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THE LAST WORD

THE NEED FOR UNITY – AND A STRONG ASSOCIATION – HAS NEVER BEEN GREATER.

CWPA PROMOTES THE 'GOOD NEWS' AND PROTECTS ACCESS FOR THE FUTURE OF CA'S WETFISH INDUSTRY.

EDITOR: D.B. PLESCHNER

FY 2009–10 ...THE YEAR AT A GLANCE

Beginning with the January–March 2009 extension quarter that set up our new seasonal Fiscal Year, through March 31, 2010, your executive director spent 82 days attending meetings on behalf of CWPA:

– 35.5 days in meetings related to federal CPS issues, including attendance at CPS Advisory Subpanel and Stock Assessment Review Panel meetings for sardine and Pacific mackerel, and testimony at the November 2009 meeting of the Pacific Fishery Management Council;

– 31.5 days in meetings related to state fishery management issues, including Fish and Game Commission meetings, meetings with individual Commissioners, meetings of the MLPA Regional Stakeholders Group, Science Advisory Team and Blue Ribbon Task Force;

– 15 days attending meetings related to CWPA activities, including special sardine research meetings. Meeting venues stretched from San Diego to Portland OR, and points in-between.

The precedent-setting industry-sponsored sardine research project was perhaps the most significant highlight of the year. CWPA also continued active participation in the California Fisheries Coalition, coordinating the Fisheries Information Network with a goal to achieve a science-based outcome in the MLPA Initiative. In addition, CWPA advanced our collaborative -field research program for market squid, and continued efforts to cement a cooperative agreement with the Department of Fish and Game as partners in research and advisors in management decisions.

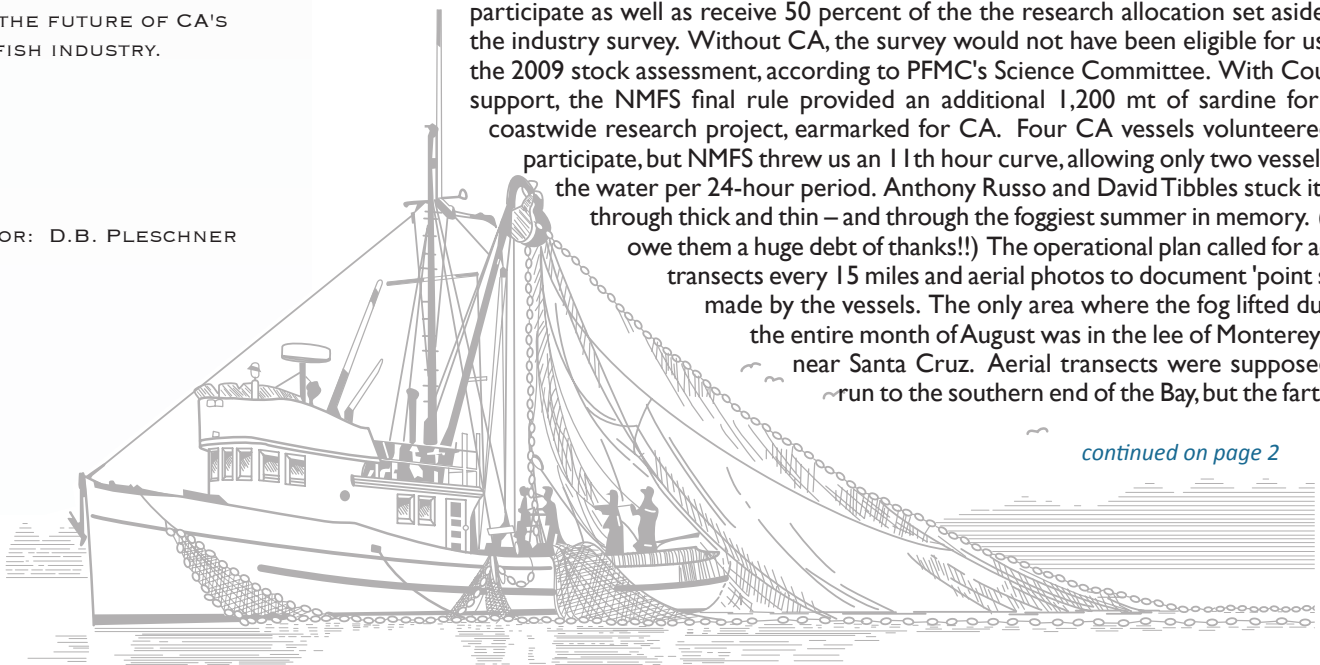
Protecting access to fishery resources

Sardine:

The sardine harvest guideline took another serious tumble in 2009, based on government egg deposition surveys, the only index of abundance used in the 2008 stock assessment: the directed fishery HG was only slightly more than 59,000 mt. coastwide. The first period closed February 20, the second on July 18, the third on September 23—after only 8 days, and sardine retention was prohibited entirely on December 23.

Early in 2009 CWPA went to the mat at the PFMC to ensure that CA would be allowed to participate as well as receive 50 percent of the the research allocation set aside for the industry survey. Without CA, the survey would not have been eligible for use in the 2009 stock assessment, according to PFMC's Science Committee. With Council support, the NMFS final rule provided an additional 1,200 mt of sardine for the coastwide research project, earmarked for CA. Four CA vessels volunteered to participate, but NMFS threw us an 11th hour curve, allowing only two vessels on the water per 24-hour period. Anthony Russo and David Tibbles stuck it out through thick and thin – and through the foggiest summer in memory. (We owe them a huge debt of thanks!!) The operational plan called for aerial transects every 15 miles and aerial photos to document 'point sets' made by the vessels. The only area where the fog lifted during the entire month of August was in the lee of Monterey Bay, near Santa Cruz. Aerial transects were supposed to run to the southern end of the Bay, but the farthest

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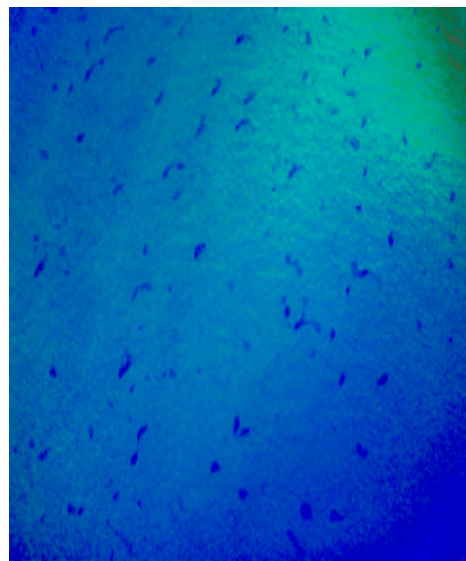
A CLOSER LOOK...

Industry's Aerial Sardine Survey Saves the 2010 Fishery

After suffering two years of unproductive spring sardine egg surveys coupled with sharply declining harvest quotas, CWPA cooperated with the Northwest sardine industry in 2009 in an effort to document the huge biomass of sardines that fishermen have reported on the grounds. The research project was very costly, and the persistent marine layer truly frustrating, but after a double dose of scientific scrutiny the results bore fruit – and enabled a sardine fishery in 2010. (Absent the aerial survey data the stock assessment would have produced a coastwide harvest guideline of only about 8,000 mt.)

CWPA is gearing up for another aerial survey this summer, expanding the survey area as far south as Catalina Island in S.CA., where fishermen spotted sardines last summer. The operational plan identifies 40 transects spaced 15 miles apart, and the Experimental Fishery Permit we filed with the Council and NMFS allocates 2,100 mt of sardine for point sets. Four vessels in Monterey and four in S.CA. have volunteered to participate: Grateful thanks to Nick Jurlin, FV Eileen; Robert Terzoli, FV Maria T; Vince Lauro, FV Endurance; Neil Guglielmo, FV Trionfo; Frank Aliotti, FV El Dorado; Dominic Aliotti, FV Aliotti Bros.; Andy Russo, FV Sea Wave; and Anthony Russo, FV King Phillip. Many thanks also to participating processors Monterey Fish Co. and Del Mar Seafood in Monterey, Tri-Marine and State Fish Co. in San Pedro, with an assist from Southern Cal Seafood's QA staff to offload and pull fish for sampling in Ventura. Our goal in the summer survey is to complete three replicates of the aerial survey and capture 100 percent point sets to validate surface measurements. Replicates will reduce the factor applied to the point estimate of abundance. For example, in 2009 if the CV had been .4 instead of .55, the biomass estimate would have increased to two million mt.

In addition to the summer survey, CWPA is launching a pilot project in late fall, timed to coincide with the Oct-Nov. CalCOFI cruise. The mission in fall is to evaluate alternative survey methods, flying aerial transects and conducting point sets both day and night, coupled with LIDAR (capable of 'seeing' up to 50 meters underwater) and acoustics. Our goal is to identify the most effective way to measure sardine biomass during the time of peak abundance in CA. Both projects are essential to ensure accurate sardine harvest guidelines in the future.



Sardine schools are more visible after photo enhancement. Fishermen wrapped schools of varying sizes to calibrate surface area to estimated biomass.

Sardine field research is an expensive undertaking that members are now supporting with a special sardine assessment in addition to proceeds from sale of the research fish. This industry initiative has attracted national attention, as well as government interest in continuing the survey as part of a cooperative sardine research program – with the potential of securing future funding.

2009–10 CONTINUED

Sardine (continued)

south the plane could fly was Point Reyes. Even though the weather gods didn't cooperate in CA, however, the survey itself was a success, as sardine schools were photographed on 18 of the 41 transects the research team completed, and the biomass observed was estimated at 1.35 million metric tons between northern CA and the Pacific Northwest .

Long story short: After applying a factor of .55 to account for uncertainty (i.e. the possibility that the blobs photographed might not have been sardines), the fall STAR panel and SSC approved the use of the data in the stock assessment model as a minimum estimate of absolute abundance. With aerial survey included, the 2009 spawning biomass was estimated at 702,000 mt, which raised the 2010 HG to 72,000 mt overall (67,000 for the

directed fishery). Absent the aerial survey, the HG would have been about 8,000 mt coastwide. Clearly, the industry survey saved the fishery in 2010.

We're set to expand the survey into S.CA. in 2010, and are contracting with 4 spotter pilots and 8 vessels. If we can reduce the uncertainty factor, the survey will significantly increase next year's quota!

Squid: CWPA continues to maintain our squid field research program begun under the SWFSC grant. Nick Jurlin and son-in-law Corbin, David Haworth, Neil Guglielmo and John Solomon have been trained to tow bongo nets to capture squid paralarvae adjacent to nearshore spawning grounds, following the CalCOFI Feb-Apr-Jul-Oct/Nov cruise schedule. Our research PI Doyle Hanan finds the quarterly bongo counts are a good indicator of squid abundance in the next

season's fishery. It's important to maintain the time series as all the information is fed into a GIS database, and linked to environmental parameters such as SST and chlorophyll A. Documenting the environmental triggers influencing squid abundance will help the fishery improve management, as well as maintain access to the resource. We're pursuing a MOU with DFG to gain access to aggregated catch data to complete the picture. Grateful thanks to all the fishermen participating in this important research!!

MLPA Initiative – South Coast Drama: CWPA representatives managed to survive the MLPA Initiative process with critically important spots, like Trancas Cyn. and Catalina Is., still open to the wetfish fleet, as the BRTF's Integrated Preferred Alternative (IPA) acknowledged the importance of the wetfish industry to California.

The last word...

In unity there is strength – and there has never been a greater need for strength, and a strong association!

The ink won't dry on CPS FMP Amendment 13 until January 2011, but it's clear that fishery management has become ever more precautionary – more restrictive. The Magnuson Reauthorization Act mandate to prevent overfishing requires all federal FMPs to set Overfishing Levels and Annual Catch Limits to account for uncertainty (i.e. the sardine harvest control rule will add another buffer when 3-year average sea surface temperature falls below about 63 degrees F).

Environmentalists are now also making a full-court press to protect 'forage' fish. Thankfully the Council resisted the ENGO plea to add a laundry list of 'forage' stocks to the CPS FMP; however, herring and jacksmelt did sneak in, along with new Council guidance to 'consider forage needs' when setting harvest guidelines.

Another turf war also is brewing with the upcoming reauthorization of the National Marine Sanctuary Act, under the purview of the National Ocean Service. ENGOs have launched a campaign (and drafted a troubling, anti-commercial discussion draft House bill for Representative Capps), proposing, among other things, to transfer fishery management in Sanctuary waters to Sanctuary staff.

CWPA is meeting these challenges with renewed purpose – and with an updated website, new blog, 21st century media capability and PR campaign planned to promote the sustainability and importance of California's historic wetfish industry.

BOARD OF DIRECTORS – 2009-10

President	Vince Torre Tri-Marine Fish Company
Vice President	David Haworth Vent.-Hueneme fisherman
Treasurer- Secretary	John Gingerich Hueneme Fish Co.
San Pedro (alternate)	Vince Torre Vanessa DeLuca, State Fish Ciro Ferrigno Nick Jurlin
(alternate)	
Ventura-Hueneme (alternate)	John Gingerich Pete Guglielmo, SCS David Haworth Neil Guglielmo
(alternate)	
Monterey (alternate)	Joe Cappuccio, Del Mar Sal Tringali, MFC Frank Tomich David Crabbe Anthony Russo
Executive Director	Diane Pleschner-Steele

2009–10 CONTINUED

The BRTF presented the IPA to the Fish and Game Commission in December 2009. At the Commission's March 2010 meeting, the proverbial @#*! hit the fan, when a troop of recreational fishermen accused two BRTF members of collusion, and impugned a Commissioner as well (our swing vote in the Central Coast MLPA process).

Recently PSO member Bob Fletcher filed lawsuit against the MLPA Initiative for process violations (among other complaints), and the Legislature's Accounting Office recommended cutting state funds to implement more MPAs due to the state's budget crisis. Senator Bob Dutton, V.Chair of the Budget Committee, sent a sharp letter to DFG Director McCamman, noting:

"In the absence of resources, the MLPA cannot be implemented as required by law."

The Commission's next public comment meeting to discuss proposed South Coast MPAs is slated for Santa Barbara on Aug 4-5. Stay tuned for more fireworks!!

Promote Sustainable Production & Facilitate Communications

Two goals of CWPA are to enhance sustainable production and facilitate communications within and outside the wetfish industry. In 2009-10 CWPA met frequently with state and federal officials, as well as Congressional representatives, providing both written and oral testimony regarding issues of importance to the wetfish industry. CWPA also revised and updated our website: www.CaliforniaWetfish.org

2009–10

WHERE THE MONEY WENT SUMMARY

SPECIES ASSESSED APR 09-MAR '10

P.MACKEREL	6,073 TONS
J.MACKEREL	125
SARDINE	42,698
SQUID	141,875
ANCHOVY	3,355
OTHER	23,756
TOTAL (ROUNDED)	197,356 ST

INCOME (ROUNDED)

RETAINED 3/31/09	\$187,200.
DEPOSITED 2009-10	\$199,302.
FISHERMEN	\$ 92,142.
PROCESSORS	\$107,160.
SPECIAL SARDINE	\$79,064.
TOTAL INTEREST	2,531.
TOTAL GRANTS	4,729.
ASSOCIATE MEMBERS	250.
EFP SARDINE PROCEEDS	249,227.
TOTAL INCOME	\$535,102.

EXPENSES

BUSINESS TRAVEL TOTAL	10,796.
AIRFARE	\$2,920.
AUTO	\$1,703.
LODGING	\$2,797.
MEALS +	\$3,335.
MISC.	\$ 51.
DONATIONS (CFC - PR)	6,000.
DBP&A SERVICES	60,000.
DUES & SUBSCRIPTIONS	1,056.
MEETING EXPENSE	1,382.
OFFICE EXPENSES (TOTAL)	6,171.
OPERATIONS	\$1,059.
SUPPLIES	\$1,609.
POST + PRINT	\$1,116.
PHONE	\$2,386.
PROFESSIONAL (CPA,GOV,LEGAL)	13,974.
PI + SQUID RESEARCH	51,614.
SARDINE RESEARCH	471,277.
WEBSITE	744.
TOTAL EXPENSES	\$574,408.

NET ORDINARY INCOME	\$-39,305.
OTHER INCOME/EXPENSE	632.
NET INCOME 3/31/10	-38,673.
BALANCE MAR. 31	\$148,527.



CWPA GOALS

Maintain Access to Resources

- Track legislation & coordinate response
- Seek grant funding for research
- Communicate with management agencies to develop fishery management plans

Promote Sustainable Production

- Track issues & coordinate response
- Communicate with authorities re: production issues
- Facilitate resolution
- *Sponsor research

Facilitate Communication within and outside wetfish industry

- Serve as liaison between fishermen and processors
- Serve as liaison between industry and management
- *Produce periodic newsletters to inform industry of news and issues

CWPA – PURPOSE AND FUTURE

In today's political climate, with Legislative term limits and changes in administration every few years, fisheries need an industry group in place to maintain the fishery profile: the fishery's "institutional" knowledge base and long-term goals. The goal of CWPA is to ensure the wetfish industry puts its best foot forward!

A non-profit organization such as CWPA commands attention despite political or management climate. It facilitates interaction and consensus building between fishery managers and industry, and it facilitates communication with state and federal fishery managers as well as the Legislature and Congress. Maintaining a clear presence in management circles is critically important now, with the state focus on the Marine Life Management Act and Marine Life Protection Act, and federal management guided by precautionary principles in the Magnuson Act. The current push for Sanctuary "management" of marine resources through MPAs adds yet another challenge. Maintaining "eyes on the ground" and a continued presence in management circles is critically important to stay in business.

In this era of precautionary management, it is essential to base management decisions on good science. Without good data, the precautionary principle will be applied and, as a result, fishermen and processors may not have a viable fishery. Field research is expensive, and that's where industry groups such as CWPA can play a critically important role. Research is the key to the future!