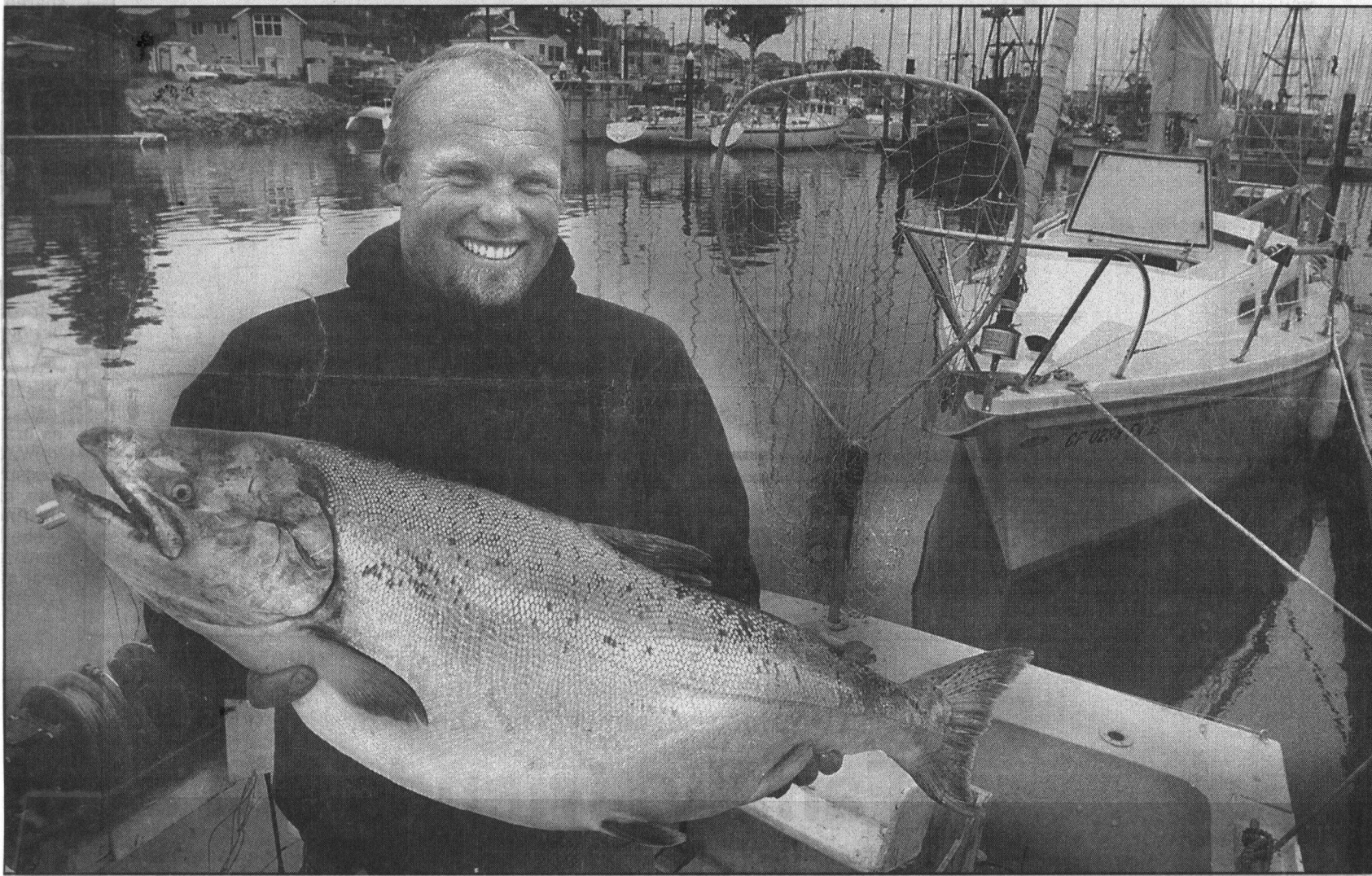
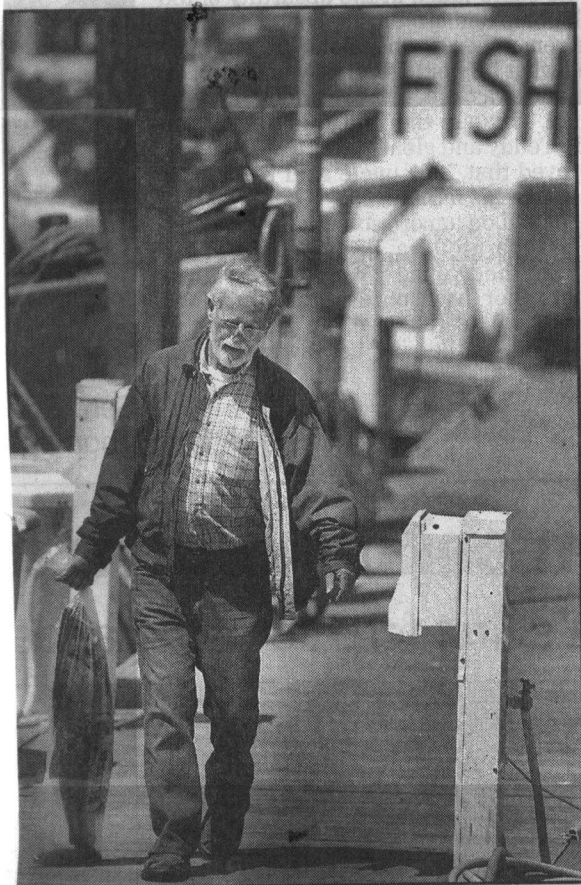


# Fresh fights farmed



**Left:** Santa Cruz fisherman Hans Haveman displays a trophy chinook for sale off his boat Sally Friday at Santa Cruz harbor. **Bottom:** A customer leaves S Dock with a plastic sack of salmon.



Bill Lovejoy/Sentinel photos

# Anglers battle farmed fish by taking their salmon straight to consumers

By **CHRISTA MARTIN**  
Sentinel correspondent

**SANTA CRUZ** — For the second year running, salmon fishermen are setting up shop on the docks of Santa Cruz harbor, offering the catch of the day at cut-rate prices.

About 10 of the harbor's 30 commercial fishermen have opted to bypass the middle man and sell directly to the public, according to Tom Canale, vice president of the Santa Cruz Commercial Fishermen's Association. Sellers are typically available 10 a.m. to 6 p.m. daily.

"Off the docks is the best place," said Hans Haveman, a commercial fisherman based in the Santa Cruz Small Craft Harbor.

A small sign directs salmon-hungry patrons to Haveman and the other fishermen.

The anglers say they have taken to the docks in an attempt to secure more money for their catch than what wholesale buyers are paying.

On Friday, H&N Fish Co., a San Francisco-based wholesaler with a station at the harbor, was offering fishermen \$1.77 a pound for salmon. By the time the same fish reaches major supermarkets, it is selling for \$5.99 a pound and more.

Off the docks, fishermen sell salmon directly to customers for about \$3 a pound.

The fishermen also argue that pier-to-person sales guarantee consumers a better product. The fisherman hawk locally caught California king salmon, while some supermarkets sell farm-raised salmon from Canada, Chile and Nor-

way.

"Farm-raised salmon are fed pellets, fish food and different hormones," Haveman said.

According to Wilson Quick, who sells salmon to Staff of Life markets, wild salmon possesses a high concentration of Omega 3, a fatty acid that cuts down on cholesterol in the human body.

The year-round availability of farm-raised fish also has helped drive down the wholesale price of king salmon, which is only available late May through September. Even then, bad weather will sometimes keep fishing crews in port for days, making it hard for consumers to locate fresh salmon.

"Farm-raised salmon has hurt us so badly," Haveman said.

H&N manager Josh Workman said the off-the-dock sellers don't have much of an effect on the wholesale buyers. On a good day he might buy 10,000 to 15,000 pounds of salmon, he said.

Crow's Nest restaurant dining room manager Blaine Neagley said the restaurant buys from local fisherman Dave Greenberger during the season in an effort to promote wild salmon over the farm-raised variety.

But there are only so many people that the fishermen can sell to, and that's a Catch-22 for the dock sellers, Canale said. Fishermen make more money by selling off the dock with small volume. But if they want to make more money, they have to go the way of volume sales and deal with the lower-paying wholesalers.