





Fresh From The Boat

Would you like to eat more
locally caught, sustainable fish?

*Fresh Fish & Shellfish
from your local fishing boats now
offering FREE*
delivery in your area, on the day of
catch!*



We catch - subject to season:
Mackerel, Plaice, Dover Sole, Lemon Sole, Bass,
Brill, Turbot, Bream, Grey Mullet, Huss, Cod and
more.
Also Dressed Crabs, Lobsters and Scallops.

*Support your local Emsworth Fishing Family & buy Fresh Local Fish!
*Free delivery on orders over £10.



Call us now: 07551 008896
www.freshfromtheboat.co.uk
www.mycommunityfishbox.com

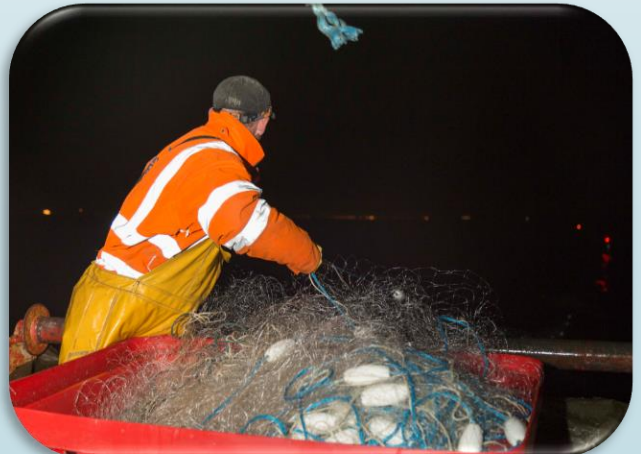
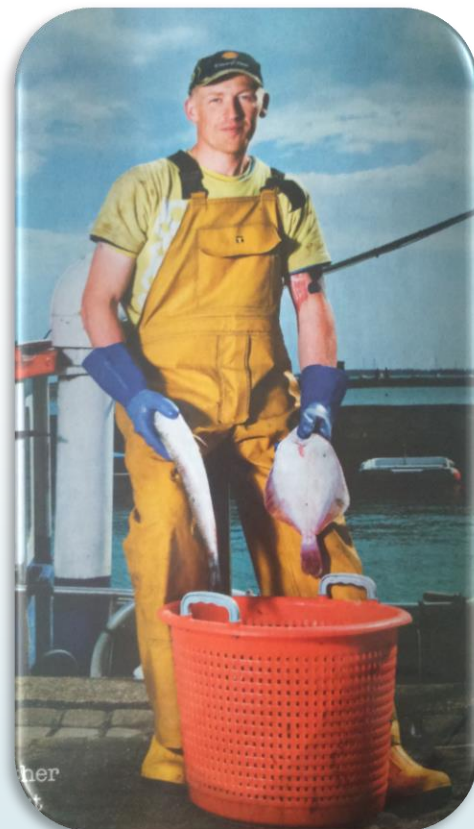


Fresh From The Boat



Who are we and where did we start...







**Our goal at first (2013)
was simple:**

**To sell local sustainable
fish to local people!**

**In 2013, 80 % of our catch went to
market, paid low value for good
grade sustainable fish**



We wanted to sell our catch at a fair price,
but also the buyer to pay a fair price.





Why did we need to do this?

Has with many of our coastal areas, we lost all of our infrastructure. Our fishermen's moorings no longer exist, we have no where to store gear. And to get fish to the bigger Markets costs us money and time.

We pay more for our mooring than one of the Scottish Pelagic Boats.

The quayside areas have been sold on to sailing clubs and marinas.

Within our community we had become ghosts of Sea, shipping our fish all over and never seeing anyone. We were in many ways a nuisance to the area!

At times the quotas have been low or the fish just hasn't been there, so we needed to take minimum fish off the ground and generate maximum value.



Along the way its never been easy and we are always facing huge changes which are detrimental to our existence, this week is no different!





First Steps - How to become a registered Buyer?



- **Register with the MMO to become a registered Buyer of First Sale Fish.**

- Firstly you need to complete the **RBS1 form** and provide information of you or your company.
- Where you operate, registered trading address, where your records will be held and your proposed facilities & methods of operation.
- Once you have received your registered buyers letter and number you can trade.

- **Register with Seafish.**

- When you register as a registered buyer you need to contact Seafish to pay a Seafish levy.
- This is a minimal charge on each kilo of fish that you buy.
- You can call 01472 252326 to register.



We didn't want to be the Ghosts at Sea anymore, we wanted to connect with the Community.

2013 & 2014

It started with simple steps, I'd be at work and we'd supply who we could at weekends & Evenings.

Fish Caught



Sold a small amount locally, farm shop & fishmonger



Catchbox, a Defra funded Project.



Surplus to Market.



In 2014 is where it all became really interesting I gave up my job and became a full time Fish Wife – Fresh From The Boat was born.

We launched our very own – not for profit Community Fish Box – where members of our community can buy 1 kilo of whole fresh fish for £7 per kilo (£6 per kilo to the fishermen & £1 in the pot to help with running costs! Starting with about 30 members.



From Gurnard, Whiting, Smoothound, Skate, Garfish, Bream everything is sold at the fish box, we have no waste fish, no discards!



What is a Community Supported Fishery

A community-supported fishery (CSF) is an alternative business model for selling fresh, locally sourced [seafood](#). CSF programs, modeled after increasingly popular [community-supported agriculture](#) programs, offer members weekly shares of fresh seafood for a pre-paid membership fee. The first CSF program was started by Catchbox and we was the first fishers to provide fish for a CSF we then went on to set up our own. 'My Community Fish Box' and since then further CSF have been set up within England and Europe.

Community supported fisheries aim to promote a positive relationship between fishermen, consumers, and the ocean by providing high-quality, locally caught seafood to members. CSF programs began as a method to help marine ecosystems recover from the effects of [overfishing](#) while maintaining a thriving fishing community. If we can educate buyers to eat less common fish like huss, grey mullet, gar fish, gurnard... rather than tuna and salmon less pressure is put on the stocks that are at risk!

Its great to try new species, the Solent has so much to offer.

We do it because we love it, it's our livelihood and our life, we want to share our passion with everyone.



I often get asked - what is Sustainable?

Buyers and the general public often ask me what sustainable fishing actually means

You will learnt a lot about this during this course but for me the word "sustainability" is often used by politicians and scientists and it can sometimes not be very clear what they actually mean.

In simple terms, sustainability means the ability for something to endure. So, when we talk about sustainable fishing, we simply mean fishing in a way, whether with large or small vessels, which ensures there will be fish in our seas today, tomorrow and in generations to come.

Sustainable not only means fish in our seas today, tomorrow and for generations to come, but also such that there is enough fish left in the sea for healthy populations and ecosystems BUT also enabling fishermen to fish them and make a living - income and livelihoods, is an important part of 'sustainable'

We fish in sustainable manner, we want to ensure we can fish and enjoy supplying fish from the Solent for many years to come."

We don't target fish, we catch what's there when its there.



During the last 3 years we have held many free Community Events for anyone to attend, we preached the importance of sustainable fish, using alternate fishing methods, filleting & cooking demonstrations, learning people the alternate methods of fish they can eat for example 'Grey Mullet rather than 'Bass'





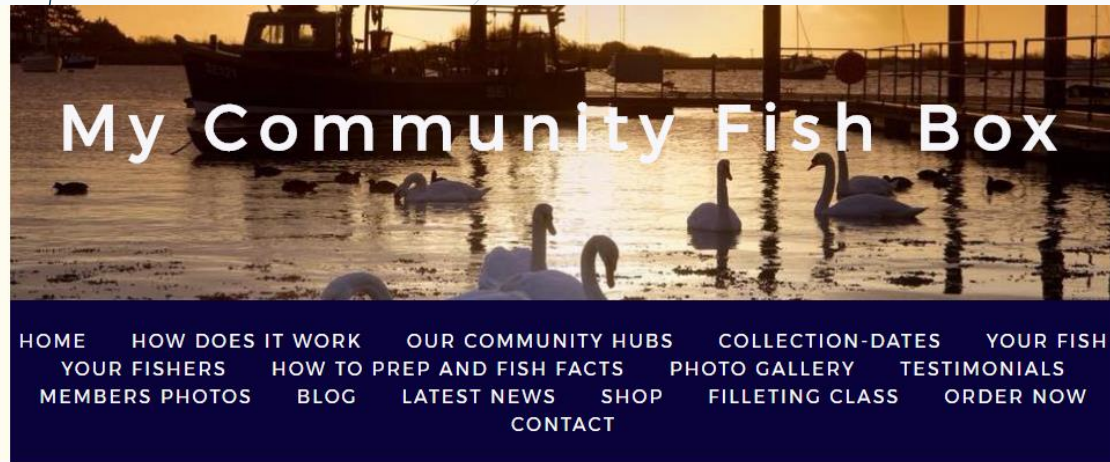
Filleting Courses

We run structured filleting & fish preparation lessons, so our community can feel comfortable preparing fresh fish.





Good Communication is key!



ABOUT FISH BOX:

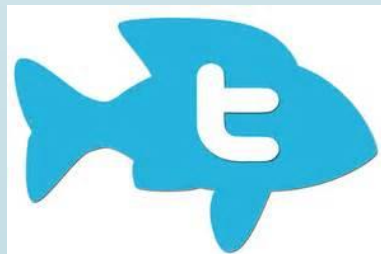
Welcome to "My Community Fish Box"



WHY DO WE DO IT:

A lot of people ask why do we offer a

www.mycommunityfishbox.com



FRESH FROM THE BOAT

Fresh from the boat is run by Chantelle Williams, wife of the local Hampshire Fisherman Peter Williams.

Fresh From The Boat is a registered buyer and seller of local fish and shell fish.

www.freshfromtheboat.co.uk





By the end of 2015 we really started to notice a difference!





But how we really noticed it was by the community support & belief in us! The famous Lobster Pot Christmas Tree!





2015 / 2016 We created a short documentary which won a Royal Television Award as well as many others! It was funded by our community and highlighted the home truths about our fishing life, the good, the risks and how we need to be managed more effectively!





2016 – We were nominated for Family Business of The Year – and we won.
We also won Overall Business of the Year.



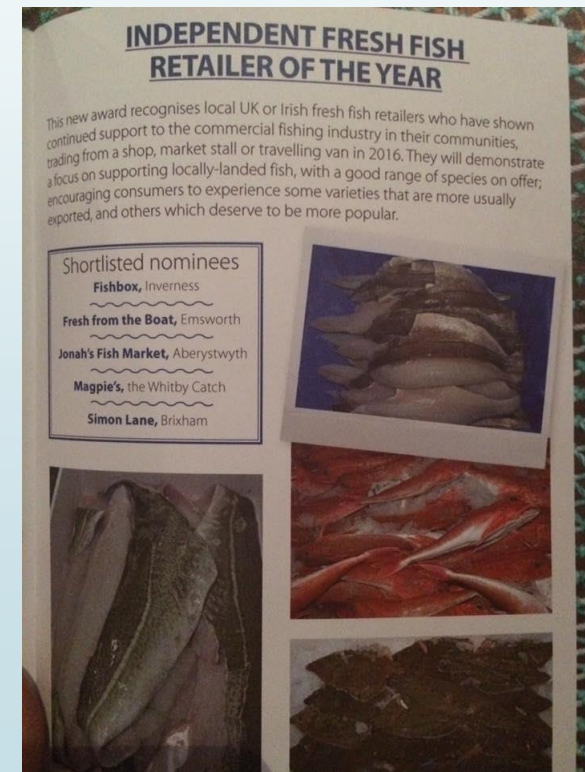


We've had many achievements along the way too many to mention but the biggest achievement of all is 80% of our fish is now sold locally. Our community love us and we are proud to be a local fishing family with so much support!





In 2017 we were shortlisted for Fishing News
Award 2017,
'Independent Fish retailer of The Year 2017'





Where are we now:

Fish From our Boat



We also support
other local boats



Our Community
Fish Box has over
100 members
weekly when in
season.

We sell our fish to
Restaurants



We sell our
catch to Fish
Mongers & Farm
Shops



We sell our
catch weekly at
local venues

We offer home
delivery 5 days a
week!



We will continue to
educate, grown
and fight the
battles we face!



We will continue to
work 18 hour days,
7 days a week!



And For 2018 and beyond....

Who knows what the future holds for us all!

It's a tough industry with ever changing factors...

But I for one am super proud of the industry our fishermen, fishing communities and the strong extended family we share.

For anyone who would like to set up a Community Supported Fishery, I am more than happy to help and you can use our branding and website for no costs to set up in your area!

Any Questions?

