

Fishermans Farmers Market Matrix

Method of Sales	Direct via NHD	Direct via Fishermen
Potential Revenue	\$\$\$	\$
What is sold	fish/crab	swag, pint glasses
Satisfys Fishermens want for more markets	Yes/No	Yes
Permits	Yes	None
Coordination with Fishermen Necessary	No	Yes
Weather reliatant	Semi	Yes
Reliant on fishermen participation	no	yes-largely
Work load on NHD staff	high Certified scale, tables, tent ice, packaging to take away fish, gloves, way to display fish/product	low tables, tent
Necessary equitment to provide		

Other Participants (potentially frequency dependent)

Noyo Center for Marine Science

Noyo Fish Company

Princess Seafood

Local Farms

Local artists

North Coast Brewing*

Overtime Brewing*

*alcohol distribution?