



# SEAFOOD SENSE

Vol. 6 No. 1

Newsletter of the California Seafood Council

Apr - Jul 1997

## HIGHLIGHTS

### CSC REPORTS

- CSC provides grant to Mediation Institute for more acoustic pingers
- CSC winds down successful 1996-97 export campaign in Asia, begins planning for 1998
- CSC is now online for e-mail - our website will be up soon!

### FYI:

CSC wins grants to expand distribution of *Golden Seas*

### NORTH AND SOUTH:

- Behind the Scenes with CSC Spokespeople
- PBS Series *California Heartland* Features Ridgeback Shrimp

### CALIFORNIA STYLE:

- Name That Shrimp  
*Excerpt from California Pink Shrimp All Day Long release to food editors*

### EXTRA! EXTRA!

CSC Co-sponsors California squid symposium and workshop at CalCOFI Conference



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## SOUNDING OFF

Being prepared is a full-time job at the CSC. That's easy to say, but think about it! Being prepared takes a lot of forethought, planning - in short, homework. Forethought enables us to anticipate events before they happen, and to act proactively instead of reactively. Case in point is the CSC's involvement, at the request of California swordfish advisors, in applied research testing the effectiveness of acoustic "pingers" on swordfish driftnets to further minimize interactions with marine mammals. Preliminary results recently released show that the pingers are very effective, helping California's swordfish fleet to meet the stringent requirements of the Marine Mammal Protection Act. Now we plan to videotape the pingers in action as swordfish season begins early this fall, then uplink a video news release via satellite throughout California. Watch for it.

Working to expand our presence on TV, California seafood emissaries recently attended a two-day media training and "air check" in Sacramento. We'll employ the video vignettes in scheduling regular guest appearances for our spokespeople on local TV programming. CSC Public Member Marciel Klenk will soon make her third appearance on the Noon News at Sacramento's KCRA-TV. Also helping us inform Californians about California seafood are Chef John Pisto, well-known Monterey restaurateur (who also hosts a cooking show on the cable Nostalgia Network); Aiden Coburn, our witty, walking seafood encyclopedia with 36 years in the business (who happens to be CSC Vice President); Executive Chef Kieran O'Connell of the highly regarded 22nd Street Landing Seafood Grill in San Pedro; and Craig Ghio of Anthony's Restaurants and Ghio Seafood in San Diego (and CSC Public Relations Committee Chair for our first five years). We extend grateful thanks to our spokespeople for their time and enthusiasm. Publicizing good news about California seafood can be fun. See the story and photos inside for a behind-the-scenes look at preparedness at work.

And please read on to learn how the CSC responds, even at short notice. We've launched a sizzling summer shrimp party to assist new CSC members, California pink shrimp producers who are enduring one of the more disasterous shrimp seasons in recent memory. Preparedness is our goal and our purpose - we're here to serve you.

Good fishing!

Cathy Novak, CSC President

## CSC HAPPENINGS

Pink shrimp have become a proverbial silver lining in the cloud that hung over California seafood until lately. As we reported last issue, a spate of negative (and oftentimes inaccurate) publicity targeting the fishing industry seemed to deepen winter's gloom. (It certainly darkened the mood in the CSC office.) Clouds are still hanging on the horizon, but the ocean is alive with pink shrimp. This season's surprisingly bountiful harvest, albeit challenging for fishermen and processors, is turning out to be good news for consumers - and it has provided creative respite for the CSC.

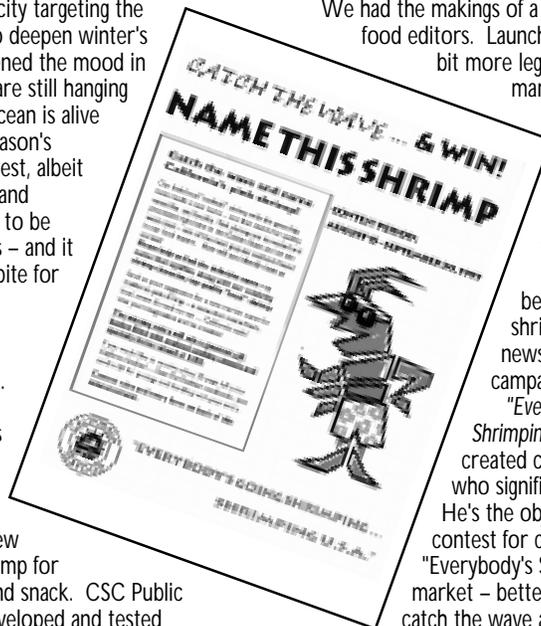
Promotions are best launched after serious planning and coordination. But when we received word that a campaign was needed, we jumped to the task. Brainstorming with Oregon shrimping interests, we produced new recipes featuring pink shrimp for breakfast, lunch, dinner and snack. CSC Public Member Marcie Klenk developed and tested

the recipes (again, a million thanks, Marciel!). Scott Wellsandt, photographer for *Simply Seafood* magazine, worked his magic on the plate photos, and presto! We had the makings of a dandy release to California food editors. Launching a retail campaign took a

bit more legwork - dreaming up a marketing focus to attract consumer interest, coordinating design and printing of recipe cards and promotion flyers, pulling all the elements together.

But we did it! We're now beginning to see California pink shrimp on the food pages of newspapers, and our retail campaign kicks off August 15.

"Everybody's Shrimping ... Shrimping USA" features a specially created celebrity shrimp character, who signifies top-quality local shrimp. He's the object of a "Name This Shrimp" contest for consumers. Watch for "Everybody's Shrimping ..." at your local market - better yet, tell your grocer to catch the wave and join the fun!



## CSC REPORTS

### **CSC provides grant to Mediation Institute for more pingers**

Following successful testing of acoustic pingers to deter marine mammals from encountering swordfish and shark fishing nets, fishing industry representatives on the Pacific Cetacean Take Reduction Team asked the CSC for help, on behalf of the industry, to assist in ensuring that a sufficient supply of acoustic pingers are purchased and available for use during the 1997-98 shark and swordfish drift gillnet fishing season.

The Pacific Take Team, made up of scientists, environmental representatives and fishermen, was convened last year under the Marine Mammal Protection Act to recommend measures to reduce interactions between fisheries and mammals on the west coast. The Mediation Institute (MI) facilitated the series of meetings.

Pingers were initially deployed as part of a two-year study, but preliminary results after the first year were so positive that the National Marine Fisheries Service is preparing regulations to mandate the use of pingers on all driftnet vessels beginning this year.

The Mediation Institute, a nonprofit organization, has an established Fund for Mediation Services to assist parties who have participated in mediated negotiations on complex environmental issues. Under MI guidelines, the fishing industry qualifies.

MI is serving as the purchasing agent, as the pinger manufacturer will ship in quantity only to a single source. To insure timely purchase of pingers, the CSC has approved a reimburseable grant to MI of \$10,000, paid from swordfish credit-back funds held in reserve for special projects. The Institute also is advancing money to fund the bulk pinger purchase.

Individual fishermen will then reimburse the Fund for Mediation Services upon receipt of their pinger order, and the Fund will, in turn, reimburse the grant to the CSC for use in other special projects, such as producing a video news release on the pinger success story for distribution to California media shortly after the swordfish-shark fishing season begins.



*The CSC booth at the Great American Food Show in Seoul, Korea, launched the 1996 promotion of California seafood in the Pacific Rim. CSC-WUSATA also participated in the Asian International Seafood Show in Hong Kong, part of HOFEX '97.*

## NORTH & SOUTH:

### **PBS SERIES CALIFORNIA HEARTLAND FEATURES CALIFORNIA RIDGEBACK SHRIMP**

Seafood is taking its rightful place as an important food-producing industry in California, a valuable member of the Golden State's greater agricultural family. This importance, as well as myriad human-interest stories enveloped in the fishing industry, must be why the producers of *California Heartland* keep our communication lines busy. Of course, we're happy to oblige.

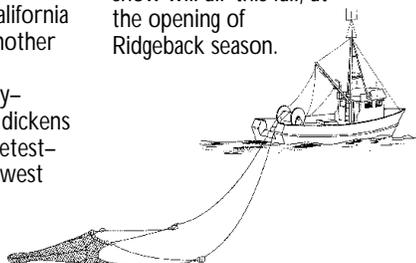
*Heartland*, a 30-minute weekly program produced by PBS station KVIE TV in Sacramento, highlights 5 to 7 vignettes of California "agriculture's" achievements in each episode. According to data provided by KVIE, the *California Heartland* series, which is broadcast over all 12 PBS stations statewide, has had excellent penetration into urban and suburban markets, with more than 3 million impressions over 20 weeks – double the average rating for a new PBS non-prime time series. More than 50 percent of viewers are in the 25 – 54 age group.

*Heartland* has aired California seafood stories featuring spiny lobster, sea urchin and seafood exports (with a focus on California squid). Now we can add another species to the celebrity list: California ridgebacks: candy-striped shrimp that are the dickens to peel but may be the sweetest-tasting little prawns on the west coast.

Ridgebacks are among the southland's hidden treasures – beloved by shrimp aficionados but largely unknown to the majority of Californians.

The *California Heartland* feature may change that. The CSC owes hearty thanks to dedicated industry veterans to help make the story happen.

Fisherman Tony West hosted the video crew aboard the F/V Steel Fin II, taking cameraman and producer out for a short fishing trip. Joe Ciaramitaro of J & D Seafoods in San Pedro rolled out the red carpet for the crew at his plant. The video crew then visited Santa Monica Seafood to capture the retail angle. And for candy-caned icing on this video cake, Executive Chef Kieran O'Connell of San Pedro's well-known 22nd Street Landing Grill prepared his ridgeback shrimp recipes for the camera: a Ridgeback Prawn Bisque to die for and Ridgeback Prawn Cassolette, an artful entree blending diamond-shaped vegetables with ridgies, deglazed with dry vermouth and sauced with butter and cream. The show will air this fall, at the opening of Ridgeback season.



## CSC REPORTS:

### **1996-97 Export Campaign Captures Asian Market Interest**

Both the markets of Hong Kong and Korea offer good potential for increased sales of California seafood. This recommendation by CDFA's Ag Export advisor, Fred Klose, comes at the end of our second promotional year in the Pacific Rim arena, following an energetic program of trade shows, personal consultations and advertising in 1996-97.

The CSC launched the 1996-97 program in March 1997 with the Great American Food Show in Seoul, Korea. The CSC, in cooperation with the Western U.S. Agricultural Trade Association, also exhibited in Hong Kong in May, at the Asian International Seafood Show. Klose followed up with personal meetings with interested buyers in both markets, and advertisements promoted the availability and quality of California seafood in trade magazines.

In addition to expanding Chinese market demand, Korea appears interested in many California seafoods, including squid, mackerel and anchovies, Klose reported. Quick-frozen tuna (core temperature: minus -40 degrees) also is a possibility.

According to Klose, the possibility of joint ventures, especially in Korea, is immense. One of the biggest requests from importers in both China and Korea is for more information on the production, seasons, and availability of various California seafoods. This can be accomplished through a continuation of the program, focusing on advertising and direct contact. The CSC is now determining its course of action for 1998 and beyond.

### **CSC now has e-mail: Our website will be up soon**

We're entering the cyberspace home stretch – with design and framework of our homepage on the World Wide Web created and the transfer of hundreds of pages of information in web-friendly format now in progress. We should be up and running by the beginning of school.

The CSC's presence on the web will enable us to widen distribution of our *California's Golden Seas* curriculum to teachers, children and other interested parties throughout California and elsewhere. Besides computer access, the CSC website will enable interested parties to download teacher's guide pages as they exist in print.

## FYI:

### **CSC Wins Grants to Expand Distribution of Golden Seas Education Program**

Here's good news in the "If at first" column ...

The CSC grant search, seeking funding to help reproduce and distribute our *California's Golden Seas Activity Kit* to schools, struck paydirt recently. The CSC has been approved by the Santa Barbara County Board of Supervisors to receive a grant from the County's Fisheries Enhancement Fund. The FEF was established to partially mitigate impacts to the commercial fishing industry caused by development of offshore oil and gas reserves.

In addition, the California Sea Grant Program has awarded CSC a Rapid Response Grant, bringing the total to \$12,750. Along with funding from the CSC Education Program budget, the grants will enable us to produce 250 complete sets of the Golden Seas kit, enough to distribute to every middle school in Santa Barbara, San Luis Obispo and Ventura Counties.

The complete kit includes a 185-page teacher's guide, 3 videos, a full-color poster, 27 sets of seafood stickers, and 27 *California's Golden Seas Riddle Books*, a take-home storybook for children.

The materials will be reproduced, assembled and mailed to schools, along with an announcement to every middle school teacher in the Tri-Counties, by mid-September. (Teachers and children with internet capabilities will also be able to access *Golden Seas* on the web soon.)



*Chef John Pisto, owner of 4 popular restaurants in Monterey and the host of "Monterey's Cooking Pisto Style" on Cable TV's Nostalgia Network, demonstrates a 3-minute California seafood entrée: California sanddab. Pisto, a former commercial fisherman, brings creativity along with a wealth of seafood lore to his role as California seafood spokesman.*

## BEHIND THE CAMERA WITH CALIFORNIA SEAFOOD SPOKESPEOPLE

When first we put our thought into motion to sponsor a "Joe Carcione" of seafood, someone who, like the Joe of Greengrocer fame, could extol on TV the virtues of local California seafood in season and banish consumer fears about handling, storing and cooking it, we bumped into a couple of inescapable facts. The first: TV planning directors insisted on a "local" personality, in lieu of one syndicated "Joe." There are 13 major media markets in California, thus we needed about 13 local Joes (or Janes). This led to the second fact: Candidates were few who were steeped in seafood knowledge, had winning ways and, critically important, had time to spare.

Nevertheless, just as cream rises to the top, our California spokespeople rose to the occasion, seizing the opportunity to speak the truth about our industry and its produce.

Meet our first spokes volunteers:

- Chef John Pisto grew up in the industry, a former commercial fisherman. John also hosts his own cooking show on Cable TV.
- Marciel Klenk, UC Cooperative Extension Home Economist for Napa County and the CSC's Public Member, develops many CSC recipes, which she then uses in the numerous public workshops that she conducts.
- Aiden Coburn, CSC Vice President, is responsible for training all seafood handlers in the Fish Market Restaurant chain.
- Executive Chef Kieran O'Connell oversees the kitchen at the well-known 22nd Street Landing Seafood Grill in San Pedro
- Craig Ghio (a former CSC Board member), directs affairs at Anthony's Fish Grottos and Ghio Seafood in San Diego.

## CALIFORNIA STYLE

*From "California Pink Shrimp All Day Long" Seafood Release*

### **Pink Shrimp by Any Name...**

*Whatever they're called, California pink shrimp are delicious ... and a great buy for consumers*

What's in a name? The west coast's little pink shrimp with the great big taste have acquired a plethora of names for such a small creature. Sometimes they're called Pacific Ocean shrimp or cocktail shrimp. Sometimes they're called bay shrimp – a misnomer because these ocean-dwelling crustaceans never visit bays. Oregon usually produces the largest volume of pink shrimp on the west coast, so they're often called Oregon pink shrimp. California fishermen also harvest millions of pounds of these succulent little shrimp each year, so there's California pink shrimp.

Whatever they're called, *Pandalus jordani* (the scientific name for cold-water Pacific Ocean shrimp) are far more flavorful than their warm-water relatives. Fishermen from California, Oregon and Washington pilot their trawl vessels 10–30 miles out into cold Pacific waters to set their nets for these tiny seafood treasures. ... Fishing regulations set the harvest season from April 1 through October 31 and also mandate other conservation measures to protect the resource.

Once caught, pink shrimp are iced for the trip back to shore, where they are cleaned and cooked, and sometimes quick-frozen, for market. Fresh or frozen, Pacific Ocean pink shrimp are both tasty and versatile — Mother Nature's ideal fast food. And they're an especially good buy in local retail markets right now.

Bon  
appetit.

Seafood  
SUMMER SHRIMP  
SPECIAL



*Aiden Coburn deftly wields the filet knife to quickly dispatch a 25-pound California white seabass on camera.*



*Marcie Klenk demonstrates grilling techniques for KOVR TV Weatherman Dave Bender, who assisted in staging the CSC's on-camera "air checks."*

# EXTRA! EXTRA! EXTRA! EXTRA! EXTRA!

## CSC Co-Sponsors Squid Symposium and Workshop at CalCOFI Conference

Despite "abnormal" ocean conditions (or perhaps because of them), California's market squid resource has produced record-breaking harvests for the past three years. The 1996 harvest of about 87,000 tons is an all-time high for this fishery, although California is typically the largest producer of market squid in the United States.

The lifespan of California squid is very short, allowing the resource to repopulate quickly. Squid abundance is cyclical, however, greatly influenced by natural forces. The biomass of California's squid resource is unknown but thought to be huge: scientific estimates of potential annual yield have varied from 100,000 to 300,000 tons. Yet many questions necessary to manage the fishery on a sustained yield basis remain unanswered.

California squid abundance, coupled with mushrooming market demand in China and soft boat prices for Alaskan salmon, have created an escalating resource controversy in the Golden State.

What does the price of Alaskan salmon have to do with California squid?

Since California's "squid boom" began, news of the plentiful harvest has attracted an increasing number of boats from out-of-state, boats that in "normal" years would occupy themselves seining

salmon in Alaska. But now the price of squid is higher than the price of seined (pink) salmon.

In the ensuing squid management debate there is near universal agreement on the need for more research, but there is also corresponding concern over the specter of strict limitations in the absence of biological justification.

Addressing biological concerns, the California Cooperative Oceanic Fisheries Investigations (CalCOFI) Conference in 1997 will focus major attention on squid. Dr. Doyle Hanan, Department of Fish and Game senior biologist on the CalCOFI Committee, is the convener of a symposium, **"Market Squid: What is known & what needs to be known for effective management."** Squid experts from all over the world will convene at Lake Arrowhead in late October to share their knowledge and experiences. The list of confirmed participants touches major Loligo fisheries worldwide, including:

Dr. Roger Hanlon, Woods Hole, Massachusetts  
Dr. George Jackson, Townsville, Australia  
Dr. Sophie des Clers, London UK (with knowledge of the Falklands Islands fishery)  
Dr. Johann Augustyn, Cape Town, South Africa  
Ms. Denise Reichow, British Columbia, Canada  
State and federal biologists will also participate.

In addition to presenting papers for publication in CalCOFI Reports, squid scientists will take part in a "roundtable" workshop to consider the dual question: what is known and what needs to be known about squid? The goal: to pool biological knowledge and experience to develop better understanding of the market squid resource and an effective plan to manage it.

The idea for the squid workshop stemmed, in part, from CSC interest on behalf of California's squid industry and an offer to help sponsor such an undertaking. At the request of squid members, the CSC is providing funding, which will enable international squid experts to participate in the conference. CSC "credit-back" funds from the squid industry will also help defray the cost of publishing the proceedings of the market squid symposium. The future of California's fisheries depends on solid, scientific research and responsible management. The CalCOFI Squid Symposium represents a giant step in the right direction.

