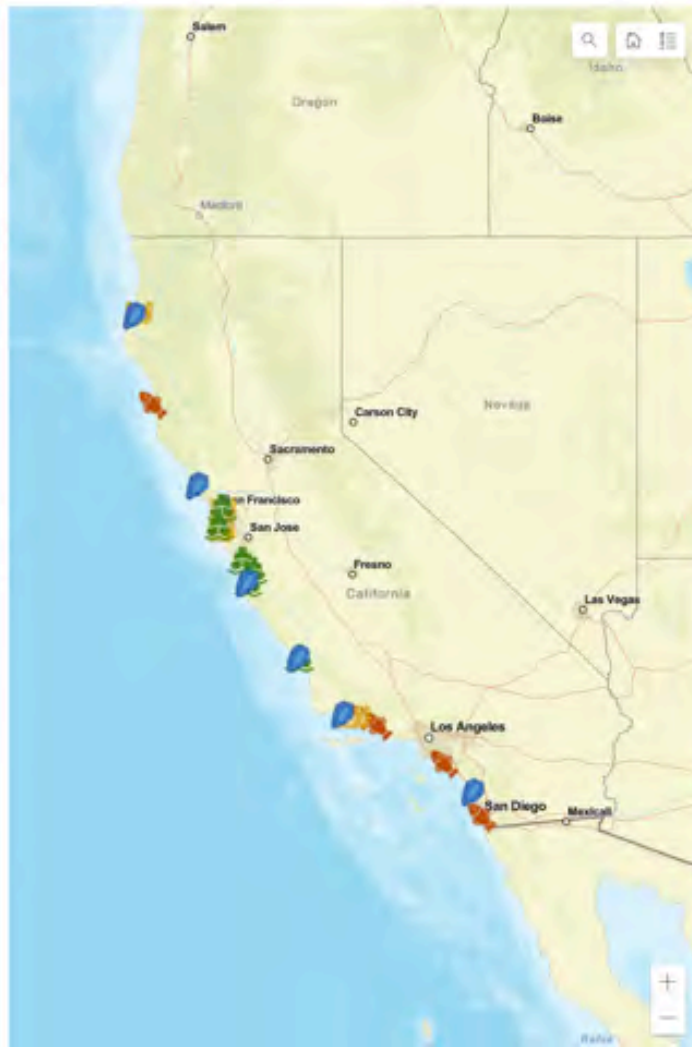
This site provides information in separate tabs on Fishermen's Markets, Farmers' Markets, and Off-the-Boat and At-the-Farm sales - markets where seafood is sold directly from producer to consumer.

Producer-to-consumer markets are not new to California; in fact, the longest operating fishermen's market dates back to the late 1800s! Although there are only a few of these markets now, there's growing interest in starting new ones.

The markets identified are those where seafood producers - fishermen and/or growers - sell directly to consumers. Seafood producers also sell their products online or at fixed retail sites. While these other markets are not included in this website, they too are important components of California's seafood industry.

*When visiting these markets, don't forget to bring a cooler and note that some producers only accept cash payments.*

Let us know about additional producer-to-consumer markets at [marketyoursealfood@gmail.com](mailto:marketyoursealfood@gmail.com).



California State Parks, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA

Powered by Esri

Click a tab below for more information

### Fishermen's Markets

Fishermen's Markets - with farmed and fished seafood - are similar to Certified Farmers' Markets, where seafood producers - California-licensed commercial fishermen and registered aquaculturists - sell their catch/crop directly to customers. They are temporary events and usually occur on weekends at/near a harbor. Filleting services are typically available.

#### San Diego Tuna Harbor Dockside Market

Location: 598 Harbor Lane, San Diego  
Days/Times: Sat 8 AM - 1 PM  
Click [here](#) for more information

#### Newport Harbor Historic Dory Fleet Fish Market

Location: 2111 W Oceanfront, Newport Beach  
Days/Times: Sat-Sun 5:30 AM - 12 PM; Wed-Fri 6:30 AM - 12 PM  
Click [here](#) for more information

#### Ventura Harbor Saturday Fisherman's Market

Location: 1449 Spinnaker Drive, Ventura  
Days/Times: Sat 8 AM - 11 AM  
Click [here](#) for more information

#### Santa Barbara Saturday Fishermen's Market

Location: 119 Harbor Way, Santa Barbara  
Days/Times: Sat 6 AM - 11 AM  
Click [here](#) for more information

#### Noyo Harbor Fish Market

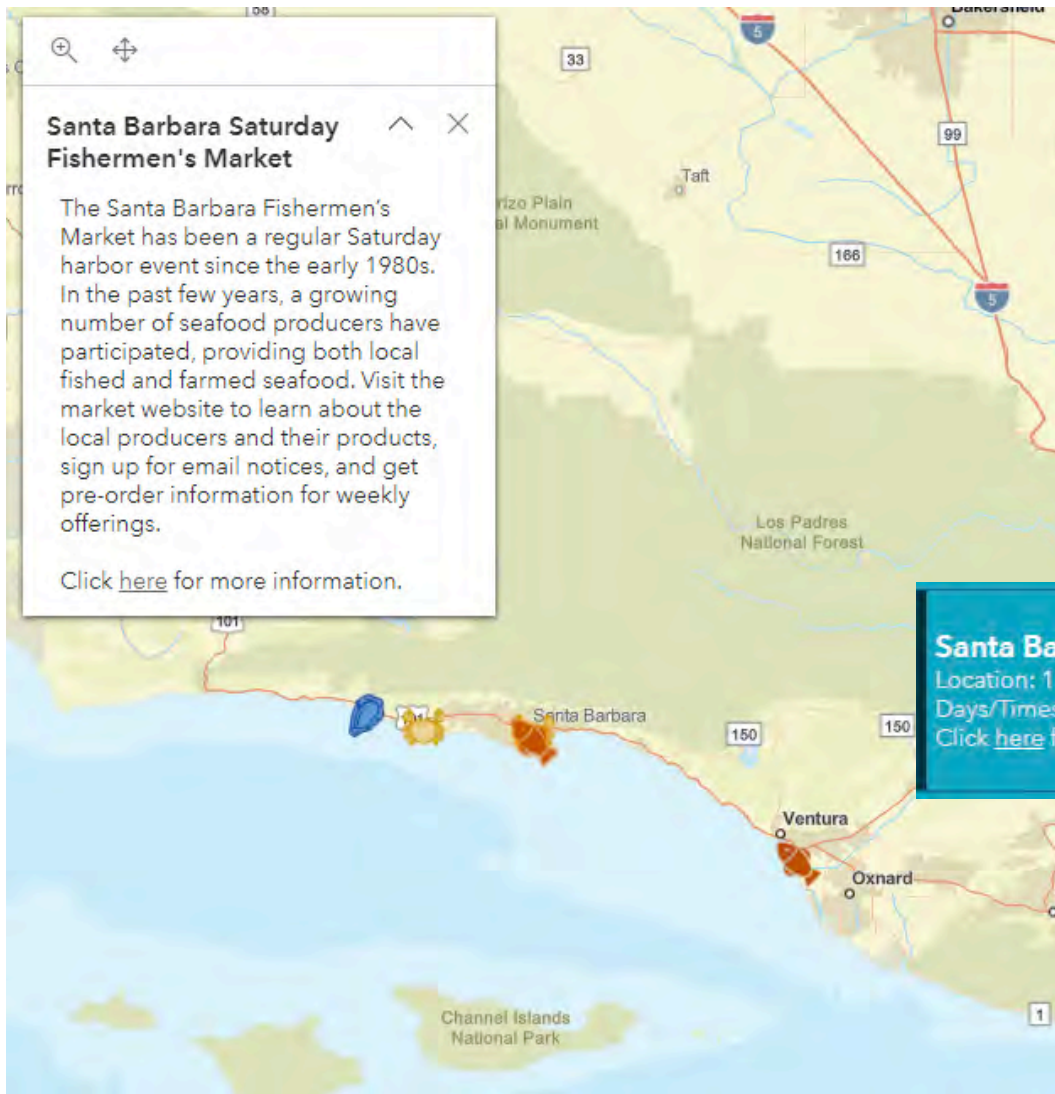
Location: 19101 South Harbor Drive, Fort Bragg  
Days/Times: Variable, see website  
Click [here](#) for more information

Fishermen's Markets

Farmers' Markets

Off-the-Boat

At-the-Farm



### **Santa Barbara Saturday Fishermen's Market**

Location: 119 Harbor Way, Santa Barbara

Days/Times: Sat 6 AM - 11 AM

Click [here](#) for more information





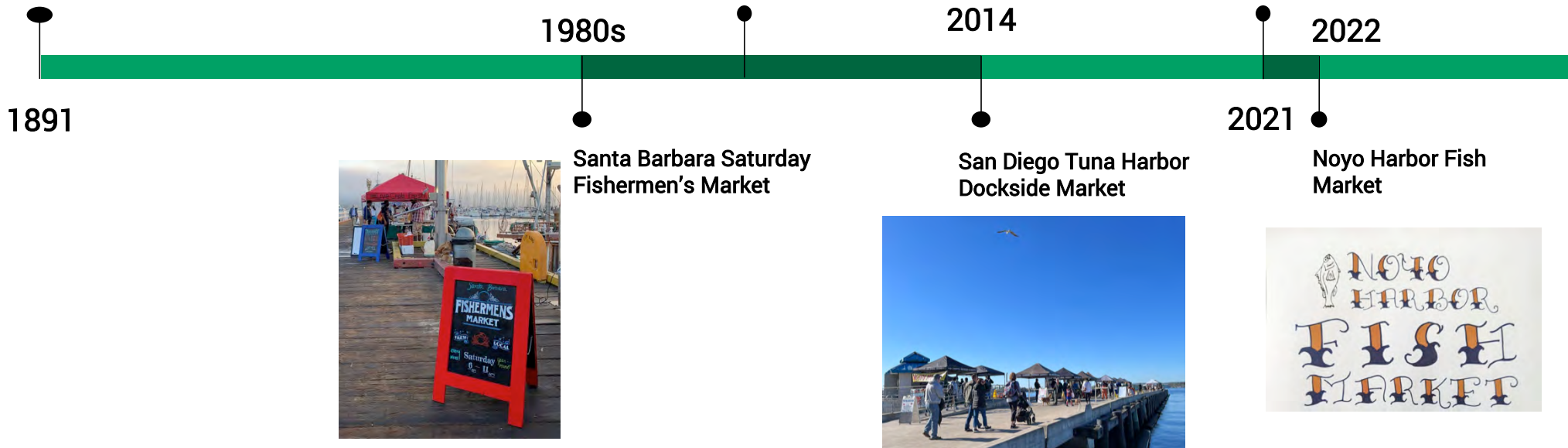
Newport Harbor Historic Dory Fleet Fish Market



Ventura Harbor Saturday Fisherman's Market



\* Port San Luis



Of the **19** commercial fishing ports/harbors interviewed for a port infrastructure inventory...

**7** allow/host dockside seafood sales (fishermen's markets)

... and **14** are interested in starting/  
expanding dockside markets

Results from a needs assessment indicated that the fishing communities and aquaculturists were also very interested in developing fishermen's markets.

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# Limitations for interest in developing dockside markets

- Accessibility in the harbor
  - Demand for seafood
  - Consistency of catch, location, schedules
  - Communication with public / marketing (newsletter, alerts)
  - Cost of permitting
  - Infrastructure improvements (piers, ramps, cold storage)
  - Willingness to participate from fishermen
    - Convenience for fishermen of working with wholesale vendors
-

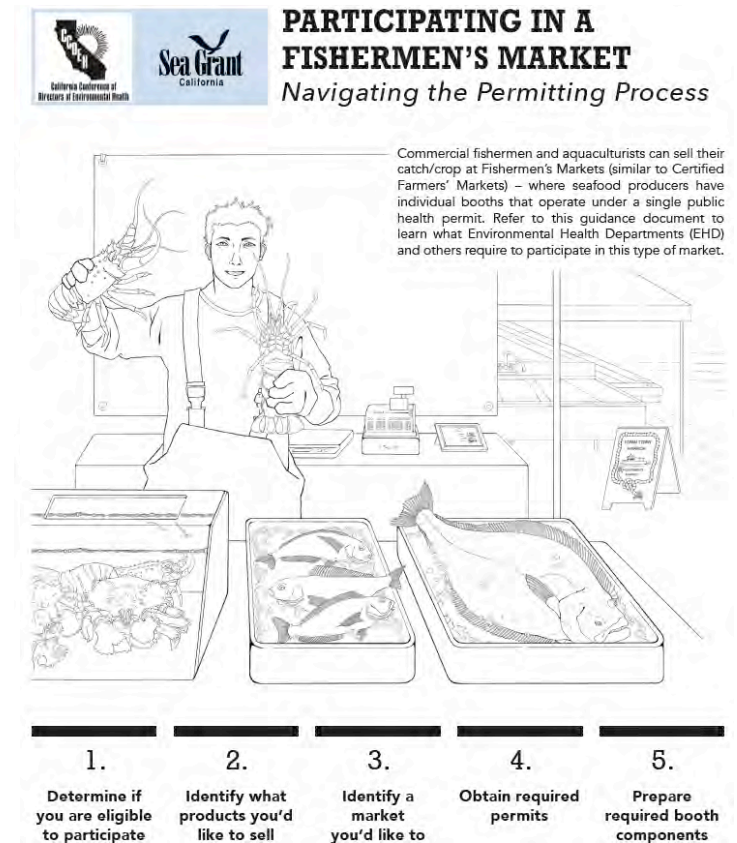
# Considerations for dockside markets

- Seasonality of markets (both for catch and tourism traffic)
  - Stations to cut/process whole fish
  - Multiple user groups of space (sport and recreational activities)
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# How can harbormasters/port managers support dockside markets?

- Assistance with siting and navigating permitting requirements
- Provide information
  - Organizing a Fishermen's Market
  - Participating in a Fishermen's Market
- Provide funding, if available (for signs or supplies e.g. tables, tents)
- Aid with promotional activities









**Jamie Doyle**

Interim Extension Sea Grant Program Leader  
Oregon Sea Grant

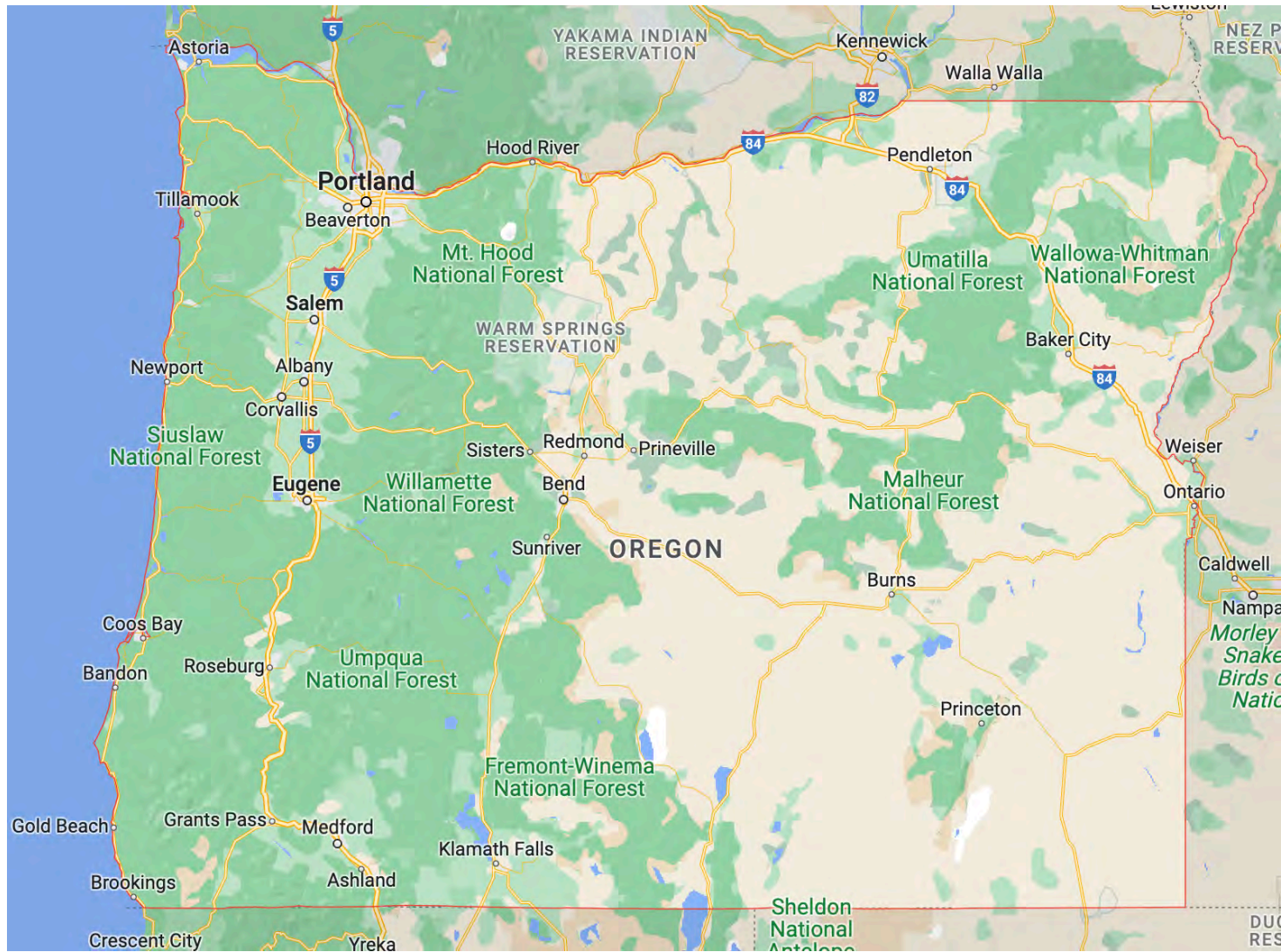


# Shopping at the dock in Oregon



Jamie Doyle (Angee Doerr + Amanda Gladics)







## Shop at the Dock – Newport



# Selling seafood 'off the boat'

*Floating Fish Market*





## Shop at the Dock – Garibaldi





**Molly Bold**

Business Manager  
Westport Marina at the Port of Grays Harbor





# Westport's Fresh Catch

**Market Location**

Brady's Oysters  
3714 Oyster Place E  
360-268-0077  
www.bradysoysters.com

**Market Location**

Merino's Seafood Market  
301 E. Harbor Street  
360-268-5009  
www.merinofoods.com

**From the Boats**

<b>3</b> <b>Carol Louder</b> 360-588-1247 carolouder@gmail.com	<b>3</b> <b>Hunter Fish</b> 360-589-1234 hunterfish@gmail.com	<b>7</b> <b>TC Tuna Co.</b> 360-589-3755 tc_tuna_co@yahoo.com	<b>8</b> <b>Miss Kathleen</b> 360-580-3856 kthleen@misskathleen.com
<b>9</b> <b>Amber Lynn</b> 360-680-7979 amberylynn@gmail.com	<b>11</b> <b>Harvest Queen</b> 360-248-0350	<b>11</b> <b>Terry F</b> 360-581-8766	<b>11</b> <b>Virgil Burke Fisheries</b> 360-591-4539 or 360-581-1844 virgilburkefisheries@gmail.com
<b>5</b> <b>Lila</b> 253-477-9954 lila@lilafish.com	<b>12</b> <b>Bay Sea Fisheries</b> 360-580-7397 bayseafisheries@gmail.com	<b>16</b> <b>Coleman Fish</b> 360-870-1372 colemanfish.com	

**Market Location**

Seafood Connection  
Float 8  
360-268-1328  
www.seafoodconnection.net

**Other News**

**ODD # FLOATS**





**Cari Chan**

Market Coordinator  
Bellingham Dockside Market







# Bellingham Dockside Market

Cari Chan, Market Coordinator

# About our market

- Opened October 2020
- Located in Bellingham, WA~ 30 minutes south of Canadian border, 90 minutes north of Seattle
- Started under the management of Bellingham SeaFeast (local festival)
- Moved under the direction of the Port of Bellingham January 2022 in Community Outreach department
- 2x a month: 1<sup>st</sup> and 3<sup>rd</sup> Saturdays from 10am-2pm
- Both over-the-rails and tent (on land) sales
- Year-round
- We're all about ACCESS! Access to local seafood for the public and access to the public for fishermen (via marketing, social media, and coordination)





# Market Successes and Programs



- Professional filleter brought in seasonally to cut fresh fish--- making seafood more accessible and less intimidating
- Partnering with local non-profit to host monthly seafood cooking demonstrations by local chefs
- In the process of applying for the SNAP program to be able to accept EBT (access to seafood for a new demographic)
- “Seafood Superstar” punch card program rewards frequent customers
- 400-1000 customers at each market
- Vendor sales average \$2,455 per market
- Roughly \$294,680 total sales in 2022



# Lessons Learned

- Having input from fishermen is vital to a successful collaboration BUT someone needs to have the final say in decision-making.
- Become well acquainted with your local health department before attempting to start a market!
- Create a document that lays out steps for fishermen to begin direct marketing, including: business licenses, scale requirements, health dept requirements, fishing permit requirements.  
[Vendor Handbook\Dockside Market Permit and Document Checklist.pdf](#)
- Collaborate with other local farmer's markets for support and assistance.
- Your market should be viewed as a service to the community and fishermen. You should not expect to make money or break even.
- At some point you'll need to create rules/ a handbook/ an agreement/ an application for market participants. The fishermen will have many different opinions about this.
- "Traceability" is difficult to prove. Decide how far you want to go to ask for proof that fishermen are selling their own catch.
- When a market is successful, others will want to participate. Decide who can be allowed to join in advance. Put in measures to protect fishermen.
- Fisheries open and close throughout the year, so markets will look different during different seasons. Educating the public (and managing expectations) is part of your role.

# Find us and follow!

Facebook: <https://www.facebook.com/bellinghamdockside>

Instagram: @bellinghamdockside

Website: [www.bellinghamdockside.com](http://www.bellinghamdockside.com)

