What is a CSF?

Community Supported Fishery (CSF)
- Emerging CSA-inspired model
- Short, transparent supply chain (65km avg)

Conventional Supply Chain (example)
- Status quo model
- Long, industrial supply chains (8812km avg)

Marketing Analysis

What is the Value Proposition of a CSF?

Trends
- Sustainability is most commonly marketed attribute
- "Transparency", "local" frequently used; never defined
- Little discussion, justification of price premium
- Value-add features: recipes, community events, local partnerships, certifications, educational efforts

Findings
- Geographic diversity
- Varying stages of development
- Varying size

Next Steps
- Complete the research on the full set of Aulet's Disciplined Entrepreneur Principles as they apply to a CSF
- Expand research of CSF stakeholders – customers, regulators, fishermen
- Expand CSF geography to include international examples