

WILD CAUGHT BLUE CATFISH INSTITUTE

Building a Blue Future:

*Establishing a Nonprofit for Wild-Caught Blue Catfish
to promote, market, and expand the demand for sustainably harvested
wild-caught blue catfish, supporting ecosystem restoration and local
economies across the Chesapeake Bay and East Coast*

*A Collaborative Approach to Ecological Balance
and Economic Growth in the Chesapeake Bay*

The Challenge

- Rapidly expanding populations in the Chesapeake Bay and East Coast tributaries
- Displacing native species and damaging ecosystems
- Current removal efforts cannot keep pace

The Opportunity

- Wild-caught blue catfish = sustainable seafood + invasive species control
- Expanding market potential for restaurants, schools, retail and more
- Boosts watermen's income and regional seafood identity



Why a Nonprofit?

- Neutral, mission-driven structure
- Can coordinate among fishers, processors, agencies, and buyers
- Eligible for grants, cooperative agreements, & marketing funds (*e.g., NOAA, USDA, Sea Grant*)
- Public trust increases brand credibility
- Regional marketing & branding campaigns
- Public education on ecological benefits of eating blue catfish
- Coordination of supply chain and quality standards
- Partnerships with restaurants, schools, and distributors
- Data collection and reporting for fishery management



Partners & Path Forward

Initial partners:

- Watermen's Associations
- Processors
- Conservation groups
- Universities



Next Steps:

- Incorporate nonprofit
- Establish board and bylaws
- Apply for seed funding
- Launch pilot marketing campaign

