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The Newsletter of the Oregon Salmon Commission

March 2005

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## **International Boston Seafood Show – March 13-15, 2005 – By Kevin Bastien, Commissioner**

Somewhere over Kansas I'm nervously writing this, wondering if I'm missing out on the first big trip of the year. At the same time, I'm really glad that I attended the International Boston Seafood Show because now I have a much better idea of what we're up against. The majority, by a large margin, were farmed salmon, not to mention shrimp, crab, and an assortment of other fish.

Our booth (which I must say is impressive to watch develop into something from three boxes on pallets), was well manned by Hugh Link and Jeff Princehouse for the Albacore Tuna Commission, Nick Furman, Al & Marie Gann, and Kathryn Kurtz for Dungeness Crab Commission, Nancy Fitzpatrick and myself for Salmon, Brad Pettinger and Ted Gibson for the Trawl Commission, and Eric Jenkins was the chef from the Seafood School in Astoria. Eric is to be thanked for doing a fine job.

From my observations, many more people were stopping at our booth than the others down our aisle. Directly across from us were aquaculturists, one selling imitation crab, and farmed shrimp mixed together, yummy? And one selling smoked Atlantics with one box claiming to be smoked salmon trout, huh?

People seemed to like the simplicity of our booths. Haggens Markets were interested in using the five banners in their stores when promoting Oregon products. Many people wanted to know how they could get fish without having to go through the big plants. We will be sending them a list of the first purchasers, so small buyers, expect some extra calls soon.

We did have a farmed salmon supplier come by while we were handing out salmon samples. His words were, "Now this is how salmon should taste!"

All in all, I thought the show was quite beneficial, very interesting and far from a waste of our moneys and time. Also, remember, it does not have to be a commissioner who attends, but we feel a fisherman should help man our booth.

As we land in Portland on the 16th, the wind is blowing, and I know I have not missed much fishing.



### **April PFMC meeting – Tacoma, WA April 4-8, 2005**

The 2005 Season Options are inside. If you can't attend the April PFMC meeting, contact a Salmon Commissioner in your area with your input. Several commissioners will be attending the meeting.

## 2005 Salmon Season Options

Options for public review were finalized. For the commercial salmon fishery, extremely low Klamath fall Chinook abundance was the primary stock impacting the 2005 proposed season structures. Oregon utilized two inseason actions to reduce the March and April commercial fisheries to provide additional commercial opportunity during May and June. The months of July and August are closed under all options with the fall months of September and October open for various season lengths. The below is a synopsis. See [www.pcouncil.org/salmon/salcurr/preII\\_table1.pdf](http://www.pcouncil.org/salmon/salcurr/preII_table1.pdf)

### Option I

### Option II

### Option III & IV

Option I	Option II	Option III & IV
<p style="text-align: center;"><b>North of Cape Falcon</b></p> <ol style="list-style-type: none"> <li>Overall non-Indian TAC: 90,000 chinook and 160,000 marked coho.</li> <li>Non-Indian commercial troll TAC: 45,000 chinook and 25,600 marked coho.</li> <li>Treaty Indian commercial ocean troll quotas of: 60,000 chinook (30,000 in May &amp; June; 30,000 for all-salmon season July-Sept 15 with no rollover allowed from Chinook season); and 60,000 coho.</li> <li>Overall Chinook and/or coho TACs may need to be reduce or fisheries adjusted to meet NMFS ESA guidance, or upon conclusion of negotiations in the North of Falcon forum, or receipt of final preseason catch expectations for Canadian and Alaskan fisheries.</li> </ol>	<p style="text-align: center;"><b>North of Cape Falcon</b></p> <ol style="list-style-type: none"> <li>Overall non-Indian TAC: 75,000 chinook and 125,000 marked coho.</li> <li>Non-Indian commercial troll TAC: 37,500 chinook and 20,000 marked coho.</li> <li>Treaty Indian commercial ocean troll quotas of: 40,000 chinook (20,000 in May &amp; June; 20,000 for all-salmon season July-Sept 15 with no rollover allowed from chinook season); and 55,000 coho.</li> <li>Overall chinook and/or coho TACs may need to be reduce or fisheries adjusted to meet NMFS ESA guidance, or upon conclusion of negotiations in the North of Falcon forum, or receipt of final preseason catch expectations for Canadian and Alaskan fisheries.</li> </ol>	<p style="text-align: center;"><b>North of Cape Falcon</b></p> <ol style="list-style-type: none"> <li>Overall non-Indian TAC: 60,000 chinook and 90,000 marked coho.</li> <li>Non-Indian commercial troll TAC: 30,000 chinook and 14,400 marked coho.</li> <li>Treaty Indian commercial ocean troll quotas of: 24,000 chinook (12,000 in May &amp; June; 12,000 for all-salmon season July-Sept 15 with no rollover allowed from chinook season); and 40,000 coho.</li> <li>Overall chinook and/or coho TACs may need to be reduce or fisheries adjusted to meet NMFS ESA guidance, or upon conclusion of negotiations in the North of Falcon forum, or receipt of final preseason catch expectations for Canadian and Alaskan fisheries.</li> </ol>
<p style="text-align: center;"><b>US/Canada to Cape Falcon</b></p> <ol style="list-style-type: none"> <li>May 1 through earlier of June 30 or 30,000 chinook quota. Open May1-3 with a 100 chinook per vessel landing and possession limit for the open period, beginning May 5, Thursday-Monday, with a 150 chinook per vessel landing and possession limit for each of the subsequent five-day open periods. If insufficient quota remains to prosecute openings prior to the June 24-28 open period, the remaining quota will be provided for a June 26-30 open period with a per vessel landing and possession limit to be determined inseason. Vessels must land their fish within 24 hours of any closure of this fishery. All landings must meet state requirements for delivery and reporting. Oregon permitted vessels must land within the area or in Garibaldi. State regulations require OR licensed limited fish sellers and fishers intending to transport and deliver their catch outside the area notify ODFW one hour prior to transport away from the port of landing by calling 541-867-0300 x271.</li> </ol>	<p style="text-align: center;"><b>US/Canada to Cape Falcon</b></p> <ol style="list-style-type: none"> <li>May 5 through earlier of June 30 or 24,750 chinook quota. Thurs-Sun, with a 100 chinook per vessel landing and possession limit for each of the four-day open periods. If insufficient quota remains to prosecute openings prior to the June 24-28 open period, the remaining quota will be provided for a June 26-30 open period with a per vessel landing and possession limit to be determined inseason. Vessels must land their fish within 24 hours of any closure of this fishery. All landings must meet state requirements for delivery and reporting. Oregon permitted vessels must land their catch within the area south of Leadbetter Point, or in Garibaldi. State regulations require OR licensed limited fish sellers and fishers intending to transport and deliver their catch outside the area notify ODFW one hour prior to transport away from the port of landing by calling 541-867-0300 x271.</li> </ol>	<p style="text-align: center;"><b>US/Canada to Cape Falcon</b></p> <ol style="list-style-type: none"> <li>May 1 through earlier of June 30 or 20,000 chinook quota. Open seven days per week. Vessels must land their fish within 24 hours of any closure of this fishery. All landings must meet state requirements for delivery and reporting. OR permitted vessels must land their catch within the area or in Garibaldi. State regulations require Oregon licensed limited fish sellers and fishers intending to transport and deliver their catch outside the area notify ODFW one hour prior to transport away from the port of landing by calling 541-867-0300 x271.</li> </ol>

<p><b>US/Canada to Cape Falcon</b>  July 8 through earlier of Sept 15 or 15,000 preseason chinook guideline or a 25,600 marked coho quota. Open Fri-Mon prior to August 11, and Thurs-Mon thereafter. Landing and possession limit of 125 chinook per vessel per four or five-day open period.</p>	<p><b>US/Canada to Cape Falcon</b>  July 2 through earlier of Sept 30 or 12,750 preseason chinook guideline or a 20,000 marked coho quota. Open Sat-Wed. Landing and possession limit of 75 chinook per vessel per five-day open period. All retained coho must have a healed adipose fin clip, <b>except an inseason conference call may occur to consider allowing retention of all legal sized coho no earlier than Sept. 1.</b></p>	<p><b>US/Canada to Cape Falcon</b>  July 14 through earlier of Sept 15 or 10,000 preseason chinook guideline or a 14,400 marked coho quota. The 14,400 marked coho quota included a sub area quota of 5,000 marked quota for the area between Leadbetter Point and Cape Falcon starting Aug 11. Open Thurs-Sun. Landing and possession limit of 50 chinook per vessel per four-day open period. Landing and possession limit of 75 marked coho per vessel per four-day open period south of Leadbetter Point beginning Aug 11.</p>
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<p><b>South of Cape Falcon</b>  Klamath River recreational fishery allocation: 15%  <u>Cape Falcon to Florence South Jetty</u>  March 15-25; April 1-15; May 21-June 30; Sept 1-23; Oct 1-24  All salmon except coho. Chinook 27" minimum size through April 15; 28" thereafter. All fish caught in the area must be landed in Oregon.</p> <p>In 2006, the season will open March 15 for all salmon except coho, with a 27" chinook minimum size.</p> <p><u>Florence South Jetty to Humbug Mt.</u>  March 15-25; April 1-15; May 1-28; Sept 1-23; Oct 1-24  All salmon except coho. Chinook 27' minimum size through April 15, and 28" thereafter. All fish caught in the area must be landed in Oregon.</p> <p>In 2006, the season will open March 15 under 2005 regulations.</p>	<p><b>South of Cape Falcon</b>  Klamath River recreational fishery allocation: 15%  <u>Cape Falcon to Florence South Jetty</u>  March 15-25; April 1-15; May 17-June 30; Sept 1-23; Oct 1-24  All salmon except coho. Chinook 27" minimum size through April 15; 28" thereafter.</p> <p>In 2006, same as Option I</p> <p><u>Florence South Jetty to Humbug Mt.</u>  March 15-25; April 1-15; May 1-31; Sept 1-23; Oct 1-24  All salmon except coho. Chinook 27' minimum size through April 15, and 28" thereafter. All fish caught in the area must be landed in Oregon.</p> <p>In 2006, same as Option I</p>	<p><b>South of Cape Falcon</b>  Klamath River recreational fishery allocation: 20% (Option IV – 10%)  <u>Cape Falcon to Florence South Jetty</u>  (Same as Option II)  March 15-25; April 1-15; May 17-June 30; Sept 1-23; Oct 1-24  All salmon except coho. Chinook 27" minimum size through April 15; 28" thereafter.</p> <p>In 2006, same as Option I</p> <p><u>Florence South Jetty to Humbug Mt.</u>  (Same as Option II)  March 15-25; April 1-15; May 1-31; Sept 1-23; Oct 1-24  All salmon except coho. Chinook 27' minimum size through April 15, and 28" thereafter. All fish caught in the area must be landed in Oregon.</p> <p>In 2006, same as Option I</p>
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<p><b>Humbug Mt to OR/CA Border (Oregon KMZ)</b>  March 15-25; April 1-15 &amp; Sept 1-earlier of Sept 30 or 3,000 chinook quota.  Chinook 27" minimum size through April 30 and 28" Sept 1-30. Possession and landing limit of 65 fish per day per vessel in Sept. Vessels must land their fish in Gold Beach, Port Orford, or Brookings, OR and within 24 hours of closure.  In 2006, the season will open March 15 under 2005 regulations.</p>	<p><b>Humbug Mt to OR/CA Border (Oregon KMZ)</b>  Same as Option I</p>	<p><b>Humbug Mt to OR/CA Border (Oregon KMZ)</b>  Same as Option I</p>
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## Seafood Oregon Bumper Stickers

Seafood Oregon (the four Oregon seafood commodity commissions – Albacore Tuna, Dungeness Crab, Salmon, Trawl) had a creative bumper sticker campaign for the Boston Seafood Show. A full-page ad was taken out in the Seafood Business magazine with photos of 5 bumper stickers telling everyone to “Collect All Five”. These stickers used the artwork from the Brand Oregon campaign and added new wording.

**Oregon Albacore Tuna:** Invite them to a BBQ today.

**Oregon Dungeness Crab:** Not Your average crustacean

**Oregon Chinook Salmon:** Sustainably Harvested. Which is Nice.

**Oregon Pink Shrimp:** Every salad should be a shrimp salad

**Wild Oregon Sole:** Way better than the tame variety

Five posters with the same artwork were displayed across the front of the booth and helped pull people in. (See picture front page)

The comments from the public were enthusiastic. We should see these stickers in a variety of locations from briefcases, to luggage, to bulletin boards. Someone even put the chinook sticker on his hat.

## OSC SB 854 Survey Results

In December 2004, the Oregon Salmon Commission sent 598 surveys to Oregon Troll Salmon permit holders asking about our programs and how we are doing. 7% of the surveys were returned.

Promotional Program: Very effective 17%; Effective 46%; Somewhat effective 20%; Not effective 7%; No opinion 5%

Educational/Communication Program: Very effective 12%; Effective 34%; Somewhat effective 24%; Not effective 10%; No opinion 5%; Not familiar

Regulatory Program: Very effective 15%; Effective 27%; Somewhat effective 20%; Not effective 12%; No opinion 7%; Not familiar 10%

Should the Commission seek a state legislative change to allow producers to request refunds of assessment: Yes 12%; No 56%; No opinion 12%; Not familiar 5%

*Thank you fleet for your input. We appreciate your taking the time to respond.*

## Commissioners

Mark Newell • Chairman • Newport (Processor)

Al Ritter • Vice Chairman • Newport (Fisherman)

Kevin Bastien • Sec/Treas • Newport (Fisherman)

Ray Monroe • Pacific City (Fisherman)

Barry Nelson • Winchester Bay (Fisherman)

Darus Peake • Garibaldi (Fisherman)

John Warner • Charleston (Processor)

Jeff Reeves • North Bend (Fisherman)

Dwight Collins • Eugene (Public Member)

## Quality Standard Posters

The Oregon Salmon Commission has created Quality Standards for vessels and processing plants. These standards have been laminated for use and are being sent to all licensed troll permit holders who have landed fish in 2004 and first purchasers of salmon.

Our season will be limited this year, so we must make the most of it by delivering quality salmon to the consumer.

**Trollers** – If you want to receive information, season updates, meeting information, etc. by email, please email (njf@class.oregonvos.net), phone (541-994-2647), fax (same), or mail me your email address. I would be happy to add you to our list to receive the most current information as it becomes available.

ODFW 2005 Logbook Requirement for Groundfish Trips: The Oregon Fish & Wildlife Commission adopted a new requirement for fishermen to record in a logbook all trips where only groundfish—including lingcod and sable fish—are caught by hook and line gear. This applies regardless of whether or not the vessel has a black rockfish and blue rockfish permit, and includes all groundfish, not just those regulated under the limited-entry black rockfish and blue rockfish permits. This does not apply to hook and line landings that include salmon. To request a logbook or for more information, contact Maggie Sommer at 541-867-4741 in ODFW’s Newport Office.

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