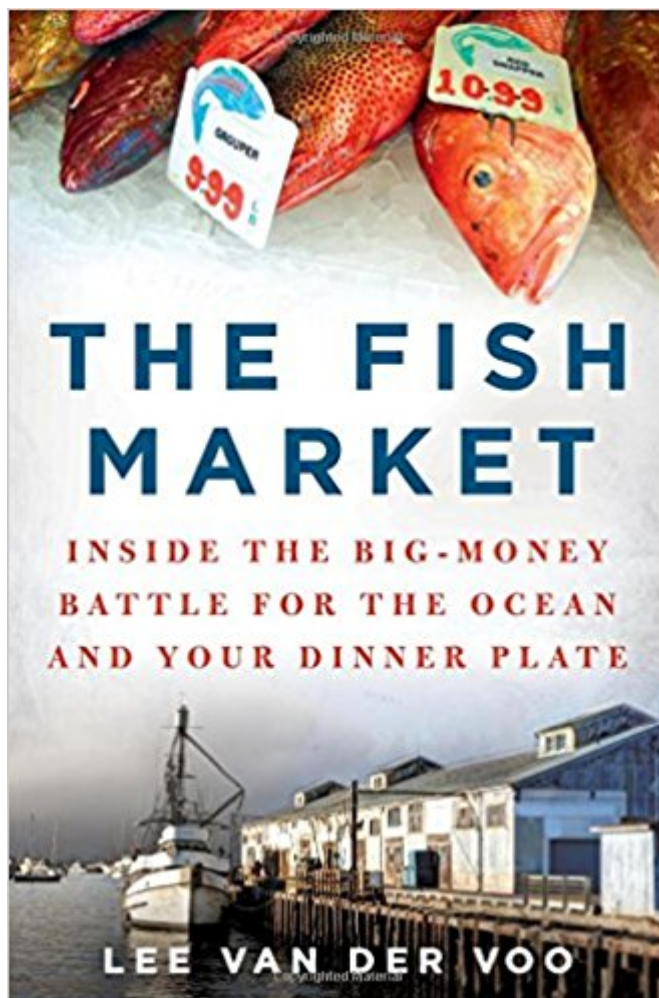


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# The Fish Market: Inside The Big-Money Battle For The Ocean And Your Dinner Plate



## Synopsis

Gulf Wild • the first seafood brand in America to trace each fish from the sea to the table • emerged after grouper, the star of fried fish sandwiches, fell off menus due to overfishing. The brand was born when the government privatized the rights to fish to fix the problem. Through traceability, Gulf Wild has met burgeoning consumer demand for domestic, sustainable seafood, selling in boutique grocers and catapulting grouper from the hamburger bun to the white tablecloth. But the property rights that saved grouper also shifted control of the fish from public to private, forever changing the relationship between wild seafood and the people that eat it. Aboard fishing vessels from Alaska to Maine, inside restaurants of top chefs, and from the halls of Congress, in *The Fish Market*, journalist Lee van der Voo tells the story of the people and places left behind in this era of ocean privatization • a trend that now controls more than half of American seafood. Following seafood money from U.S. docks to Wall Street, she explains the methods that investors, equity firms, and seafood landlords have used to capture the upside of the sustainable seafood movement, and why many people believe in them. She also goes behind the scenes of the Slow Fish movement • among holdouts against privatization of the sea • to show why they argue consumers don't have to buy sustainability from Wall Street, or choose between the environment and their fisherman.

## Book Information

Hardcover: 288 pages

Publisher: St. Martin's Press (November 15, 2016)

Language: English

ISBN-10: 1250079101

ISBN-13: 978-1250079107

Product Dimensions: 6.3 x 0.4 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 9 customer reviews

Best Sellers Rank: #285,120 in Books (See Top 100 in Books) #29 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Agriculture & Food Policy #43 in Books > Science & Math > Nature & Ecology > Natural Resources > Fisheries & Aquaculture #139 in Books > Science & Math > Biological Sciences > Animals > Fish & Sharks

## Customer Reviews

"Fascinating...a fast-paced, thorough account of the American sustainable seafood market's

evolution over the past 25 years, touching on everything from the slow fish movement to how reality television shows such as *Deadliest Catch* have made the public aware of the dangers of crabbing during short, brutal seasons." • *Hakai Magazine* "Takes an in-depth and honest look at the implementation of individual fishing quotas in the United States within the context of global adoption...van der Voo is a journalist who does not shy away from the real story of catch shares • accolades as well as criticisms." • *National Fisherman* "Bold, important, engaging, and intimate, *The Fish Market* will be especially appealing to readers who connect with environmental problems through personalized accounts." • *Booklist* "What a great book! Journalist Lee van der Voo investigates the provenance of wild fish and the dismaying gentrification of the high seas, weaving the wonky details of politics and economics with big-hearted portraits of those who work the seas. • *The Fish Market* • is a fascinating addition to the literature of food." • Kristin Ohlson, author of *The Soil Will Save Us* "Everyone who eats seafood, is interested in the ocean, or just wants to know how our natural resources are divvied up needs to read *The Fish Market*... Van der Voo deftly weaves the stories of fishermen, fish mongers, and Wall Street with the orchestrated campaigns of the Charles Koch Foundation, the Walton Family Foundation, the Gordon and Betty Moore Foundation and NOAA, and how they paid NGOs, scientists, and celebrity chefs to support their cause. You will never see seafood in the same light again." • Kevin M. Bailey, marine scientist and author of *Billion-Dollar Fish* and *The Western Flyer* "In *The Fish Market*, Lee van der Voo uses her gifts for storytelling and imbedded reporting to skillfully lay out the economic, environmental, and societal trade-offs of privatizing American commercial fishing. In a world where establishing sustainable seafood is essential, van der Voo paints a future that must balance the rights of the individual fisher with the more effective conservation practices of private enterprise. A timely page-turner of a book!" • James McClintock, author of *A Naturalist Goes Fishing*

LEE VAN DER VOO is an award-winning journalist who writes about sustainability, food, policy, and social justice. Her research has been funded by the Fund for Investigative Journalism as well as the Alicia Patterson Foundation Fellowship. On staff at InvestigateWest, the nonprofit journalism studio for the Pacific Northwest, her work has been featured in *The New York Times*, *Reuters*, *USA Today*, *The Chicago Tribune*, *CNN*, *Slate*, and *High Country News*. She lives in Portland, Oregon.

I'm in the industry and find this book an excellent, fascinating read. Catch share, as a method of managing the oceans resources, is decimating the small, inshore fleet on both coasts, putting the entire shoreside economy in a downward spiral. Perhaps easier for Washington to manage, but at a

terrible price to this and the next generation, there is one, of small boat fishermen.

If you enjoy seafood, read this book. It does a good job of laying out the pros and cons of using catch shares to manage our nation's fish. It's a fair treatment of a very complicated subject. Nicely done and a pleasure to read.

Lee van der Voo does an excellent job in explaining the issues facing our love of seafood in this country.

The book is not at all accurate. Pacific Seafood is indeed the largest fish company on the West Coast, but it has no receiving dock at Port Orford. This is probably the only port Pacific Doesn't buy. Author should do more research. Pretty poor.

It's in there, but I wonder if the average reader is going to be left with anything more than just a series of entertaining fish stories.

super book

It is a beautiful book, well written by Lee van der Voo. I recommended this book to many of my friends.

A lifelong recreational saltwater fisherman, I have followed marine conservation politics over the years but never fully understood this terribly complicated subject. This book did a great job of covering the subject of the marine fisheries economy--- from the boat to the sandwich to the boardroom. A great read! Highly recommended.

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