



**NOAA
FISHERIES**

Southwest
Region

Aligning the Waterfront with Goals for Sustainable U.S. Fisheries & Seafood Market Opportunities

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National Working Waterfronts & Waterways Symposium

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Overview

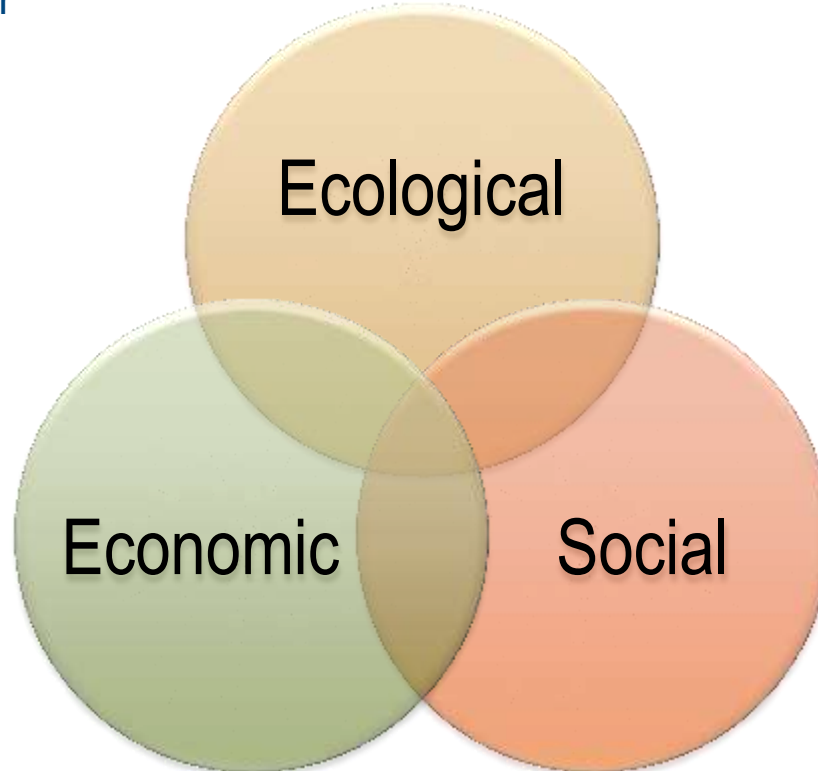
- Sustainability
- Creating sustainable U.S. fisheries
- Current challenges
- Why support fisheries in your community?

Sustainable

“A method of harvesting or using a resource so that the resource is not depleted or permanently damaged; of or relating to a lifestyle involving the use of sustainable methods”

Merriam Webster

3 Pillars of
Sustainability:



U.S. fisheries



Guiding Our Way

- Magnuson-Stevens Fishery Conservation and Management Act (MSA)
 - Manage **harvest** of U.S. fisheries resources (commercial & recreational)
 - U.S. Exclusive Economic Zone (3-200 nm)
 - To benefit the nation (jobs, recreation, food security)
 - Regional Fishery Management Councils
 - 10 National Standards
- Other Applicable Law
 - E.g., ESA, MMPA



A long road...

- 1976 MSA goals:
 - Phase out foreign fishing in the U.S. EEZ
 - Develop domestic harvest
- Issues emerged:
 - Overfishing, overfished stocks
 - Fleet overcapacity in some fisheries
 - Ecosystem impacts – bycatch, habitat
 - Evolving scientific knowledge and methods



Today: Responsible Fisheries

1996 & 2007 reauthorizations

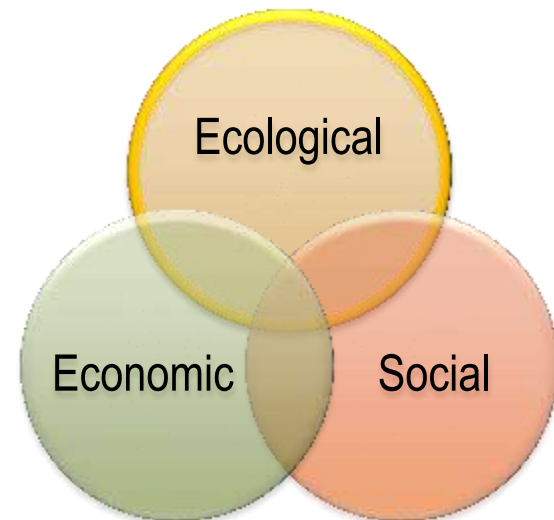
- Science-based decisions / best available science
- Firm caps on fishing levels to prevent overfishing with accountability and buffers for uncertainty
- Rebuilding plans
- Minimizes bycatch and interactions with endangered species and marine mammals
- Protects habitat
- Monitored and enforced
- Consider needs of fishing communities
- ... and still working towards improvements ...



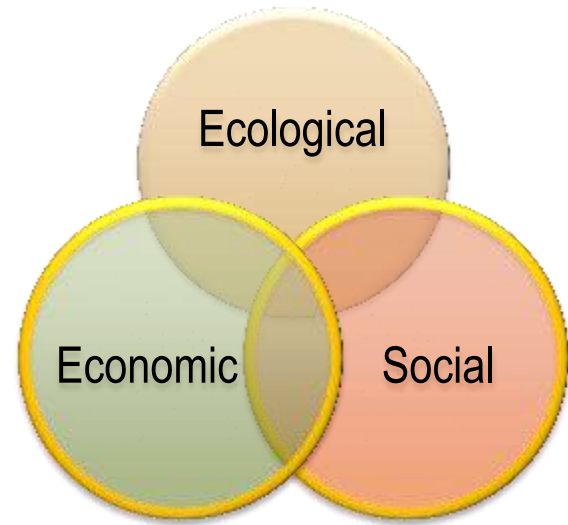
Progress

The majority of federally managed stocks and complexes in the U.S. are healthy.

- Of the stocks for which status determinations are known:
 - 86% are NOT subject to overfishing
 - 79% are NOT overfished



Significant progress, but ...



Research & Innovation

- Bycatch Reduction Engineering Program
- Cooperative Research Program
- U.S. pelagic longline fisheries
 - Circle hooks & mackerel bait
- West coast swordfish fishery
 - Day-time deep-setting for increased selectivity
- West coast rockfish
 - Testing new gear to target mid-water abundant stocks and avoid deeper water vulnerable stocks



U.S. Seafood Trade Deficit

- 91% of the seafood consumed in the U.S. is imported
 - Imports keep prices low
 - Food security
- Market transfer effects
 - Bycatch impacts from limiting U.S. fisheries are transferred to foreign fleets that often harvest with a higher bycatch per unit effort?
 - Labor & safety laws?
 - Carbon footprint?
- Leveling the playing field
 - IUU list
 - MMPA provisions

Demand for **Sustainable** Seafood

- Proliferation of seafood consumer buying guides
 - What to buy
 - Where to shop
- Consumer boycotts
- Eco-labels (e.g., Marine Stewardship Council)



Images used as examples, not endorsements.



FISHWATCH

U.S. SEAFOOD FACTS

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

North Atlantic Swordfish



A Fish Name



B Fish Name



C Fish Name

FISH FINDER



Growing sustainable aquaculture in the United States for the people, the economy and the environment

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FishWatch is suspendisse potenti. Curabitur leo est, pulvinar in molestie nec, hendrerit faucibus nisi.

FISHWATCH ISSUES

SUSTAINABILITY FACTS

FEATURED RECIPE

Evolving business strategies

- Farmer's markets
- Direct-to-consumer online retail
- Technology (e.g., QR Codes, Trace & Trust, Gulf Trax)
- Sustainability certification (e.g., MSC)
- Community supported fisheries (CSFs)
- Community fishing associations (CFAs)
- Fishermen's co-ops
- Partnering with NGOs, chefs, restaurants
- Market under-utilized species

Why Support U.S. Fisheries?

Do you want to:

- Continue importing 90% of the seafood we eat in the U.S.?
- Have a safer, more secure U.S. seafood supply?
- Know where your food comes from?
- Contribute to U.S. jobs?
- Maintain cultural heritage for future generations?
- Take advantage of emerging market opportunities?

Fishermen and seafood industry have unique needs in the waterfront.

Collaborations



2011 Economic Contributions

Seafood industry – harvesters, processors, dealers, wholesalers, retailers, including imports & multiplier effect – generated:

- **\$ 129 billion** in sales impacts
- **\$ 37 billion** in income impacts and supported **1.2 million jobs**

U.S. commercial fishermen landed:

- **9.9 billion pounds** of seafood valued at **\$ 5.3 billion**
 - Up by 20% and 18% respectively since 2010



2011 Economic Contributions

U.S. recreational fishing generated:

- **\$ 70 billion** in sales impacts
- **\$ 20 billion** in income impacts and supported **455,000 jobs**
 - 40% more jobs than in 2010

