



BLACKBURN'S DAY BOAT HOOK & LINE COD

Since 1623, boats have left Gloucester harbor — America's oldest fishing port — in search of cod. Cod supported the fledgling Massachusetts Bay Colony and shaped the life and culture of our country's first towns. Through the Blackburn's Day Boat brand, caught exclusively with hook and line methods, you can support both artisan fisherman preserving their culture, and the health of the species.

Caught exclusively by hook and line — the most environmentally responsible method available, with no habitat destruction or discarded bycatch

Only 5-7% of the cod and haddock landed in Gloucester each week is caught by hook and line

Hook and line is a fish is handled gently, and it shows in the quality

Named in honor of famous Gloucester fisherman Howard Blackburn

QUALITY & TRACEABILITY

A fish caught by hook and line is a fish that has been handled gently, and it shows in the quality. Blackburn's Day Boat Cod guarantees cod caught in the most environmentally friendly methods available with traceability back to the boat and captain.

ON THE NAME

Born in 1859, Gloucester fisherman Howard Blackburn rose to local fame when he was caught out in a dory in a vicious storm and separated from the fishing schooner he was working from. Over five harrowing days he rowed back to shore, his dory mate dead in the boat, his fingers destroyed by frostbite. Blackburn returned to Gloucester a hero and, despite the loss of his fingers, went on to push the odds by twice sailing solo across the Atlantic. He was a beloved local figure and successful pub owner, dying in 1932.



Code: 80021 Pack: 30 x 5.5oz 2pcs/vac