

Boat Owner/Fisherman



Wholesaler/Distributor



Dockside Buyer



Retail Market Owner



Processor



Restaurant Owner



Wholesaler/Distributor

You buy whole and processed seafood from a processor and then sell and deliver, usually in bulk, to retail markets or restaurants.

Boat Owner/Fisherman

You are a fisherman based out of Monterey Bay. You are fishing for sardines, prawns, sole, albacore tuna, salmon, crab, or squid. You bring your catch to the harbor to be sold to a dockside buyer.

Retail Market Owner

You buy seafood, usually at bulk prices, from wholesalers/distributors. You then sell this seafood to retail market customers.

Dockside Buyer

Your business is on the dock in the harbor. You buy seafood directly from the fisherman and then sell it to a processor.

Restaurant Owner

You buy seafood, usually at bulk prices, from wholesalers/distributors. You then sell this seafood to restaurant customers.

Processor

You are a processor buying whole fish and seafood from a dockside buyer. After processing (cleaning, removing unwanted parts, etc.) you sell the remaining product (yield) to a wholesaler/distributor.