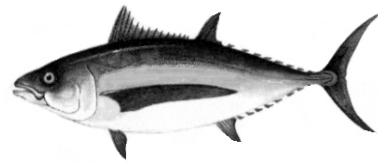


WESTERN FISHBOAT OWNERS ASSOCIATION ©



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Members:

January 15, 2010

Happy New Years to all members. WFOA wishes all a prosperous 2010 in your endeavors. Within this newsletter are some important management issues that will affect members over the next 2-3 years. Also included is information about the Annual Meeting at the end of March which we hope many of you can attend.

ANNOUNCEMENTS:

➤ **Dues:** Dues for 2010 are now payable. We appreciate those who have already paid their 2010 dues and a special thanks to those that also contributed extra to the Public Education Fund.

➤ **AFRF Fees:** Vessels that did not sell th an AFRF contracted buyer owe \$20/ton payable to AFRF. If you did sell to a contracted buyer they paid the fee for research over and above the dock prices. A list is at the end of the AFRF section.

➤ **AGM Seminars:** WFOA is now soliciting proposals from WFOA supporting members to present a seminar at the annual meeting in Rocklin, CA. We will have at least 2 seminars per day on March 30 & 31 at the Springhill Marriott. WFOA asks for seminar topics relevant and of interest to albacore fishermen. We would like commitment as soon as possible. Please send your proposal to WFOA by mail or e-mail.

➤ **CPR / First Aid:** WFOA is considering offering a CPR/First Aid course after our annual meeting in Rocklin, CA. It will be conducted on April 1, 2010 , 8AM - 3PM at the Marriott Springhill Hotel or other designated site close by. You can sign up on the enclosed form, however the price is high - \$60/per person plus \$15 lunch, 6-15 persons per class and \$50 if over 10 sign up. If we don't get enough interest by February 28th it will be canceled.

2010 ANNUAL MEETING: The WFOA/AFRF Annual Meeting 2010 will be in Roseville / Rocklin, CA from March 29 - April 1, 2009. The hotel venue will be the Marriott's Springhill Suites. They will be offering

WFOA a rate of \$79/night.

The processor sponsored reception will be held on the evening of March 30th at the Whitney Oaks Golf Club, with the Luncheon on March 31, 2010 at the same venue : <http://www.whitneyoaksgolf.com/Club/Scripts/Home/home.asp> .

We encourage members and supporting members to attend and support WFOA/AFRF as you have in the past. We are considering less seminars and maybe some more offsite activities for members such as wine tours and other. More details will be posted on the WFOA website and sent by e-mail.

MARKET & CATCH:

Albacore Catch: The total catch for 2009 is about 12,700/st landed in U.S. ports. Canadian landings are reported to be about 5,000 tons. The largest landing ports were Westport & Ilwaco, WA, Newport & Coos Bay, OR. Only 372st were landed in California. Effort was moderate on the account of weather and vessels engaged in other fisheries. However, landings for 2009 were up slightly over the past two seasons.

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Prices paid to vessels for brine ended up as high as \$2,400/st late in October but were in the \$2,100 - \$2,300/st range from late August onwards. Blast prices which were low most of the season did go up to nearly \$3,000/st for a few very late in the season.

In the South Pacific this season albacore vessel prices for local New Zealand boats 4kg + will be NZD \$2,650.00 for iced fish. This is about USD \$1,700/st. This price includes discharge and cost of ice providing that the fish are being supplied to them. This has no bearing on U.S. & Canadian boats in the region as most have contracted blast markets for their fish. New Zealand coastal catches so far have been very poor.

Longline cannery prices at this time are around \$2050/st in Fiji and about \$2,300/st in Bangkok.

PUBLIC EDUCATION CAMPAIGN: The following is from Crocmedia LLC's year end report for WFOA/AFRF, the full report can be downloaded at: <http://wfoa-tuna.org/news/crocyearend2009.pdf>

During 2009, time was divided equally between media and non-media activities; building strategic relationships, media relationships and pitching, creating awareness among key groups (general public, retailers, chefs, industry groups etc.) in the Northwest and nationally.

The first quarter of 2009 focused on WFOA's bid for MSC Certification, applications for additional funding and media pitching around the seasonal availability of troll-caught albacore in medium and long-lead media including regional newspapers and magazines.

A significant amount of time during the second quarter was dedicated to building WFOA's relationship with key retailer, Whole Foods Markets (Northwest). Non-media related activities included working with organizers of regional food and fishing events including the Monterey County Fair and the Pacific Fishermen's Festival.

Media outreach during the second quarter focused on several news releases; notably the release of results from the Selenium Health Benefit Study from the University of North Dakota which was partly funded by the American Fisherman's Research Foundation (AFRF). This report garnered wide, positive media attention, particularly in commercial fishing trade publications.

In addition to regular media pitching, Crocmedia spent time building WFOA's online presence during the second and third quarter. A new blog (wildalbacore.blogspot.com) and Twitter page (twitter.com/pacificalbacore) were created and Web site upgrades were proposed. Two electronic newsletters and a direct marketing campaign to chefs were started and are currently being distributed to a growing database of contacts.

July through September – the busiest time of the year for WFOA members – half of Crocmedia's time was spent coordinating and promoting a series of Whole Foods promotions in the Northwest which were highly successful and received excellent feedback from the retailer. Other activities around this promotion included; food and local media pitching (TV, radio, online and print), working with local chef, Eric Jenkins, and speaking to other local "food personalities" including Braiden Rex Johnson and Gary Puetz, The Seafood Steward about recipe development and promoting Wild Pacific Albacore.

For the remainder of this period Crocmedia focused on big-picture issues affecting WFOA members including the aging of the fleet, the impact of low-priced imports and countering negative publicity surrounding international media coverage of declining Blue Fin tuna stocks. We also secured press on an AFRF research and tagging trip.

Post-season, Crocmedia focused on promoting the work of local canneries and microprocessors, notably securing a National Public Radio feature story that was picked up nationally on the radio and online.

The remainder of the fourth quarter was spent updating the Wild Pacific Albacore web site, and developing an online, downloadable press kit and recipe cards that could be made available to WFOA members. We redesigned the layout of existing press materials to align with the look and feel of the new website. A large number of samples were sent to food writers and reviewers across the country.

Wild Pacific Albacore's online presence continued to grow in 2009. It has a strong following on Twitter, is listed nine times and has 150 followers. The Pacific Albacore blog continues to be an excellent source of information and consistently comes up high in searches for information on tuna issues using the Google search engine.

The final project for the year was to build a database

of all the aquariums and marine biology facilities across the U.S. that have sustainable seafood programs. Letters of introduction and press packs were sent to all the heads of these projects, introducing the Wild Pacific Albacore campaign and demonstrating ways we could work with them. This project will continue into 2010.

Throughout the year Crocmedia continued to work and correspond with interest groups including the Chef's Collaborative (Green Chefs, Blue Oceans initiative), Clean Fish (Von's supermarket), The Oregon Albacore Commission, The Marine Stewardship Council, The SHEDD Aquarium's Right Bite Program, The Monterey Bay Aquarium, and Slow Food Shasta.

Crocmedia looks forward to 2010, and a positive outcome with the application for MSC certification. We are positive about a growing regional and national interest in Wild Pacific Albacore with "local and sustainable seafood" frequently cited as a 2010 food trend to watch. We recognize the importance of documenting the Northwest troll albacore fleet and will look for ways to build the collection of images and film footage available to us.

Need Stories: We'd love to know about your new websites, custom canned products, distribution deals, new boats, and any interesting tidbits that might make a good story. Please feel free to contact Brooke George from Crocmedia and let her know what you're up to. <brooke@crocmedia.com> 323.382.0102

MARINE STEWARDSHIP COUNCIL (MSC): The public comment period for the WFOA certification ended on December 26, 2009. A few comments were received and we are addressing those at this time. Once those are re-entered in the draft report by the certifier there will be a final report issued and a 15 objection period. WFOA is anticipating this to be wrapped up in a few weeks after which there will be a public announcement by MSC.

This certification basically will cover the U.S. troll and baitboat fishery with a few controls built in to recognize qualifying vessels. If you are a WFOA member vessel you will be under the certification. If you are not a member you will be identified by your HMS permit and cross referenced at time of unloading by WFOA, the unloader, and Chain of Custody certifier. Buyers and individuals processing or selling MSC destined albacore - wishing to utilize this certification have to enter the Chain of Custody and it is spelled out on the MSC website. Buyers also

have to be designated by WFOA and sign an agreement. There will be a nominal fee per ton to recover some of our costs. Individual using the certification as well as custom canners also need to follow the same steps.

Contact WFOA if you have questions. MSC will also be at our annual meeting to answer questions of buyers, fishermen, and others on March 30th from 1-2:30 PM at the Springhill Marriott in Roseville, CA.

MANAGEMENT & REGULATION:

PFMC: At the November PFMC meeting and HMSAS advisory committee, issues such as the NMFS white paper on effort/catch limitation options for albacore were discussed. Please see the AFRF section of this newsletter for more information not addressed here.

Control Date: There will possibly be a change to the March 9, 2000 control date on the April PFMC agenda in Portland, OR. If passed by the council it would move the old date to the present date of the council meeting. If any member has an opinion on this they should contact the council.

At this point there is no formal move toward limited entry by the PFMC at this time. However, small steps could turn into something more down the road. WFOA will continue to follow this at the council and federal levels and report changes in direction to our membership as they occur. If a plan amendment turns at some stage into reality, WFOA would want input from the membership on possible options such a plan should take. Until such time WFOA continues to support international efforts to control effort where problems may exist such as the Western Pacific and the IUU fishery, and does not feel the U.S. fleet is in a position to expand. On the contrary, the U.S. albacore and other fleets seem to be dying of attrition.

ALERT: The PFMC - HMS Management Team will meet on February 23-24, 2010 at the SWFSC - Green Room, 8604 La Jolla Shores Dr., La Jolla, CA 858-546-7000. And one agenda item will be is "Management options for limiting effort in the west coast albacore troll/baitboat fishery". Unfortunately this is far from most affected fishermen but this item will be on the April PFMC meeting in Portland, OR.

NOAA Catch Shares: On December 10, 2009, NOAA released the draft NOAA Catch Share Policy. The draft policy encourages and supports the evaluation

of catch share programs as authorized under the Magnuson-Stevens Act. The draft policy is the result of months of careful consideration by the agency, which received input from the NOAA Catch Share Task Force and from a range of stakeholder groups. The draft policy will be open for public comment until April 10, 2010.

We encourage you to read the draft, share it with others and submit comments to NOAA. The draft NOAA Catch Share Policy can be found on NOAA's webpage at <www.nmfs.noaa.gov/catchshares>.

An online comment form has been established to collect public comments on the document. You will find a link to the comment page on the Catch Share website or you can find it directly at <http://www.nmfs.noaa.gov/catchsharescomments>.

CA - Air Resources Reporting: The Commercial Harbor Craft regulation (regulation) does not require vessel engine owners and operators to submit a yearly report. The initial report that was due to the Air Resources Board (ARB) on March 31, 2009, was a one time requirement. However, owners and operators are required to update this report annually. These updated records do not need to be submitted to the ARB, but must be maintained on the vessel or at a central dockside location. These records are to be made available for inspection upon request by an ARB agent or employee.

If you have questions or concerns about reporting and record-keeping requirements or any other regulatory requirements, please contact ARB staff for assistance toll-free at 1-888-442-7238, or via e-mail at harborcraft@arb.ca.gov.

IUU Comments - from Federal Register: NMFS proposes regulations to implement international conservation and management measures adopted by the RFMO's. The measures pertain to vessels that have been identified by these regional fishery management organizations (RFMOs) as having engaged in illegal, unregulated, and unreported (IUU) fishing activities and included on their respective IUU vessel lists. As a party to these RFMOs, the United States is obligated to take certain actions against the listed IUU vessels in a manner consistent with our laws and policies.

This proposed rule would clarify the domestic processes by which the United States intends to meet these obligations. Specifically, it would implement obligations to restrict entry into any port or place of the United States and access to port

services by vessels on the IUU vessel lists of the aforementioned RFMOs. It would also prohibit the provision by persons and business entities subject to U.S. jurisdiction of certain services to, and commercial transactions with, such vessels. NMFS is seeking public comment on the proposed rule.

DATES: Written comments must be received by February 25, 2010.

ADDRESSES: Written comments on this action, identified by RIN 0648-AW09, may be submitted by any of the following methods:

- **Electronic Submissions:** Submit all electronic public comments via the Federal eRulemaking Portal at www.regulations.gov.
- **Mail:** Mi Ae Kim, Trade and Marine Stewardship Division, Office of International Affairs, NMFS, 1315 East- West Highway, Silver Spring, MD20910.

D.C Rally: On February 24, 2010, a united gathering of recreational and commercial fishermen and fishermen's associations-United We Fish- is scheduled on the steps of the Capitol building in Washington DC, to rally support for amendment to the Magnuson legislation through the Flexibility in Rebuilding American Fisheries Act of 2009. I know it's a long way to DC, but it is vital to America's fishing industry that this Act gets passed and that our legislators know how much support is behind it. Most supporters and organizers are from the East Coast, and we need to have the West Coast fishermen and women not only represented but also given the opportunity to protect their fishing rights. Please consider helping to make this event more widely known by promoting it to your members and the wider public. For more information, visit: <http://unitedwefish.blogspot.com/>

You can also help by signing the following petition, which will be presented to our Congressional Representatives in DC on the 24th:
<http://fs16.formsite.com/FixMagnusonNow/form793561462/>

New Members: Since October 20, 2009:

F/V Harvester	Tyler Long	Coos Bay, OR
F/V Nelma II	Jim Gagnon	Coos Bay, OR
F/V Rose Lynn	Jim Gritzfeld	Morro Bay, CA

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