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

Jennifer Isé and Craig Heberer

National Working Waterfronts & Waterways Symposium
March 27, 2013
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:
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 …
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.
Growing sustainable aquaculture in the United States for the people, the economy and the environment.

MORE...
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

Sustain Environmental Resources

Ecological

Economic

Social

Make Business Sense

Socially Valued / Responsible
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