



SEAFOOD SENSE

Vol. 8 No. 1

Newsletter of the California Seafood Council

Jul '99 - Jan '00

HIGHLIGHTS

CSC REPORTS

- CSC Spokespeople publicize good news about California's fishing industry and local seafood
- CSC approves Export Program for the new millennium

IN THE SPOTLIGHT

- It's Your Choice – our response in the "good fish-bad fish" debate

NORTH AND SOUTH

- Results of our first Premium California Swordfish campaign

FYI

- TV-Radio appearances by CSC spokespeople

CALIFORNIA STYLE

- Chef John Pisto features California seafood on *Monterey's Cookin'...* and more

EXTRA! EXTRA!

- CSC sponsors new review of California's squid fishery

View the CSC Homepage at www.CA-seafood.org



Fresh Seafood Savings

Fresh Swordfish Steaks

Premium California
This year local fishermen are introducing the "Premium California Swordfish" brand, which signifies an extra-high standard for quality and freshness. Stop in and try some. For a limited time, we'll have free brochures and recipe cards for you.

SAVE \$7.99 lb.

\$8.99 lb.

SAVE NO CARD REQUIRED

While supplies last

Prices effective Oct. 28 through 30, 1999 EXCEPT Oakland & Berkeley: Oct. 28 through 29, Las Vegas: 7 a.m. Oct. 28 through midnight Oct. 28. www.netapp.com or www.netill.com
We reserve the right to limit purchases of any item to last packages. We reserve the right to correct any pricing errors. No sales to minors or wholesalers.

Highlights of publicity and public relations activities generated by the California Seafood Council during the past few months...



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SOUNDING OFF

As we begin a new millennium, it's time to review where we've been and where we, as an industry, are headed. As I noted in our last newsletter, the issues and challenges we face know no season. Right now our local fishing industry faces increasingly conservative fishing regulations, caused in part by growing public concern for the ocean and also, perhaps in equal part, by a lack of knowledge about the ocean and its renewable resources.

In this era of heightened public awareness, we're frequently the target of negative media reports. Some claims are, unfortunately, true, but many are inaccurate and misleading, and some, blatantly wrong.

Yet while this "save the ocean" trend continues, we ironically find our local fishermen pitted in fierce competition

against an ever-growing supply of imported seafood.

Indeed, these are challenging times. How we meet the challenges of this new "risk averse" era is a measure both of our mettle as individuals and of our future as a viable industry. It's been said that necessity is the mother of invention. I believe there's no more knowledgeable or resourceful group of individuals than fishermen.

The challenges facing the CSC parallel those of our members. Declining quotas translate to reduced budgets. To reaffirm your priorities, over the holidays we sent to receivers and fishermen's associations of record a video highlighting recent CSC activities and a survey seeking your input. How can the CSC best serve our members?

On behalf of the CSC Board and staff, I extend grateful thanks to all those who have taken time to watch "All in a Day's Work," and to respond to our questionnaire. We truly appreciate your comments. If you haven't watched the video yet, please do it today (it's only 12 minutes long) and share it with your peers. If you didn't receive a video and would like to view it, please contact the CSC office. We'll be happy to send you one, along with a copy of our survey. Please let us know what you think.

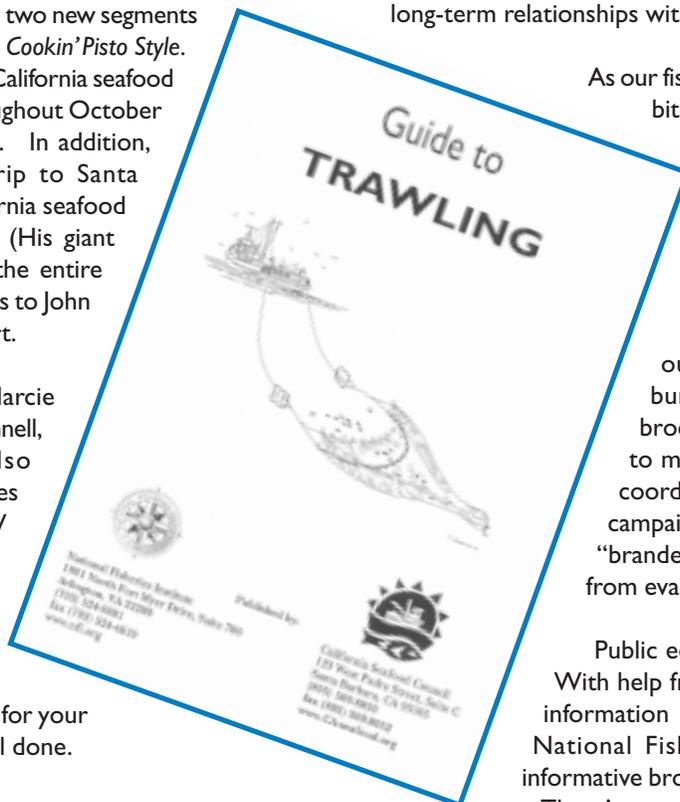
As always, the staff, leadership and spokespeople of the CSC are dedicated to the cause. We'll continue publicizing the truth — and the good news — about California's fishing industry and our local catch at every opportunity.

Good fishing!
Aiden Coburn, CSC President

CSC HAPPENINGS

In the "good news" department, this issue highlights some recent CSC activities to inform the public about California's fishing industry. Star of our summer showcase, Public Member Chef John Pisto again hosted fishermen on two new segments of his TV show *Monterey's Cookin' Pisto Style*. John helped us promote California seafood and local fishermen throughout October National Seafood Month. In addition, John made a special trip to Santa Barbara to feature California seafood for Thanksgiving on TV. (His giant paella provided lunch for the entire news crew.) Special thanks to John for his continuing support.

CSC spokespeople Marcie Klenk, Chef Kieran O'Connell, and Aiden Coburn also maintained busy schedules with regular radio and TV appearances. New this year, fishermen Shawn Ryan and Doug Dirkse also joined the CSC spokesperson ranks. Grateful thanks to you all for your enthusiasm and a job well done.



These regular TV-Radio appearances not only provide the opportunity to promote the seasonal California catch, they also enable our spokespeople to address topical issues and promote a positive image of fishermen as providers of premium quality local seafood. In addition, we're able to build long-term relationships with the media as credible news sources.

As our fishermen discovered, squeezing meaningful "sound bites" into a few TV minutes is a learned talent. A lot of coordination and physical labor go on behind the scenes, too. But these appearances put a caring, human face on the industry. That image-building factor is worth all the hard work.

Besides coordinating our "good news" media outreach program, CSC staff found ourselves buried beneath a mountain of boxes, shipping brochures, cookbooks and consumer information to more than 150 retail markets and restaurants, in coordinating our first Premium California Swordfish campaign. Increasing public knowledge and usage of "branded" California swordfish was a key goal. Judging from evaluations we've received, we succeeded.

Public education is a major focus of all CSC programs. With help from trawl members, the CSC compiled factual information on the trawl industry in a joint project with National Fisheries Institute. We're now producing an informative brochure on California's nearshore live fish fishery. There's never a dull moment at the CSC office!



Marciel Klenk, UC Co-op Extension home economist and fisherman Jim Salter teamed up on Sacramento's KCRA TV to extol the benefits of local rock crab.



Albacore fisherman Doug Dirkse hosted the TV crew of PBS series "California Heartland" on his boat to film a featurette on local albacore.

CSC SPOKESPEOPLE CONTINUE DELIVERING GOOD NEWS TO CALIFORNIANS

The CSC's "good news" campaign continued apace throughout 1999 and into the new century, logging more than 60 minutes of positive news messages on TV and radio throughout California and beyond.

The sidebar at right highlights major appearances in the various media markets. Each appearance provided CSC spokespeople the opportunity to promote California's fishing industry as responsible stewards of our seafood resources, as well as to herald the fresh, local catch of the season.

This year our spokesperson program included fishermen:

On KCRA TV in Sacramento, crab fisherman Jim Salter partnered with Marciel Klenk to promote the benefits of local rock crab, a plentiful and tasty but lesser known cousin of the Dungeness crab. While Marciel prepared rock crab spring rolls, Jim talked about the rock crab fishery.

Albacore fisherman Doug Dirkse cooked up bacon-wrapped albacore kabobs for the cameras on the PBS TV show *California Heartland*. He later remarked, "I was quite impressed with the time and effort...put out for this."

Indeed, "pitching" the guest appearance is just the beginning. Every proposal begins with a timely idea. If the producer likes the concept, then follows scheduling the taping, developing "talking points", rounding up fresh CA seafood and all the necessary implements and garnish to prepare the recipe.

We coordinated TV appearances to highlight the seasonal abundance of local species as well as to address important issues. For example, Aiden Coburn appeared on KEYT-TV in Santa Barbara on the opening day of spiny lobster season. Coburn also educated consumers about premium CA swordfish in his second on-air segment, totaling more than six minutes of positive messages in one guest spot. For this appearance he (along with CSC staff) arrived at the station at 4:30 AM. Before the sun rose over the mountains, Coburn was grilling lobster and swordfish on the patio of the TV station. During the opening of the morning show, CSC staff quietly decorated makeshift tables on the news set, for Coburn to bring in the steaming dishes during commercial break.

In a pre-Thanksgiving appearance, Chef John Pisto presented a CA seafood alternative to traditional turkey, featuring Santa Barbara favorite ridgeback shrimp, local halibut and other seasonal seafoods. His three-foot diameter paella was a sensation both on air and off. The entire news crew took home samples in styro boxes that we provided.

One benefit of these appearances, aside from their appeal to consumers: TV news crews certainly enjoy sampling the California seafood fare prepared on air. In fact, the relaxed atmosphere following the taping provides a golden opportunity to "speak the truth" about many issues facing our industry today.

Special thanks to spokespeople Marciel Klenk, Chef John Pisto, Chef Kieran O'Connell, Aiden Coburn and fishermen, for helping to educate the public about California's fishing industry.

FYI

DIARY OF APPEARANCES BY CSC SPOKESPEOPLE

KCRA-TV (NBC, Sacramento)

Channel 3 Reports – Aug 31, '99
Marcie Klenk & fisherman Jim Salter featured California Rock Crab

KEYT-TV (ABC, Santa Barbara)

KEY News This Morn – Oct 6, '99
2 segments – Aiden Coburn announced opening of lobster season, promoted Premium CA swordfish

KOVR-TV (CBS, Sacramento)

News at 10 – Oct 13 '99
News interview with albacore fisherman Doug Dirkse at dockside

KOVR-TV (CBS, Sacramento)

"Daybreak" – Oct 14 '99
News highlight with albacore fisherman Doug Dirkse at dockside

PBS California Heartland

Taped Oct 22 '99 – Highlight on albacore fleet and fisherman D. Dirkse
Week of Feb 27 '00 statewide
Profile on albacore fisherman Dirkse

KRON-TV (NBC, SF)

NewsCenter 4 Wkend – Oct 23 '99
Exec. Chef Kieran O'Connell on CA Swordfish & CA seafood

KCBS Radio (CBS, SF)

Taped Oct 29, aired Oct 30 '99
Aiden Coburn interview

KCRA-TV (NBC, Sacramento)

Channel 3 Reports – Nov 9 '99
Exec. Chef Kieran O'Connell on CA Seafood

KEYT-TV (ABC, Santa Barbara)

KEY News this Morn – Nov 18 '99
Chef John Pisto on CA Seafood alternative to Thanksgiving turkey

NPR "All Things Considered"

Aired Jan 7 '00 – Background interview with D.Pleschner; on air interviews with CSC fishermen contacts Tim Athens, Tom Ancona on groundfish quotas



Mark Wilson, seafood manager for the Newport Beach Bristol Farms Market, displayed creativity and competitiveness in winning the in-store display and volume contest conducted in all Bristol Farms markets. Through energetic promotion, the Newport Beach market nearly doubled sales of California swordfish during the promotion.

CA SWORDFISH INDUSTRY EVALUATES THE PREMIUM SWORDFISH CAMPAIGN

We asked California swordfish fishermen and receivers to evaluate the CSC's first Premium California Swordfish campaign. A total of 13 fishermen and 14 swordfish handlers responded to our survey (although not all answered every question).

Here's what they told us:

1. How do you rate the first CA Swordfish promotion overall?

Response:

7 excellent; 7 good; 1 fair; 1 poor

2. How were communications?

Response:

5 excellent; 4 good; 5 fair; 2 poor

3. Rate Premium Guidelines?

Response:

5 excellent; 8 good; 3 fair; 0 poor

4. Rate consumer education?

Response:

4 excellent; 6 good; 5 fair; 1 poor

5. Rate CA swordfish activity?

Response:

4 excellent; 2 good; 7 fair; 1 poor

6. Rate swordfish price?

Response:

0 excellent; 4 good; 5 fair; 4 poor

7. Most important aspects?

"Educating consumers about local swordfish;

"Short-trip, locally caught, premium message";

"All of it!"

8. How to improve promotion?

"Expand promotion period."

"Increase number of participants."

"More advertising in advance."

9. Continue the branded Premium CA Swordfish campaign?

Response:

Receivers/distributors/partners – 14 of 14: yes

Fishermen – 8 of 13: yes

NORTH & SOUTH

The CSC launched the Premium California Swordfish campaign with four objectives in mind:

- Gain consumer awareness and usage of CA swordfish, and educate the public about our local swordfish industry;
- Focus the promotion on quality, giving recognition to premium "short-trip" CA swordfish;
- Increase sales of CA swordfish during the promotion period;
- Attempt to hold a price point for premium CA swordfish, notwithstanding lower-priced competition.

Judging from reports we've received from partners in the campaign, as well as from consumers themselves, our 1999 Premium California Swordfish campaign scored a hit on at least three counts: public education, quality and increased sales.

CALIFORNIA SWORDFISH SALES SOAR

The "official" Premium CA Swordfish campaign ran from October 20 through November 2, 1999. Promotion partners were asked to supply sales volume for the two weeks prior to the promotion period, as well as for the promotion itself. Final aggregate production numbers paint a vivid picture:

PRE-PROMOTION	PROMOTION
4,882.43 lbs	17,850.49 lbs.

That's right! CA Swordfish sales among partners who reported nearly quadrupled during the promotion period. Partners whose production figures are included in the post-

promotion tally are the 140+-market Raley's chain (including Bel Air Markets and Nob Hill Foods), located in northern CA, Nevada and New Mexico; all nine posh Bristol Farms markets in southern CA; the seven-store Fish Market Restaurant chain in CA and Arizona; the Santa Maria Red Lobster restaurant; and Albion River Inn.

PUBLIC EDUCATION

Seafood clerks extolled California's swordfish fleet for the superior quality of premium CA swordfish, and complimented the CSC on the helpful consumer brochures and cookbooks provided for consumers. Overall, the CSC distributed nearly 25,000 each Premium CA Swordfish brochures and CA seafood cookbooks, and 30,000 recipe cards. The Premium CA Swordfish campaign raised consumer awareness of our local swordfish industry.

Seafood clerks also reported that our background information on the state of Pacific Ocean swordfish stocks and California's swordfish fishery helped them respond to questions and facilitated swordfish sales.

INCREASED SALES

The numbers speak for themselves. We anticipated a favorable response, and we're delighted that, once again, consumers proved that they do prefer "fresh local" if given the opportunity to choose. After all, closer is fresher!

Grateful thanks to CA's swordfish fleet and our promotion partners for a very successful first campaign.

IT'S YOUR CHOICE

THE CSC RESPONDS IN THE POLITICALLY CORRECT, "GOOD FISH, BAD FISH" DEBATE

Once and again, U.S. consumers are being urged by well-meaning groups to initiate a product boycott. This time certain species of fish are the target. The premise of the boycott is to rebuild certain fisheries and promote healthy populations of popular species. The cause is admirable and shared. Yet politically correct fish lists that broadbrush entire species and don't differentiate local fishermen who follow strict limits are irresponsible and, frankly, cavalier.

These "Do eat, don't eat" lists clearly trouble us and our local fishing industry, as they only punish our fishermen and seafood suppliers who are strictly regulated and monitored, and who abide by very strict limits on their catch.

For example, consider swordfish.

Calls to "give swordfish a break" threaten the existence of U.S. fishermen who cut their harvest by more than 50 percent beginning 10 years ago.

Dr. Rebecca Lent, Chief of the Office of Highly Migratory Species at the National Marine Fisheries Service, says the swordfish campaign "penalizes U.S. fishermen who are already abiding by the law, and it doesn't recognize that we have a rebuilding program in place (for North Atlantic swordfish)."

Locally, scientists consider Pacific swordfish stocks healthy. California's swordfish fleet is considered the most strictly regulated in the world. It is regulated by season, time and area closures as well as by the size, type and deployment of nets used. Local nets are considered small-scale in length, with large mesh as wide as an open car window, which allows small fish and other marine life to pass through. California nets are set a minimum of 36 feet below the surface, often as low as 75 feet, to minimize interaction with marine mammals and seabirds. The California fleet was instrumental in the



testing and adoption of the requirement that all swordfish nets carry acoustical pingers. These alert marine mammals to the presence of the nets. The use of pingers, confirmed by official observers stationed on the boats, is helping to reduce marine mammal interactions to a rate approaching zero in accordance with the Marine Mammal Protection Act.

Our local swordfish fleet is small, with approximately 90 boats active in the fishery this year. These are small family-owned boats typical of California's fleet. How much longer can these fishermen continue providing fresh local swordfish to market in the wake of well-meaning but seriously harmful calls for a boycott of swordfish?

Another fish that we are misleadingly told to avoid is shark. In California, the thresher and mako shark season is strictly regulated, open only August 15 to December 15 within 25 miles of the coast. The fishery is closed in spring and early winter to protect breeding populations. Typically fishermen harvest a variety of fish in their wide-mesh nets. Shark is an incidental catch in swordfish nets that can be sold at market, fully utilizing the fishermen's catch. Isn't it better to use and market the entire catch?

We've even heard a call for total avoidance of "American lobster." By the all-American label, the California spiny lobster would be mistakenly included in this list. Although lesser known than the heavily-marketed Maine variety, California spiny lobsters are taken solely by trap and the season is limited from the first Wednesday in October to mid-March, protecting lobsters during their reproductive cycle in the spring through early fall. A minimum legal size is set and all traps have escape ports, allowing undersized lobsters to get out. California's spiny lobster regulations have been very effective. This fishery has been recognized in fishery management circles for more than 20 years for sustaining a healthy resource.

Other targeted species are also mislabeled by the broad brush of these lists. Rockfish are now the activists' fish du jour. A call to "preserve" rockfish can be most confusing. There are 59 known species in California living in a variety of habitats from midwater levels to hard bottom to shallow rocky reefs. Their abundance is greatly affected by natural "regime shifts," fluctuating oceanic warm- and cold-water cycles that, consequently, influence the availability of their feed. The California rockfish catch is regulated by strict quotas on various species. New, even more stringent limits have recently been put into effect by the Pacific Fishery Management Council, one of the more than six state and federal agencies that regulate and oversee various aspects of California's commercial fishing industry. Advising consumers to avoid all species labeled rockfish only undermines efforts by fishery managers to protect distressed stocks.

Let's talk about overfishing.

In part the confusion in well-meaning efforts to conserve fish stems from the

(continued on Page 6)

IN THE SPOTLIGHT (CONT)

No "BAD" FISH

(continued from Page 5)

word "overfishing." The logical assumption inherent in this term is that fishermen are catching too many fish. However, as defined by Congress, "overfishing" includes everything from too large a harvest to natural declines caused by changing oceanic cycles. Every possible cause of an estimated population decline -- even a temporary decline -- is lumped into this one category. Furthermore, strict federal laws now require fishery scientists to "rebuild" stocks defined as overfished, even though the scientists have no control over Mother Nature.

The California Seafood Council advocates the underwriting of more objective scientific research to better understand our local oceanic cycles, marine resources and fisheries. Consumers would benefit significantly if the many millions of dollars now used to fund nationwide consumer boycotts and public relations campaigns were redirected to fund long-term comprehensive research to help us learn more about our local species and how to properly sustain their health for future generations. The more we know about the ocean, the better management decisions we will be able to make.

The bottom line is that those who fish responsibly and work closely with fishery managers to conserve and sustain local fish populations can be seriously affected by wholesale calls to not purchase certain seafoods. Many such boycotts are not based on sound science, nor do their sponsors take the time to be as specific as possible. From efforts to simplify the issues, gross distortions such as these seafood lists result.

Instead, concerned consumers can take confidence in the fact that our local fisheries are strictly regulated. We encourage people to continue eating seafood as a healthy food choice, and to ask for California seafood. Our message is clear: "California seafood is good for you and good for California."



New California Seafood posters (Chinese and European language versions) feature 19 export species.

Copies are available at the CSC office.

CSC REPORTS

CSC APPROVES EXPORT MARKETING PLAN FOR THE NEW YEAR

A grant from the Western U.S. Agricultural Trade Association (WUSATA) of \$55,000 has been allocated to help promote California-Western U.S. seafood in export markets this year. Activities approved by the CSC Export Committee include:

- CSC booth at Alimentaria 2000 in Barcelona Spain, March 6-10.
The CSC booth will feature a display of hand-painted fish molds, along with posters, EU language product sheets and copies of the California Seafood Exporters list.
- CSC booth at European Seafood Expo, in Brussels, Belgium, May 9-11.
The CSC will again sponsor a cooking and tasting demonstration of California seafoods, including sanddabs, super-chilled Pacific whiting, and California squid.
- Printing of California Seafood posters featuring export species. The posters are individually tailored to Chinese and European markets via heading translations.
- Reprint of several Asian language product sheets.

We're also investigating development of a website housed at the World Trade Organization, which links offices in 80 cities around the US with every major country worldwide. The CSC website would provide California seafood product information along with the CSC producer's directory and be accessible at no cost to California seafood producers. Recognizing the emergence of e-commerce, the FAS has agreed to reimburse 50 percent of these website development costs, which would also be encompassed under the WUSATA grant.

CHEF PISTO COOKS!

HIGHLIGHTS OF CALIFORNIA SEAFOOD FEATURES ON MONTEREY'S COOKIN' PISTO STYLE

An aura of excitement surrounds Chef John Pisto whenever he walks the docks at Monterey's Fishermen's Wharf. It is immediately apparent that he is at home there as he calls fishermen by name and examines their day's catch.

His enthusiasm for local California seafood permeates his culinary creations and infuses his cable TV cooking series, *Monterey's Cookin' Pisto Style*. The CSC was fortunate to sponsor two new California Seafood specials on TV this past year.

The new California seafood segments included a cameo appearance by local squid fishermen Sam Mercurio and Dino Rinaudo, who had just returned from a night's fishing with a load of California squid. John greeted the men at the dock and picked up a basketful of squid to cook on the show, as TV cameras captured the opening scene.

Strolling down the dock, John greeted Johnny Pennisi, who showed off a large rockfish and halibut. Then the spotless albacore troller F/V Loran nosed up to the hoist, and John greeted albacore fisherman Shawn Ryan, who handed up beautiful blast frozen albacore.

John interviewed Ryan on the dock, then the entourage wound its way back to the *Monterey's Cookin'* TV set, a lavish indoor-outdoor kitchen built on the roomy back deck of Pisto's home.

Squid fishermen Mercurio and Rinaudo bantered with John as Rinaudo demonstrated how to clean squid for the cameras, and Pisto prepared a quick Fishermen's Cioppino with California squid.

Then it was Ryan's turn on center stage. He extolled the virtues of California albacore while John demonstrated easy, mouth-watering recipes. "People should look for albacore at their fish market," Ryan commented. "Ask the fishmonger to supply it."



Chef John Pisto poses for the camera with squid fishermen during taping of Monterey's Cookin' segments featuring California seafood

The second day of the 2-day shoot showcased CSC President Aiden Coburn as he unveiled new Premium California Swordfish guidelines and set the facts straight about Pacific swordfish stocks and California's swordfish fishery.

In inimitable style, John Pisto carried on a running dialogue while preparing three new recipes featuring California swordfish. Coburn wielded a sharp knife, slicing pearlescent swordfish loin into thin slices for one Pisto signature dish, California swordfish "spedini", stuffed sword skewers Sicilian style. (See recipe on overleaf.)

Cast and crew suffered tough duty after the show, as we were forced to "clean up" all the wonderful seafood dishes that John had cooked for the cameras.

In addition to the two new shows, *Monterey's Cookin'* aired two shows produced the previous year. Our California seafood specials ran nationally and in local cable markets throughout October, while our 60-second California Seafood infomercial aired twice during each show for the six-week period spanning late-September through early November.



CALIFORNIA STYLE

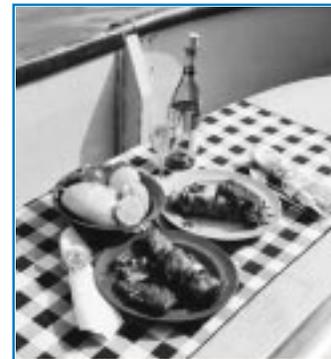
DOUG DIRKSE'S ALBACORE BBQ

(Featured in Doug's TV appearance on PBS California Heartland)

We're always on the lookout for fishermen who like to cook (and don't mind doing it in front of a TV camera). Thus we jumped at the opportunity when Doug Dirkse called the office to let us know he would be bringing his boat, the F/V Olinka, to Sacramento to sell his albacore.

This, we thought, would be a great human interest story, and a golden opportunity to introduce the public to a "real live" fisherman.

We alerted producers of the PBS series *California Heartland*, and they liked the concept. Contacts were made, dates were set, and the rest -- as they say -- is history.



Doug Dirkse prepared Bacon-wrapped BBQ California albacore kabobs for the California Heartland camera

Of course, albacore is the only tuna species that may be marketed as "white meat" tuna. It is prized by chefs and cooks at home for its mild flavor. The west coast is one of only five areas in the world where albacore is caught near the surface, as local commercial fishermen troll fishing lures slowly behind the boat. This surface-caught albacore is found to be higher in heart-healthy Omega-3 fatty acids. Dirkse delivered these and other positive messages to the public on the *California Heartland* TV profile. He also prepared bacon-wrapped barbecued albacore kabobs for the cameras.

(See Doug's albacore recipe on the overleaf.)

Good job, Doug!
(Special thanks to all our fishing spokespeople!)

Extra! Extra!

CSC SPONSORS SCIENTIFIC REVIEW OF CALIFORNIA MARKET SQUID FISHERY

In an effort to provide greater understanding of California's market squid resource, fishery operations and the socio-economic importance of both to the state, the CSC is contracting with LMR Fisheries Research and Dr. Frank Hester to review recent developments and update the 1995 "white paper" on the squid industry. The original review was also prepared for the CSC by LMR.

California's traditional squid fishery has experienced important events in recent years. A bountiful resource and favorable prices, fueled by ballooning Chinese demand for squid, attracted out-of-state vessels into the fishery. In 1996, California's squid fishery ranked as the top fishery in the state, with a harvest totaling about 177.2 million pounds and multiplied value near \$150 million. Although the 1997-98 El Niño sharply reduced squid

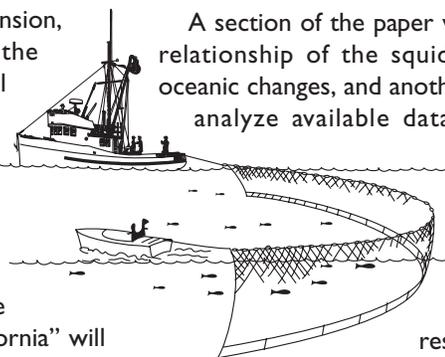
landings, the resource is quickly returning to abundance.

In light of the fishery's expansion, questions have emerged on the optimum yield of this cyclical resource. In addition, recent speculation on the fishery's potential interaction with seabirds has generated concern and much discussion.

The updated "Review of the Market Squid Industry of California" will discuss the recent demographic make-up of the fishery, its principal areas of operation, and the importance of the industry to the state, including domestic and export markets. The white paper will also review current management issues, including resource protection and long-term research now underway, conducted

by Department of Fish and Game biologists and independent contractors.

A section of the paper will review the relationship of the squid resource to oceanic changes, and another section will analyze available data on possible interactions between the squid fishery, seabirds and other resources.



The goal of the paper is to synthesize available information about California's squid fishery, concluding with a statement suggesting the how and why of sustainable use of the resource for the long-term benefit of California, the local industry and consumers.



CALIFORNIA SWORDFISH SPEDINI SICILIAN STYLE **SERVES 4**

Special Equipment: bamboo skewers (soaked in water before use)
preheated grill

- 1 pound swordfish steak, sliced thin ($\frac{1}{4}$ " thick slices cut diagonally across steak)
 - 1 bay leaves
 - 1 large onion
 - 4 Tbsp. olive oil
- Filling**
- 1 cup fresh bread crumbs
 - 2 Tbsp. toasted pine nuts
 - 2 Tbsp. currants
 - 3 Tbsp. finely grated Parmesan cheese
- Vegetables**
- 1 large sweet red bell pepper
 - 2 shallots
 - 1 large sweet green bell pepper
 - 1 fennel bulb

(Directions continued on reverse side.)

BACON-WRAPPED BBQ ALBACORE KABOBS **SERVES 4**

- 2 lbs. white-meat Albacore tuna
- prepared seasoned Italian-style oil and vinegar dressing to cover
- $\frac{1}{3}$ cup teriyaki sauce
- bacon slices

Cut albacore loins into small $1\frac{1}{2}$ to 2-inch chunks. Marinate 30 minutes in oil and vinegar dressing to cover. (Your favorite prepared dressing is fine.) Add about $\frac{1}{3}$ cup of teriyaki sauce to the dressing.

Remove albacore from marinade and wrap each piece with $\frac{1}{2}$ strip of bacon and skewer or use a toothpick to keep bacon in place. Barbecue quickly on a hot grill until fish turns opaque in color. (Albacore is most tender and flavorful when cooked to retain a pink-pearl center.)

Hints: Use two skewers through the kabobs to keep chunks from rolling as you turn them on the barbecue. Slightly pre-cook bacon to avoid overcooking albacore. As albacore meat is delicate, it may be cut most easily in a semi-frozen state.

Recipe courtesy of albacore fisherman Doug Dirkse as featured on PBS TV "California Heartland"

CA SWORDFISH SPEDINI SICILIAN STYLE (CONTINUED)

Slice peppers, fennel bulb and shallots into thin strips. Heat 1 Tbsp. of olive oil in a skillet and add the vegetables. Sauté over medium heat until tender but still a bit crunchy.

In a bowl, combine dry ingredients for filling and toss with 2-3 Tbsp. olive oil. Mix well. Spoon some of the filling on each slice of swordfish, roll up and fasten with skewers. Place a piece of onion and a bay leaf on both ends of the skewer.

Place swordfish skewers on a preheated grill. Grill until just opaque, approximately 2-4 minutes total. Be careful not to overcook.

Place sautéed vegetables on a heated serving platter and top with the swordfish skewers.

Recipe courtesy of Chef John Pisto as prepared on Monterey's Cookin' Pisto Style

If you'd like to receive Seafood Sense or would like more information on the CSC, drop a note to the



California Seafood Council
P.O. Box 91540
Santa Barbara, CA 93190

California Seafood Council

For more information on CSC activities,
call the Council office at our new phone number
(805) 569-8050 or visit us on the World Wide Web at
www.ca-seafood.org