Gentrification of the Port of San Diego
The case for building Social Capital
Little space allocated to the fishing industry in the Port

Land and Water Use Allocation

<table>
<thead>
<tr>
<th>USE</th>
<th>ACRES</th>
<th>&amp; TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMERCIAL</td>
<td>758</td>
<td>14</td>
</tr>
<tr>
<td>Commercial fishing</td>
<td>19</td>
<td>0.5</td>
</tr>
<tr>
<td>INDUSTRIAL</td>
<td>1424</td>
<td>26</td>
</tr>
<tr>
<td>PUBLIC RECREATION</td>
<td>961</td>
<td>18</td>
</tr>
<tr>
<td>CONSERVATION</td>
<td>1458</td>
<td>27</td>
</tr>
<tr>
<td>PUBLIC FACILITIES</td>
<td>616</td>
<td>12</td>
</tr>
<tr>
<td>MILITARY</td>
<td>152</td>
<td>3</td>
</tr>
</tbody>
</table>
Relatively few fishermen in San Diego
Fishermen by Gear Type

<table>
<thead>
<tr>
<th>SAN DIEGO FISHERMEN</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net</td>
<td>34</td>
</tr>
<tr>
<td>Trap</td>
<td>39</td>
</tr>
<tr>
<td>Hook and Line/Harpoon</td>
<td>21</td>
</tr>
<tr>
<td>Albacore Troll &amp; Bait</td>
<td>11</td>
</tr>
<tr>
<td>Dive</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>121</strong></td>
</tr>
</tbody>
</table>

Population of San Diego County
3,140,069
High variety, low abundance of fish landed in San Diego

- INVERTEBRATES; Rock crab, Spider crab, Kellet’s whelk, Red sea urchin, Purple sea urchin, Turban snail, Spiny lobster
- GROUNDFISH; Black gill rockfish, Black cod, Sand dabs, Bank rockfish, Brown rockfish, Copper rockfish
- DEEP NEARSHORE; Sheephead, Cabezon, Halibut, Barracuda, Dorado
- PELAGICS; Swordfish, Thresher shark, Mako shark, Opah, Bluefin, Albacore, White Seabass, Yellowtail
- COASTAL PELAGICS; Sardines, Squid, Anchovy, Mackerel, Kingfish

Ex-vessel Value of Fish landed $5.6 Million /ann.
Value of San Diego Agriculture Products $5.1 billion/ann.
What is needed to revitalize the industry?

• Infrastructure
• Social Capital
• Improved access to local fish
• Pathway for new entrants
Infrastructure Needed for a Working Fishing Harbor

• Berthing
• Offloading pier/ Hoists
• Ice/Cooler space
• Dockside market
• Net mending area
• Gear storage
• Meeting room
Our attempts at building Social Capital
The road to a Community Fishing Association

<table>
<thead>
<tr>
<th>ASSOCIATIONS FORMED</th>
<th>FUNCTIONS/GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 501 c03</td>
<td>Non-profit to obtain grants.</td>
</tr>
<tr>
<td>San Diego Fishermen’s Working Group</td>
<td></td>
</tr>
<tr>
<td>• LLC</td>
<td>Sell a variety of local fish</td>
</tr>
<tr>
<td>San Diego Seafood harvesters</td>
<td>Operate the dockside market</td>
</tr>
<tr>
<td>Tuna Harbor Dockside Market</td>
<td></td>
</tr>
<tr>
<td>• Marketing Association</td>
<td>Access to resources. Orderly distribution</td>
</tr>
<tr>
<td>San Diego Seafood Harvesters</td>
<td></td>
</tr>
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</table>
What is a **Community Fishing Association (CFA)**?

It should have membership from the Community:

- Fishermen
- Aquafarmers
- NGO, Extension Program
- Scientists
- Chefs, processors
- Consumers - diverse ethnic groups
- Local government (Port, City)
- Local Resource Managers
What’s the role of the Community Fishing Association?

**Develop economically and ecologically sustainable fisheries**
- Direct marketing
- Access to local fisheries
- Access to new entrants

**Maintain fishing infrastructure**
- Develop political and economic clout to delay the gentrification of urban waterfronts
- Attract the community to the waterfront to observe a working waterfront

**Community outreach and education**
- Edutaining efforts
How can a Community Fishing Association improve the relationship with the Port Authority?

Problem
Port bureaucracy is not set up to deal with fishing groups

Gentrification. Other interests pay more to use Tidelands property

It does not fit with Port plans

Solution
Establish a Corporation capable of entering into agreements with the Port

Demonstrate that the public wants to visit the docks and is interested in fishing history and culture

Show the fishing as part of an overall marketplace on the docks
How can a Community Fishing Association recruit supporters/partners?

Issues
• A sustainable funding stream cannot rely on grants but must be funded through obtaining a better price for fish
• Direct marketing is needed to improve fish prices
• Local Fisheries have all but disappeared from San Diego (86% of fish consumed is imported)
• Consumers do not think that local seafood is a viable option

Supporters
COMMUNITY
We came to the Symposium to learn from others

- Ports where Fishing is treated as an important asset
- Sea Grant
- Fishing Associations
- Fishery managers

LET’S DO LUNCH