



**United States
Department of
Agriculture**

Oregon - Rural Business and Cooperative Service

Emerging Entrepreneurs & Local Foods

A New Generation Builds on Old Traditions

Local food movement adds value to a traditional Native American fishing operation

Outline Of Need:

Like many Northwest Native American families, sisters Kim Brigham Campbell and Terrie Brigham are part of a long tradition of commerce along the Columbia River. They sell salmon, steelhead, sturgeon, and other fish harvested from traditional sites that have been passed down within the family for generations. Until recently, they sold the catch from home, relying on word of mouth to connect with a variety of individual and food service buyers who know them as providers of a quality product. With the current demand for local, sustainable food, however, a bigger opportunity was evident.

How Rural Development Helped:

To increase their marketing potential, they decided to open a retail store. Finding affordable capital, however, can be difficult for a new business in a rural community. The Mid-Columbia Economic Development District (MCEDD), a local nonprofit economic development organization, stepped up to provide technical assistance and help marshal the needed financing. Rural Development, through its Intermediary Relending Program (IRP), provides seed capital to revolving loan funds operated by local organizations. MCEDD is one such intermediary re-lending IRP funds for small and emerging businesses and community projects in rural areas. With the USDA capital, MCEDD was able to finance a portion of land and construction costs for Kim and Terrie's new business.

The Results:

In February of 2014, Brigham Fish Market opened its doors to the public in Cascade Locks, Oregon, along the Columbia River and within view of the family's traditional fishing sites. "People



Photos (Clockwise from top left): 1) In addition to fresh Columbia River fish, Brigham Fish Market created their own label for canned products. 2) People like to see a face and know where the product came from," Kim explained and gestured toward the river behind the shop. "I can tell customers that I caught this fish last night right there." 3) Terrie Brigham (left) and Kim Brigham Campbell show off the new retail area and local products.

like to see a face and know where their food came from," Kim explains gazing over the river from the store's back door. "I can tell customers that I caught this fish last night right there."

The new facility includes cold storage, a smoker and packaging space as well as an attractive retail area. The shop sells fresh, frozen, canned and smoked Columbia River fish to restaurants and individuals looking for a consistent, reliable source for local products. To round out the selection, they also sell seafood from the Oregon coast and are adding a small array of local Native American arts and crafts. In addition, they plan to make the shop a base for online sales shipped across the country. Also, as tourist season gears up, they expect to be a unique stop for the thousands of visitors who come from near and far to enjoy the Columbia River Gorge's cultural heritage, scenery and trails.

Thanks to a bit of financing support, Brigham Fish Market is not just open for business -- they are quickly becoming a point of pride for the community. Even on a quiet weekday afternoon, you will see a steady stream of shoppers and visitors through the store. What's more, they have already added the equivalent of four full-time jobs to this small community of less than 1,200.

Kim and Terrie are a great example of innovative young entrepreneurs who are bringing new life to Main Street while preserving and building upon their rural community's traditions and heritage.

Fast Facts

Program: Intermediary Relending Program

Investment: \$150,000 loan

Congressional District: Congressman Greg Walden, District 2

Partners: Mid-Columbia Economic Development District

Demographics: Hood River County, Oregon

Impact:

- Retail and distribution of local, sustainably caught fish
- Enhanced local tourism