



Newsletter of the Oregon Albacore Commission

May 2009

Letter to the Fleet from Chair Goche

Fellow Blue Water Fishermen,

This past year has been an exciting one for the Oregon Albacore Commission (OAC); new programs, new direction and new Commissioners and now the annual meeting in Astoria for the first time. We are holding the annual meeting in Astoria this year for several reasons, not the least of which is that it is the home port of our newest commissioner Christa Svensson. As you all know The River is also where a lot of landings take place. We selected Astoria for another reason too. We want to make it easier for those of you who have never been to an OAC meeting to come see what your hard earned money is being spent on and, since it is the annual budget meeting, you will have an opportunity to influence the direction of OAC over this next year. It's your money, come speak up.

We understand spring is a busy time when we are all getting ready to go offshore and have a million things on our "To-Do" lists, but the annual OAC meeting should be one of them that actually gets done.

Good Luck,
Rick

WFOA Pursues MSC Certification

Through the American Albacore Fishing Association (AAFA), the North and South Pacific Pole & Line and Troll/Jig Fishery has achieved Marine Stewardship Council (MSC) certification.

MSC works to enhance responsible management of seafood resources, to ensure the sustainability of global fish stocks and the health of the marine ecosystem. Their chain of custody provides traceability of the fish from the harvest vessel to the retail shelf. The MSC certification through AAFA applies to AAFA member vessels and vessels recognized by AAFA.

WFOA and the Canadian Highly Migratory Species Foundation (CHMSF) have entered the full MSC certification process to cover the entire U.S. troll albacore fleet. Upon completion, two separate certificates will be issued, one to Canada and one to WFOA. It is anticipated that all vessels could be covered if they meet the troll and poll criteria of MSC. You can visit WFOA's website for more information about the status of the process (wfoa-tuna.org).

OAC Meeting in Astoria

Join us in Astoria on Tuesday, May 19 to visit with your Oregon Albacore Commissioners and welcome Christa Svensson of Bornstein Seafoods as a new commissioner. A reception will be held from **5:30 – 7:30 p.m.** at the Seafood Consumer Center (SCC), 2021 Marine Drive. Albacore fishermen, dealers/buyers, port representatives, media, and the public are welcome.

Return to the SCC on **Wednesday, May 20 beginning at 9:00 a.m. for our regular meeting.** Those present will be eligible for our door prize drawings.

Agenda items include:

- Albacore pouches and product development
- European Tuna Conference update
- Western Fishboat Owners Association (WFOA) update and Marine Stewardship Council (MSC) certification
- Oregon Department of Fish & Wildlife (ODFW) update and bait fishing in the bays discussion
- OAC activities presentation
- Seafood Oregon activities
- Legislative update

A **Public Hearing** will begin at **2:00 p.m.** for discussion of our 2009/2010 budget.

This is a great opportunity to learn what the Oregon Albacore Commission has been doing to support our fishermen and the industry.

The New "Foodie Show" to Feature Canned Oregon Albacore Tuna

Look for your Oregon Albacore to be featured on the first episode of a new show, "The Foodie Show". We have contracted with Noggle Media to produce a 30-minute show using canned Oregon Albacore. Chef Jardin of Coos Bay's Black Market Gourmet will demonstrate three recipes including industry and nutritional information. The show should be ready for summer distribution and the OAC will have access to use the show for future events.

We will let you know when the show is ready and available for online viewing.

Federal Regulations to Fish in Canadian Waters for 2009

Instructions for Complying with Federal Regulations to Fish in Canadian Waters for 2009.

Effective in the 2009 season, hailing to ShipCom (the U.S. third party service provider) will no longer be required for both U.S. and Canadian harvesters. Vessel masters will continue to be required to hail into the Canadian Coast Guard station at Tofino, British Columbia.

1. You must register for the 2009 Annual Vessel Fishing List by:

- Contacting NMFS at 562-980-4024, fax 562-980-4047 or email (albacore.fish@noaa.gov) at least 7 days prior to the first day you plan to fish in Canadian waters; and
- Providing to NMFS: 1) vessel name, 2) home port, 3) radio call sign or vessel identification marking that identifies the flag state of the vessel ("Vessel Identification Marking"), 4) fishing vessel registration number, 5) captain or operator's name, if known, and 6) vessel length. Ensuring a) the vessel is clearly marked with the name and identification number (either U.S. Coast Guard Documentation number or state registration) followed by the letter "U"; and b) the vessel identification is clearly visible both from the air and from other vessels on the water.

2. The list is only valid for a single year, and every fishing vessel that fishes under the treaty with Canada must be on the List. Individual fishermen are responsible for this registration, not the various albacore fishermen associations. Upon verification of permit status and eligibility, vessel owners will receive an email or phone call confirming they have been added to the 2009 Annual Vessel Fishing List. For the U.S., a provisional list shall be provided to Canada by July 1 and may be revised during the fishing season.

3. You must report to the Canadian Coast Guard in Tofino at least 24 hours prior to entering Canadian water and at least 72 hours before leaving Canadian waters.

Ways to contact Tofino: VHF channel 26 (within 60 mile range); MF channel 2054 (within a 200 mile range); HF channel 4125 (within a 400 mile range); using a satellite phone or cell phone dial 250-726-7716.

4. You must submit Federal Albacore Troll Logbooks for all fishing activity in the U.S. EEZ and any albacore landed to U.S. ports. You are also encouraged to report fishing activity in the Canadian EEZ and landed to Canadian ports.

• Submit logbooks to the SW Fisheries Science Center within 15 days of the end of a trip to Mr. John Childers, Southwest Fisheries Center, 8604 La Jolla Shores Drive, La Jolla, CA 92037-1508, 858-546-7192, (john.childers@noaa.gov).

• Need a logbook? Call 562-980-4024 or check (<http://swr.nmfs.noaa.gov/logbooks.htm>)

• You are encouraged to document any IUU (Illegal, Unregistered, Unreported) fishing vessel activity in your logbook, including pictures, email and radio reports. Contact the NMFS Office of Law Enforcement (OLE) hotline 800-853-1964. You may also contact the SW OLE at 562-980-4050 or the NW OLE at 206-526-6133.

5. You must have a valid HMS Permit from NMFS if you also fish in U.S. waters! Permit applications can be obtained at (<http://swr.nmfs.noaa.gov/hms/hmsapp.pdf>)

6. Do not fish inside of 12 NM from Canadian shores.

The Tuna Fleet Is In! Commercials Will Air Again in 2009

This is a great opportunity for fishermen who sell albacore from their vessels directly to the public.

During 2008, the OAC produced two 30-second commercials advertising that the Albacore Tuna Fleet Is In! These aired during August and September in Jackson, Josephine, Lake, Curry, Coos, Linn, Benton, Lane, Douglas, Deschutes, Crook, and Jefferson counties in Oregon and Siskiyou county in California.

The commission added a new page to our web site (oregonalbacore.org) with each port listed. As fishermen called in to say that they were selling albacore from their vessel, they were added to the page under their port. When they sold out, their information was removed.

The commission also added an automated phone line to give consumers the same information as the web page.

Many consumers saw the commercials and visited

the web page and/or phone line, which helped them find vessels selling albacore from each port. Those fishermen who called in were pleased with the results and reported increased sales and contacts.

The commission is very pleased with this positive promotional effort and will be airing these commercials again this year throughout the state.

Interested fishermen who sell directly from their vessels are invited to participate by calling or emailing the OAC (Nancy Fitzpatrick, 541-994-2647 office, 541-921-8309 cell, njf@class.oregonvos.net) with the following information for posting (boat name, fisherman's name, phone #, port where you are selling fish, dock # - if there is one, dates in port selling fish).

This program will only work with fishermen participation - please let us help you grow your local business.

Help Us Build an Albacore Email Database

This newsletter is mailed to Albacore fishermen and buyers with landings in Oregon, interested industry individuals, coastal ports, Sea Grant Extension agents, state agencies, and other interested parties. If you would like your name or others you know to be added to the list, please contact the OAC or fill out the form below, cut and send to the office.

Also, to save costs, the OAC would like to send this newsletter electronically. Thank you to those who have already sent us your email information.

Please fill out the form below or email us (njf@class.oregonvos.net) so that we can add you to our email database.

Name: _____ Email _____

Address: If different from the label on the other side of this newsletter. _____

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OAC Activities in 2008 and Continuing

Education:

- The OAC website (oregonalbacore.org) – information on the fishery, buying information, recipes, health/nutrition information, supplier information, and our new page – The Fleet Is In.

- Wave energy – educating the public and legislators about the potential impacts and safety/navigational hazards of wave energy facilities and that fishermen must be at the table in their communities for these discussions.

- Marine reserves – educating the public and legislators about the potential economic impacts to our fishermen and our coastal communities. The Seafood Oregon recommendation is that marine reserves may be beneficial if they are developed in collaboration with fishermen, are adequately funded, and established for a limited period.

- Newport Bay Port Signs – worked with Sea Grant to develop text for the albacore fishery sign that is along Newport's bay front.

- Ocean Film – provided funding for this commercial fisheries film that includes changes/improvements in the fisheries, at-sea footage, interviews with fishermen and the communities, and puts a face to the fishermen who bring seafood to our table. The film should be completed this summer.

- Hatfield Marine Science Center – Seafood Oregon is funding the commercial fisheries display that will have models of fishing vessels, information on fishing methods and sustainability, and fisheries connections to science.

- State & federal legislative issues – the OAC has provided comments on Oregon's proposed bar closure rule, the Navy EIS for increased training exercises in the ocean, NOAA boarding ladder rule, wave energy and marine reserve sites.

Research:

- Seafood Consumer Center – retorted albacore using flexible pouches
- Product development – albacore ham/loaf, jerky
- Albacore carcasses used for crab bait

Communication:

- OAC newsletter
- Email current information (industry, state/federal legislative issues) to the fleet
- OAC meetings
- Attend conferences and workshops (Sustainable Seafood Summit, Heceta Head Conference, Offshore Aquaculture Forum)
- Attended AAFA General Meeting to tell about OAC activities.

Promotion:

- Point of sale materials – technical sheet, recipes, loining information
- Provide promotional product for events
- Magazine advertising
- Cooking show using canned albacore
- The Fleet Is In commercials and website page showing which vessels are in port selling albacore
- PacificFishTrax.org marketing project through New Seasons Markets in Portland
- Through Seafood Oregon attended trade shows in Seattle and Boston, the Oregon Seafood and Wine Festival in Portland and the Oregon State Fair



Private Labeled Albacore

Anyone who has private labeled albacore product they are willing to sell directly to the public send us your contact information. We will advertise your label, by home port, to the public in your area. Please include whether or not you have product in inventory now and if not when you expect next year's pack to be ready. This information will be included in the localization program for those consumers who want to eat local albacore from local fishermen but don't want to can it themselves.



Oregon Albacore Commission
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Commissioners

Rick Goche • Chairman • Coquille (Fisherman)
Jerry Bates • Vice Chairman • Newport (Fisherman)
Tom Pfister • Sec/Treas • Newport (Fisherman)
Mike Griffith • Brookings (Fisherman)
Larz Malony • Clackamas (Handler)
Shawn Ryan • Charleston (Fisherman)
Mark Schneider • Yamhill (Handler)
Christa Svensson • Astoria (Handler)
Public Member • Vacant

Staff

Nancy Fitzpatrick, Administrator

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The Oregon Albacore Commission is an industry-funded state commodity commission under the Oregon Department of Agriculture.

OAC Seeking Public Member

The Oregon Albacore Commission is looking for a commissioner to serve as our public member. This commissioner must be a U.S. citizen, an Oregon resident, and have an active interest in improving economic conditions for Oregon Albacore. A public member cannot be directly associated with the production or handling of albacore. Public members have included a banker, executive chefs, community college professors, grocery store marketing executives. Our commissioners help determine priorities for the commission, spread the message about the benefits of Oregon Albacore and do hands-on marketing by attending national trade shows or local fairs.

If you know of someone who might be interested, please contact the OAC or Kris Anderson at the Oregon Department of Agriculture (503-872-6600).