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R.44. Special Research Projects: Carolina Cooks, Carolina Eats

Interview R-0790

Jeff Hare

19 March 2015

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ABSTRACT – JEFF HARE

Interviewee: Jeff Hare

Interviewer: Olivia Ingram and Alex Johnson

Interview Date: March 17, 2015

Location: Atlantic Seafood | 813 Royall Ave, Goldsboro, North Carolina 27534

Length: Part 1: 20:12, Part 2: 26:37

Jeff Hare is a North Carolina native and is the owner of Atlantic Seafood. In this oral interview, he grants listeners a unique look at his seafood shop, but there's a catch- it's located in downtown Goldsboro.

Hare was born into the seafood business, and learned the trade from his grandfather, which fostered his relationship with the coast though he lives two hours away. Following the footsteps of his grandfather, Hare has kept the practice of running down to the coast at odd hours so he can serve his community the freshest seafood. He believes wholeheartedly in providing locals the fresh seafood, ranging from oysters to mullet fish, that they have come to expect after his 21 years in business.

Hare speaks fondly of his childhood in the fishing industry, but he has noticed big changes that he takes the time to detail. Government regulations, and the ongoing battle between the commercial fisherman and the recreational fisherman have heavily affected the fishing industry. He offers his perspective on the effects of policies he has seen in his lifetime whether they are economic or environmental, though he does claim he is a little biased. If the fish are not fresh, Hare will not open his shop. That's the policy he lives by, and that is why his customers trust him. With fish houses and seafood markets becoming more of a dying business in favor of the restaurant/market model and the possibility of pond fishing becoming the new way to do business, it is the loyalty that Hare has inspired in his community that assures him he will not have to worry about shutting his doors.

This interview from Eastern North Carolina was conducted for the Carolina Cooks, Carolina Eats (AMST/FOLK 375) spring 2015 course to showcase significant food and culture voices around North Carolina.

FIELD NOTES – JEFF HARE

(compiled *March 17, 2015*)

Interviewee: Jeff Hare

Interviewer: Olivia Ingram and Alex Johnson

Interview Date: March 17, 2015

Location: The back office at Atlantic Seafood Fish Market, North Carolina

THE INTERVIEWEE. Jeff Hare is a North Carolina native, a husband, a father and a businessman. Jeff just turned 50, and his life has been dedicated to fresh seafood and his fish market. He runs Atlantic Seafood with his wife Jo Ann and his second cousin Johnny as a family business.

THE INTERVIEWER. Alex and I are college students in an American Studies class that focuses on food and culture in North Carolina for the Southern Oral History Project. I recommended Jeff as the interviewee because we knew after hearing various speakers from Coastal Carolina and reading histories of oral interviews with fishermen that his market was a unique example of a dying breed of markets.

DESCRIPTION OF THE INTERVIEW. The interview was held in a very personal space, and ran smoothly with one interruption. During their busy time of day, the interviewee needed to assist his cousin in the front of the store, which he said might happen.

NOTE ON RECORDING. Total recording time was 46:49 on two recordings, and the recording was done with a Zoom H1 Digital Recorder. Background noise from the shop and the employees talking with customers, and the office phone rang a few times (R1: 4:28, 7:03, 16:19; R2: 8:50) and sirens once (R2: 6:28).