

CARTERET CATCH

Carteret Catch is a nonprofit group whose mission is to help sustain the livelihood and heritage of Carteret County fishing communities through public promotion and education. Carteret Catch is a joint venture between Carteret County's fishing industry and local restaurants to promote locally caught or landed seafood. The organization has created a trademarked brand for seafood products that meet the criteria of being caught or landed in Carteret County. It is the only program of its kind at the county level in North Carolina.

Fishermen, seafood dealers, restaurants, and members of the public are able to utilize the branding and promotional benefits of Carteret Catch if they join the organization. Fishermen and dealers must be willing to harvest or land seafood in Carteret County. Restaurants must agree to have at least one item on the menu which is landed or harvested locally. Interested individuals can join without stipulations. The organization is a member of North Carolina's Department of Agriculture Seafood Marketing Division.

Carteret Catch attempts to educate the public about the seasonal availability of local seafood, raise consumer awareness about locally harvested seafood and highlight the regulatory programs that fishermen operate under which provide for a sustainable resource and a safely consumed product. In addition, Carteret Catch informs the public about the history and heritage of the local seafood industry and teaches fishermen about marketing promotions for locally caught and landed seafood.

Carteret Catch has been recognized in national and regional magazines and publications for its efforts in promoting the Carteret County seafood industry. In 2008, the North Carolina Seafood Festival had an exhibit promoting Carteret County landed seafood which was prepared by chefs from local restaurants. The exhibit welcomed many visitors and locals alike and was extremely popular among festival attendees.

Further information on Carteret Catch can be obtained from their website at www.carteretcatch.org.