



Sherry Flumerfelt  
Executive Director

MBNMS Advisory Council Meeting, Apr.19 2019



Sept. 2, 2014

# Los Angeles Times

**Seafood Watch cites dramatic turnaround  
in rockfish, other West Coast fish**



@ Corey Arnold

<b>Species</b>	<b>Declared Overfished</b>	<b>Declared Recovered</b>
Bocaccio Rockfish	1999	2017
Canary Rockfish	2000	2015
Cowcod	1999	
Darkblotched Rockfish	2000	2017
Lingcod	1999	2005
Pacific Ocean Perch	1999	2017
Pacific Whiting	2002	2004
Petrale Sole	2009	2015
Widow Rockfish	2001	2012
Yelloweye	2002	





## **Mission**

To advance the social, economic and environmental sustainability of Monterey Bay fisheries.



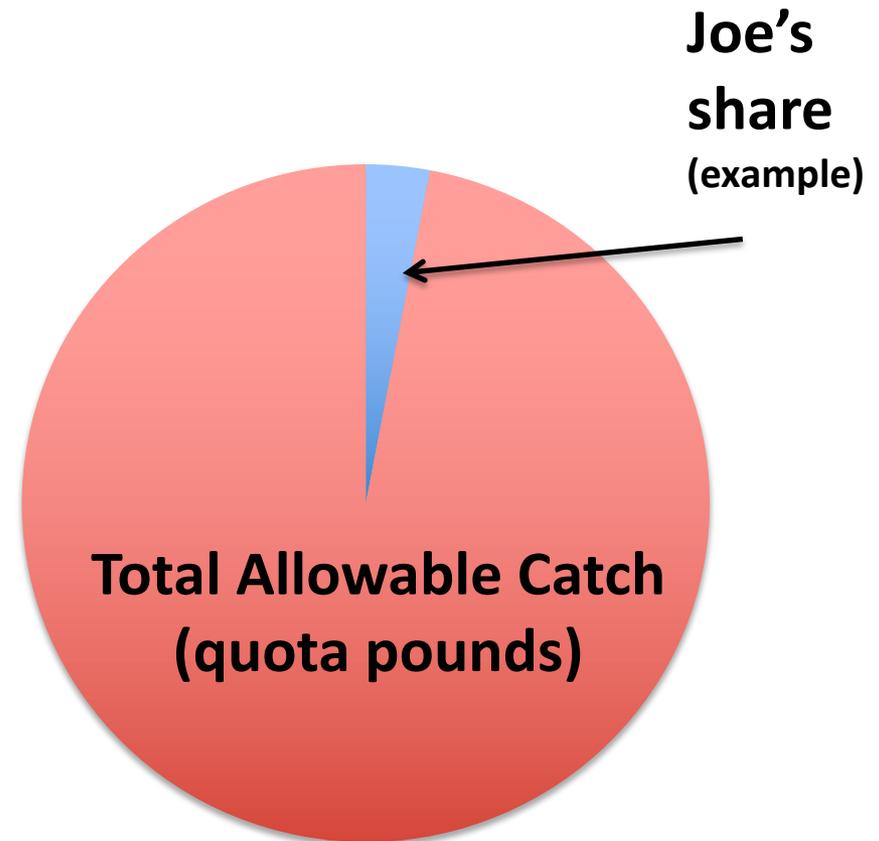


WARNING  
AVISO  
AVERTISSEMENT

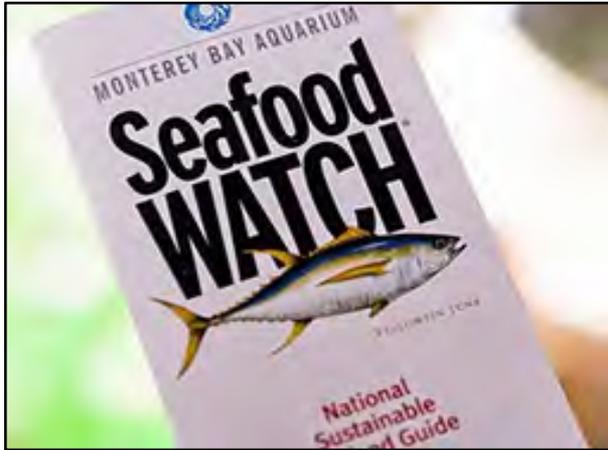
DO NOT  
SMOKE  
OR USE  
FLAMES

3 GALLONS  
ONE NET 18.5 L  
FRESH WATER 18.5 L

# West Coast Groundfish Catch Shares or “Individual Fishing Quotas” (IFQ)



IFQ Species	Sector Quota Pounds 2018	Fisherman's Quota Shares	Fisherman's Quota Pounds
<u>Arrowtooth flounder</u>	24,234,535	0.472	114,387
Bocaccio rockfish South of 40°10' N.	624,570	0	-
Canary rockfish	2,235,708	0.238	5,321
Chilipepper rockfish South of 40°10' N.	4,069,292	0.108	4,395
<u>Cowcod South of 40°10' N.</u>	<b>3,086</b>	<b>0</b>	<b>-</b>
Darkblotched rockfish	1,142,876	0.993	11,349
Dover sole	101,370,753	0.531	538,279
Lingcod North of 40°10' N.	2,776,325	0.728	20,212
Lingcod South of 40°10' N.	1,126,011	0.728	8,197
<u>Longspine thornyheads North of 34°27' N.</u>	5,644,275	0.553	31,213
Minor shelf rockfish North of 40°10' N.	2,528,261	0.319	8,065
Pacific whiting	19,812,370	0.034	6,736
Petrale sole	5,794,851	0.948	54,935
Sablefish North of 36° N.	5,559,838	1.313	73,001
Sablefish South of 36° N.	1,795,445	0.194	3,483
<u>Shortspine thornyheads North of 34°27' N.</u>	3,388,505	0.672	22,771
<u>Shortspine thornyheads South of 34°27' N.</u>	110,231	0.244	269
<u>Splitnose rockfish South of 40°10' N.</u>	3,665,846	0.133	4,876
Widow rockfish	23,504,584	0	-
<b>Yelloweye rockfish</b>	<b>2,425</b>	<b>0.14</b>	<b>3</b>
Yellowtail rockfish North of 40°10' N.	8,984,719	0.279	25,067



# NOAA FISHERIES

## New Fishing Opportunities Emerge from Resurgence of West Coast Groundfish

*December 12, 2018*

Rebuilt West Coast groundfish species are good news for fishermen and fans of healthy and delicious fish.



*Yelloweye rockfish. Credit: NOAA Fisheries*

# CHALLENGES



# EXPENSES





# COMPETITION



**Fresh Pacific  
Tilapia**

Farm Raised Product of Ecuador

**11.32** per  
pound

**Pacific White  
Tiger Shrimp**

Farm Raised Product of Indonesia

**9.70** per  
pound

**Central American  
Lobster Tail**

Wild Caught Product of Honduras

**32.89** per  
pound

# INFRASTRUCTURE



# MISINFORMATION

## Bottom trawling for fish causing 'permanent damage' to deep sea forests

Charlie Mitchell • 10:30, Mar 07 2019

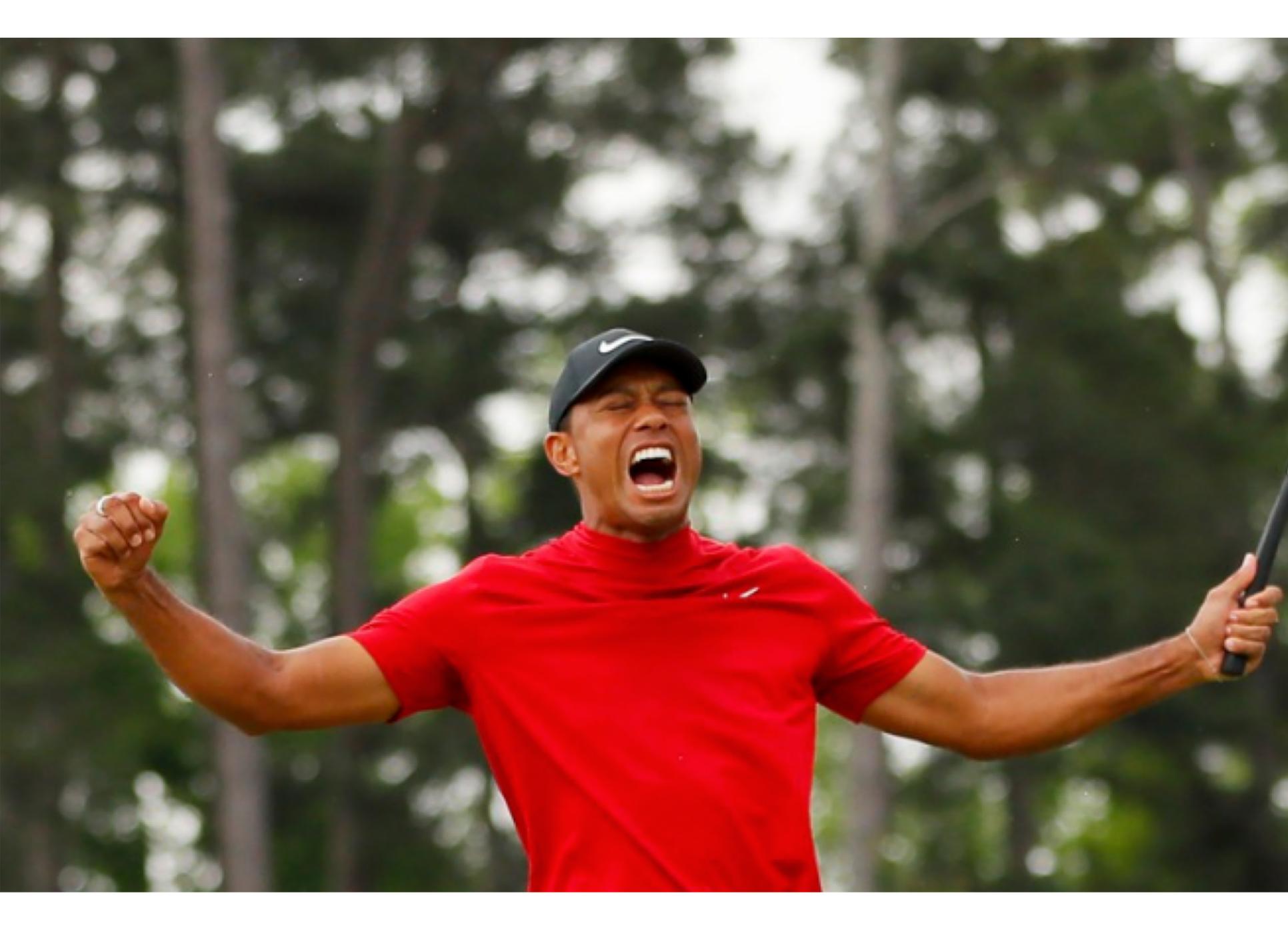


## Underwater Photography to Take a Powerful Stand Against Trawling

by Jennifer Tallerico  
March 5, 2019  
3 Comments

Fs FSTOPPERS ORIGINAL





# Healthy fish stocks

- Effective management
- Local stewardship

## Access

- Fishing rights
- Fishing grounds

## Infrastructure

- Ice
- Fuel
- Hoists
- Storage
- Mix of businesses

## Markets

- Diverse
- Choice

## Diversity

- Fisheries
- Gear types

## Supportive environment

- Government
- Consumers
- Community partners
- Lenders





# Goals



- Strengthen the viability of commercial fishing businesses in Monterey Bay
- Increase access to, availability of, and demand for local, sustainable seafood
- Support and enhance fisheries conservation and management



# FISHING RIGHTS

~\$1.5 MIL MBFT

~\$1 MIL MONTEREY

REVENUE

SAVINGS

The Nature Conservancy



CITY OF Monterey CALIFORNIA



Healthy ocean,  
Thriving fisheries,  
Resilient communities



# LEADERSHIP

Outreach

Trainings

Community partnerships

Young Fishermen's Network

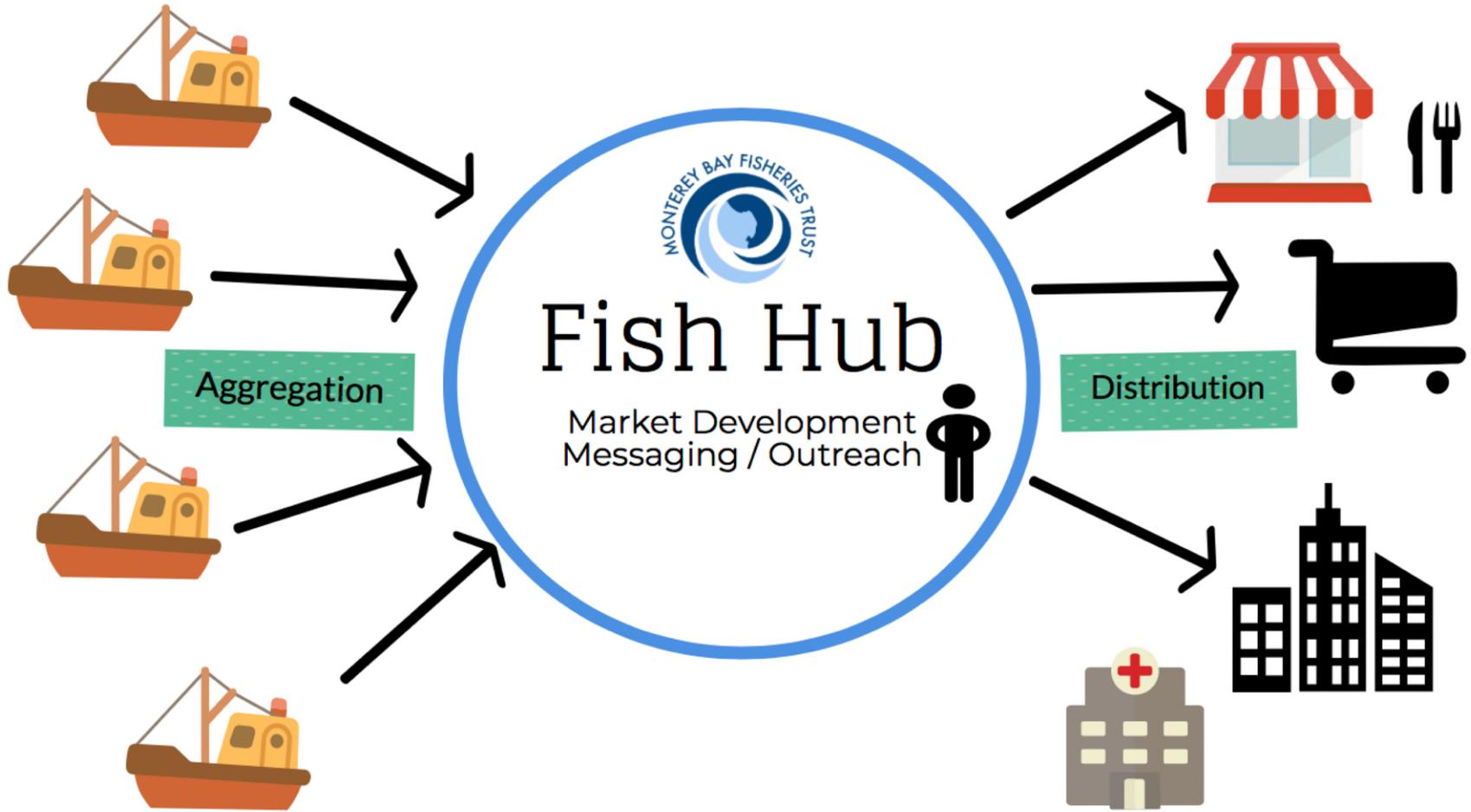


**PFMC Advisory Board  
Nominations due TOMORROW!**

No time like the present to make a difference...

The Pacific Fishery Management Council is seeking qualified candidates to serve on Advisory Board (AB) subpanels and committees regarding West Coast marine fishing and habitat issues for the 2019-2021 term.





# Supply Chain Coordination



# RESTAURANT WEEK



## GET HOOKED

PUTTING MONTEREY BAY'S  
BEST FISH FORWARD

January 14 – 21<sup>st</sup>



# DIRECT TO CONSUMER



# LOST GEAR RECOVERY

MONTEREY COUNTY  
**NOW**

NEWS

OPINION

EAT + DRINK

ENTERTAINMENT

PEOPLE

CLASSIFIEDS

BEST OF

ABOUT



In order to prevent whale entanglements, local crab fishermen team up to find lost crab pots.

David Schmalz [Oct 12, 2017](#) 0



# COLLABORATIVE RESEARCH



# Healthy fish stocks

- Effective management
- Local stewardship

## Access

- Fishing rights
- Fishing grounds

## Infrastructure

- Ice
- Fuel
- Hoists
- Storage
- Mix of businesses

## Markets

- Local & regional
- High-value
- Diverse

## Diversity

- Fisheries
- Gear types

## Supportive environment

- Government
- Consumers
- Community partners





# STAY CONNECTED

**SUBSCRIBE**

at [www.montereybayfisheritrust.org](http://www.montereybayfisheritrust.org)

- **Quarterly Newsletter**
- **Buoy Bulletin**



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