

# Market your catch: *alternative markets at a glance*

This comparison chart points out some key differences among the eight alternative market types in their most basic form (defined below).



Off-the-Boat



Farmers' Markets



Community Supported Fisheries



Seafood Buying Clubs



Online Markets



Your Own Market



Restaurants  
Retail Markets



Institutions

## Sales Characteristics

Start-up costs

\$

\$ \$

\$ \$

\$

\$ \$

\$ \$ \$

\$

\$ \$

Number of permits required



Flexibility of sales schedule



Number of consumers served by single sale



Directness of customer interaction



Timing of payment

At Delivery

At Delivery

Before Delivery

Before Delivery

Before Delivery

At Delivery

At Delivery  
After Delivery

After Delivery

## Time Considerations

Number of tasks



Time spent transporting product



Time spent selling catch



Time spent soliciting business



Time spent developing info for customers



Time spent on customer relations



## Definitions of Basic Forms of Alternative Marketing



**Off-the-Boat/Over-the-Bank:** A fisherman selling his/her catch from the boat to consumers



**Online Sales\*:** A fisherman selling his/her catch, receiving payment over the internet, then shipping to consumers



**Fishermen's/Farmers' Markets:** A fisherman selling his/her catch to consumers at a regularly scheduled farmers' market



**Your Own Market or Restaurant (including roadside sales):** A fisherman selling his/her catch from a single fixed location to consumers



**Community Supported Fisheries (CSFs):** A fisherman selling his/her catch to consumers via pre-paid subscriptions for a three-month season



**Restaurants or Retail Markets:** A fisherman selling his/her catch to three or fewer restaurants, groceries or other businesses that sell directly to consumers



**Seafood Buying Clubs:** A fisherman selling his/her catch, by pre-paid order, and shipping it (in bulk) to a club coordinator who distributes the seafood to a defined group of consumers



**Institutional Food Service Sales (e.g., universities, hospitals, large businesses):** A fisherman selling his/her catch to a single institutional food service provider

**Customers vs. Consumers:** Customers are potential or actual buyers of seafood.  
Consumers are those customers who eat the purchased seafood.

\* See website <http://marketyourcatch.msi.ucsb.edu/options/types-alternative-markets/alternative-markets-glance>