



FOR IMMEDIATE RELEASE

Contacts: Jeff Wade – Executive Director
jeff@slowmoneyslo.org
805-300-2805

Claire Touhey-Mote - Communications
press@slowmoneyslo.org

Supporting our Local Fishery and Feeding the Food Insecure

Catch for Hunger Relief Program by Slow Money SLO

SAN LUIS OBISPO, CA – April 2, 2021 – The organization Catch Together, a program of Multiplier, is providing grant support for California fisheries. The fishing industry has been among the hardest hit by COVID-19 economic impact. Slow Money San Luis Obispo is seizing the opportunity of grant funding to purchase local fish, process it locally and then direct the fillets to feed the food insecure. Slow Money SLO is a local non-profit that strives to support local food, farm and beverage businesses for greater regional food security, better health and economic growth.

Fish landing in Morro Bay for Slow Money SLO purchase began in March subject to weather cooperating. The fish is purchased at market rates, then processed at Giovanni's Fish Market into fillets. Grant funds are also used to pay for processing. The fillets are then donated to entities supporting the food insecure. Specifically, 40Prado and ECHO homeless shelters and Meals that Connect are receiving the fresh fish. Morro Bay Rotary is donating their time to provide delivery service to homeless shelter kitchens serving the prepared meals.

Giovanni DeGarimore is a second-generation owner of Giovanni's fish market and says, "I appreciate the opportunity to put nature's bounty onto the plates of the food insecure, while supporting local fishing and fish processing jobs."

One of the fishermen involved with the program, Bill Blue remarked, "Our markets have declined due to COVID-19 and the opportunity to bring more fish ashore while seeing the results feed those in need, is gratifying."

The fish recipients appreciate the quality protein meals they can provide. In a typical week of Slow Money SLO purchasing, processing and delivery to the recipient non-profits, about 1500 meals are being served to homebound seniors and homeless shelter clients.

Erica Boyce, consultant at Catch Together states, "For the past several years, Catch Together has focused on supporting both sustainable fishing communities and sustainable fisheries. In 2020, we launched our COVID-19 Relief Program and have had the privilege of helping fishermen across the country weather the pandemic and provide meals to families in need in their communities. We are excited to work with Slow Money SLO to expand that program into San Luis Obispo and engage with fisheries in the county and with local non-profits feeding the food insecure."

Reflecting on the project, Jeff Wade, executive director of Slow Money SLO notes, "Ideally we can generate an on-going, new revenue channel for local fish and local processing as a result of this program. With the new connections and knowledge of the fisheries industry we are developing, it may allow us to introduce fresh fish to our Farm to School program."

This program will wrap up at the end of June and it is hoped that our economy will be rebounding by then and local fisheries will continue to recover as well.

-more-

ABOUT SLOW MONEY SLO

Slow Money SLO supports the sustainable growth of small food, beverage and farm businesses through coaching business development, promotional events, and facilitating local lending opportunities for those not yet qualified for traditional lending. The success of these food and farm businesses enhance the local food economy, as well as the health of SLO County residents.

Additionally, Slow Money SLO created and runs the Farm to School Central Coast program which is focused on supporting the survival and growth of small farms. Among the components of the program are a Google communication group to link local small farmers, a scholarship fund for farmer educational support, and coordinating an increase of farm fresh food in school food programs by connecting local farmers to school district buyers.

Slow Money is a National movement and the local non-profit chapter, Slow Money SLO, was formed in 2012 to bring the principles and benefits of this movement to San Luis Obispo County. For more information, go to <https://www.slowmoneyslo.org>

ABOUT CATCH TOGETHER

We invest capital to support fishermen, fishing communities and ocean conservation. We work with Catch Together, a project of the Trust for Conservation Innovation, to support fishermen and communities to launch and run permit banks. Our team brings together deep experience from both the fishing and financing worlds to deploy capital to support fishermen, fishing communities, and ocean conservation, while generating attractive financial returns. Go here for more information. <https://catchinvest.com>

###