

Annual Performance Report, February 1, 2016

Mobile Smoker
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Project Summary

The mobile smoker has been designed and is currently being constructed with a completion date of March 1. The quoted cost of the smoker is \$35,666. We have paid a 33% deposit to begin the construction. A further 33% will be due mid way through the construction, with the remaining funds due on completion.

We have initiated the permitting process, obtained insurance quotes, and have trained staff in food handling safety and procedures.

Goals and Outcomes

Our goals and outcomes have not changed. Specifically:

1. Publicize use of local foods.
2. Re-introducing a once common food back into the region's diet.
3. Emphasizing the health and nutritive benefits of local sea-run fish.
4. Develop a cultural appreciation of sea-run fish so that communities have the incentive to sustainably manage the fisheries.

Next Steps

1. Transport the smoker from Florida to Maine (quotes are being solicited).
2. Permit the smoker (we are working with Maine Division of Environmental Health).
3. Purchase comprehensive vehicle insurance (quotes have been obtained).
4. Design and paint the "skin," that is, the outside of the trailer, which, when it arrives, will be a dreary white.
5. Hire and train staff.
6. Develop and test recipes.
7. Media campaign (press releases, articles, radio show programs, etc).
8. Smoker's debut at our annual Smelt Fry in Columbia Falls on April 16.

Lessons Learned

The lessons we have learned to date have been more tactical than strategic: we have learned a lot about food trailer design, the mobile food industry, food handling and safety techniques, and the regulatory requirements of selling prepared food. The strategic lessons—that is, those lessons we will learn when working to fulfill our project goals (above)—will come when we take the trailer and our fish out into the community and engage people. We hope those lessons will start coming in mid-April.

That said, we have been encouraged by the support the idea has generated—even as far away as Florida where the trailer is being constructed. We look forward to getting it on the road.