

SOUNDING OFF

It's an old proverb but true: knowledge earns respect. When I signed on as President of the CSC this past spring (and where, for Pete's sake, did the time go?), I was eager to help fight the good fight. We can all be proud to speak the truth about California's fishing industry. We truly are stewards of the ocean, and we provide an essential service and product to the public. But where is the recognition of that fact?

I, along with my peers, am amazed at the depth of rhetoric we've faced in this Year of the Ocean. Now more than ever, we must publicize the truth about our fisheries and California seafood products just to stay afloat in a sea awash with misunderstanding.

To fishermen, every year is the year of the ocean. It's high time that the rest of the world has come to the realization that

our oceans are important as a source of life, food and livelihood. CSC spokesmen and women have stepped up efforts to carry that message to the media, repeating time and again how California fisheries are strictly regulated, our local seafood the freshest, healthiest and tastiest food available (and by the way, here's the best way to handle and prepare it).

Yet we continue to face challenges threatening further disruptions to the continuity of supply of local seafood to market. California seafood is a renewable resource. And California fishermen fish by proxy for the 97 percent of Californians who don't have the luxury, time or desire to catch their own fish.

Our industry fully supports science-based fishery management policies – in fact, we often initiate regulations to better conserve our local seafood species.

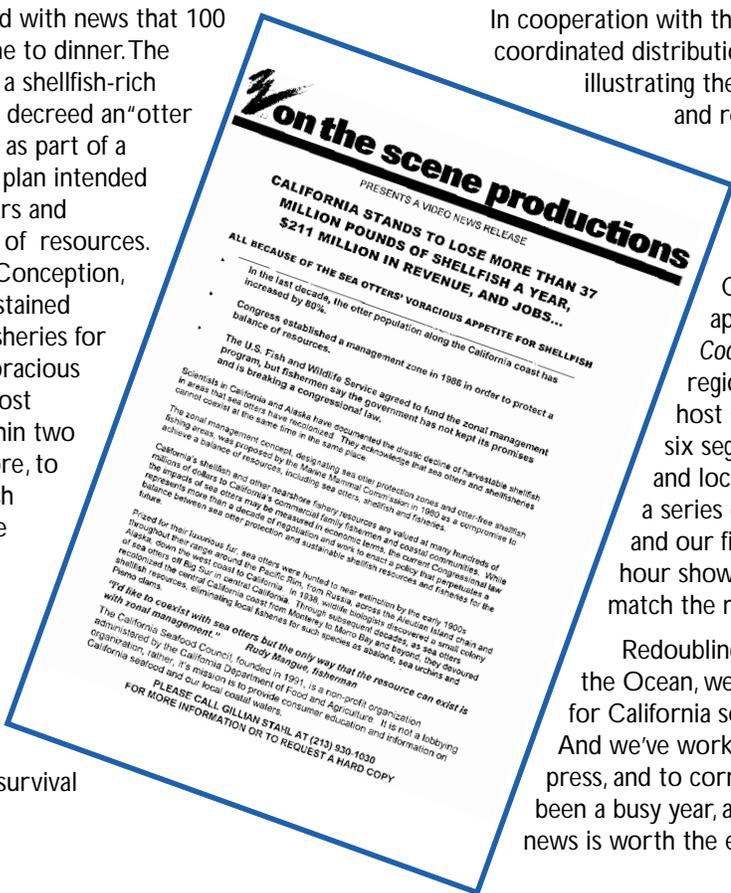
We'll continue to put our best foot forward, doing what we're doing to inform the public about the realities — not the perceptions — of fishing as we know it. And we'll continue to advocate for science-based conservation of our resources. We'll also strive to foster better communications and a better working relationship with others interested in the ocean.

After all, the statement bears repeating: it's in everyone's interest to protect coastal waters and ensure abundant, healthy populations of local species. Let's work together to meet the challenges of the future.

Good fishing!
Aiden Coburn, CSC President

CSC HAPPENINGS

Our year opened with news that 100 sea otters had come to dinner. The colony moved into a shellfish-rich area that Congress decreed an "otter free" zone in 1987, as part of a zonal management plan intended to protect sea otters and conserve a balance of resources. In the lee of Point Conception, Little Cojo Bay sustained valuable shellfish fisheries for decades, but the voracious otters devoured most visible shellfish within two months. What's more, to date the federal Fish and Wildlife Service has failed to honor Congressional law. This "no action" policy jeopardizes both the long-term abundance of shellfish resources and the survival of fisheries.



In cooperation with the sea urchin industry, the CSC produced and coordinated distribution of a video news release graphically illustrating the impacts of sea otters on shellfish resources and reemphasizing Congressional intent: to protect a balance. By October, more than one million TV viewers learned about California's escalating shellfish conflict.

Millions more gained positive knowledge of California's fishing industry, along with appreciation for local seafood, on *Monterey's Cookin' Pisto Style*, a 30-minute national and regional cable TV show. With grateful thanks to host Chef John Pisto (CSC's new public member), six segments featured California seafood specialties and local fishermen. A first for the CSC, we produced a series of :30 TV spots promoting California seafood and our fishermen, which ran twice during each half-hour show. We also revamped our radio advertorials to match the message in our TV campaign.

Redoubling our efforts to speak the truth in this Year of the Ocean, we've coordinated numerous guest appearances for California seafood spokespeople on both radio and TV. And we've worked hard to provide accurate information to the press, and to correct misperceptions about our industry. It's been a busy year, at times frenetic — but disseminating good news is worth the effort!

CSC REPORTS

CSC APPROVES 1999 EXPORT PROGRAM – EUROPE IS NOW INCLUDED

California seafood export promotion will chart a new course in the coming year. For the first time, the Western U.S. Agricultural Trade Association (WUSATA) targeted marketing and education efforts coordinated by the CSC on behalf of California seafood will include promotions in the European Union as well as Pacific Rim countries.

In October the CSC Export Committee approved a marketing plan for the \$55,000 allocated from WUSATA in 1998-99 to promote California/west coast seafood in export markets. Program elements approved by the CSC committee include development of two new product sheets for albacore and Pacific whiting, translated into EU languages: Spanish, French, German, and Arabic. The new information sheets will also be produced in Asian languages: Chinese, Japanese, Korean and Vietnamese. In addition, three of the four sheets produced last year, for shortbelly rockfish, Pacific sanddab and smelts, will be translated into EU languages. The addition of the two new entries brings the total number of California seafood species featured in the CSC export guide to 19, plus California king salmon, which we produced in cooperation with the California Salmon Council.

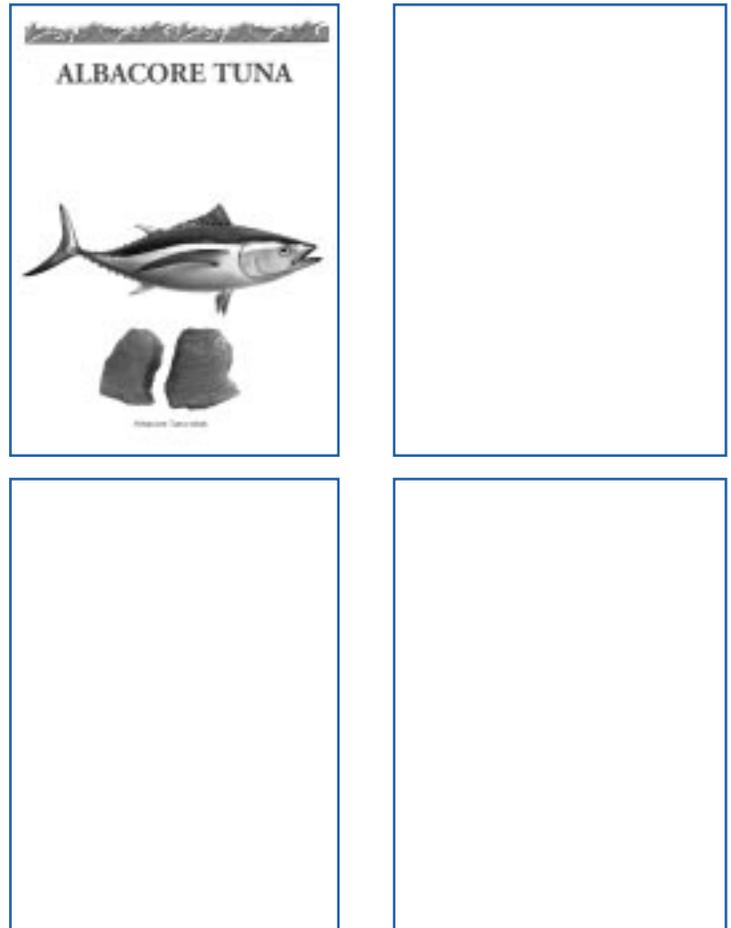
As part of the 1999 export plan, the CSC will expand our popular California Seafood Availability Index to include additional species, and we'll have the poster translated into Chinese.

Our 1999 export campaign also includes booths at two trade shows:

- The CSC will sponsor a California Seafood booth at the European Seafood Exposition in Brussels, April 1999. California seafood exporters who wish to participate in the booth, please contact the CSC office or Fred Klose at Department of Food and Ag: (916) 654-0389.
- We'll also sponsor a California Seafood booth at the Asian International Seafood Show in Hong Kong, held over from last year. The show will be held in conjunction with Hofex on May 4-7, 1999.

Ads promoting seasonal California seafoods will run in trade magazines prior to the shows. And we're planning a California seafood demonstration and seminar at the Brussels Expo, with Chef John Pisto and Aiden Coburn.

The CSC will unveil lifelike models of fish featured in the export guide at these 1999 export trade shows. The models will enable prospective buyers to see the whole fish. Attempting to provide real fish for display at overseas trade shows can be a logistical nightmare. The models don't need refrigeration and should be able to enter the country without the labyrinth of paperwork required by real fish.



AG EXPORT PROGRAM NEWS (FROM TRADEWINDS):

FREE OPPORTUNITY TO REACH THE WHOLE CHINA

Recently the Hong Kong California Office of Trade and Investment (COTI) reached agreement with the *Financial Morning Post*, a nationwide newspaper circulating throughout China, to advertise California's trade inquiries on a free-of-charge basis. This agreement will cover food and agricultural products (including seafood) and will offer a bi-monthly opportunity for all California companies to announce their trade inquiries to every corner of China. California seafood exporters interested in the China market, please do not hesitate to contact the Agricultural Trade Specialist in Hong Kong, Shirley Ng.
Telephone (852) 2877-3600
Fax (852) 2877-2691
Email: agtrade@asiaonline.net





"If You Brand It...They Will Buy It" brochure highlights positive consumer response to "branded" California seafood in retail pilot test.



The California Seafood Hallmark signifies voluntary guidelines adopted by California seafood producers to ensure premium quality product: Closer is Fresher.

◆ NORTH & SOUTH ◆

CSC MEMBERS PROVE "IF YOU BRAND IT (CALIFORNIA SEAFOOD) THEY (CONSUMERS) WILL BUY IT"

MICHAEL WAGNER – ANDRIA'S SEAFOOD

Michael Wagner reports that **Andria's Seafood Specialties** retail market, located in Ventura Harbor Village, has experienced positive consumer response to "branded" California seafood ever since the market participated in the CSC retail pilot in 1994. "Customers are willing to pay more for California seafood because it is local and fresher." In fact, across the board, pilot-test markets responded in weekly surveys that California product was fresher, with a longer shelf life, than product from out of state.

Wagner began branding California seafood in his restaurant next door and found a similar response.

"During California salmon season, when the dockside price dropped to \$1.25 a pound, a local fisherman approached us with an idea: the fisherman promised a steady supply of local fish to **Andria's** for \$2/lb, lower than the price of farmed Atlantic salmon, if **Andria's** would lower the menu price and advertise the availability of California king salmon.

"We struck a deal, lowered the menu price and launched an advertising campaign. The joint venture was wildly successful: our usage jumped from 10 to 70 fish per week.

"We did the same thing with local halibut against Alaskan product when a glut of Alaskan caused local halibut prices to crash. We increased our volume of California halibut by 42% per week."

"The moral? Cooperation and advertising. Consumers really appreciated knowing they were getting local seafood, **Andria's** profited, and so did local fishermen."

AIDEN COBURN – FISH MARKET RESTAURANTS

Aiden Coburn is fish buyer and seafood safety trainer for all seafood handlers in the Fish Market Restaurant chain, with 4 units in northern CA, 2 in southern CA and 1 in Phoenix AZ. Fish Market Restaurants serve more than 5 million meals per year. Coburn reports, "We've had one of our best summers on record, featuring "branded" California seafood on our menus.

"For us the word 'California' means two things. First, California means freshness. Second, compare prices. California product is often a better value for the price because you're featuring in-season abundance. A restaurateur who knows what's 'fresh and local' season-by-season, and who trains waitstaff to be knowledgeable in local seasonal specialties, can add profits to his bottom line. For example, we went gangbusters with local California white seabass in Phoenix AZ during the local season. It sold better than competing Chilean seabass because the value was there. California white seabass has better taste, and it's 'fresh – local.' Well, almost. California is only one state away; Chile is a continent away. Closer is fresher!

"Our consumers want to know where their seafood is from; educated consumers really do care about origin. 'Fresh-local' means quality. Quality has market value, like 'organic.' Besides, it's good for California to support local industry.

"Knowledge earns respect. Freshness equals taste. We'll continue to feature California seafood. It's good for our customers; it's just plain good business!"

CALIFORNIA SEAFOOD STARS ON TV & RADIO

Along with host Chef John Pisto, California seafood and fishermen were a hit on *Monterey's Cookin' Pisto Style* during summer and fall. Six 30-minute special shows featuring seasonal California seafoods aired nationwide on the Nostalgia "Good TV" Cable network. Regionally the shows aired several times during their scheduled weeks on TCI cable in Monterey and Media One TV in Fresno. CSC :30 commercials highlighting local fishermen aired twice in each show.

Featured, in order, were pink shrimp, California sardines, flatfish, rockfish, California swordfish and shark. Shows aired on the following schedule:

NOSTALGIA "GOOD TV" AIR DATES

SATURDAY, AUGUST 22 – PINK SHRIMP
 SATURDAY, AUGUST 29 – CA SARDINES
 SATURDAY, SEPTEMBER 19 - FLATFISH
 SATURDAY, SEPTEMBER 26 - ROCKFISH
 SATURDAY, OCTOBER 10 - SWORDFISH
 SATURDAY, OCTOBER 17 - CA SHARK

TCI AIR SCHEDULE

AUGUST 17-23	PINK SHRIMP
AUGUST 24-30	SARDINES
SEPTEMBER 14-20	FLATFISH
SEPTEMBER 21-27	ROCKFISH
OCTOBER 5-11	CA SWORDFISH
OCTOBER 12-18	CA SHARK



The CSC also sponsored radio advertorials during October National Seafood Month, promoting seasonal California seafood and local fishermen.

CALIFORNIA SEAFOOD RADIO AD SCHEDULE

WEEKS OF OCTOBER 7-11 AND OCTOBER 14-18

KGO AM • 810 • NEWS TALK
 DINING AROUND WITH GENE BURNS

SATURDAY	10 AM-1 PM
W, TH, FRI	10 AM-3 PM
W	1 PM-2 PM
TH	2 PM-3 PM
FRI	3 PM-4 PM

KCBS • 740 • NEWS
 NARSAI DAVID SHOW

W, TH, FRI	10:53 AM; 12:53 PM
SAT	10:53 AM; 2:53 PM
SUN	12:53 PM

CALIFORNIA STYLE

(EXCERPTS FROM CSC SEASONAL RELEASES)

... A BOUNTIFUL HARVEST OF ALBACORE TUNA FROM LOCAL WATERS

SANTA BARBARA, Calif., September 1, 1998

One beneficial effect of El Niño, warm ocean waters again have lured an abundance of albacore tuna close to California. Local fishermen are reporting good catches of this premium tuna, the only tuna species that may be marketed as "white meat" tuna. The availability of California albacore is always dependent on ocean conditions, but local consumers generally may find it in abundance in late summer through fall. Albacore's renewed abundance this fall translates to widespread availability of this local tuna, both in fresh and fresh-frozen form. A boon for seafood consumers, local abundance means attractive prices at seafood restaurants and markets. Also this year more fishermen are selling whole albacore directly from their boats.

Albacore tuna are a highly migratory species found throughout the world's oceans and harvested by many nations. Much of the worldwide catch consists of older fish that inhabit the depths and are harvested by longlines. Off California and the west coast, however, fishermen harvest local albacore by trolling fishing lures, called "jigs", slowly on the surface behind the boat. The west coast is one of only five areas in the world with a surface fishery for albacore.

Troll-caught albacore are premium-quality fish, typically younger fish that are found swimming near the surface in loosely aggregated schools for the first three to five years of life. Surface-dwelling tuna are higher in Omega-3 fatty acids than their deep-dwelling elders, studies have found. A growing body of evidence supports the health benefits of Omega 3s: reducing the risk of heart attack and stroke, helping to lower blood pressure, ensuring the proper development of brain, neural and visual tissue in developing infants, and much more.

Flavorful as well as nutritious, California albacore may be sold as whole fish or marketed as loins or steaks. The naturally soft meat firms during cooking. Because of its delicate flesh, albacore may be handled



A color slide and recipe for Smoked California Albacore Salad, as well as helpful consumer tips, accompanied the California albacore release. We mailed the packet to food editors of more than 100 California daily newspapers.

most easily in frozen or semi-frozen state. This mild, sweet-tasting tuna is growing in popularity at local sushi bars as well as in discerning seafood markets and restaurants. At-home chefs also appreciate albacore's versatility on the grill, steamed, sautéed or in salads.

PRIZED CALIFORNIA SWORDFISH AGAIN ABUNDANT THIS FALL

SANTA BARBARA, Calif., Oct. 22, 1998

Few meals can rival the enjoyment of a fresh, grilled swordfish steak, especially if it's top-quality California swordfish. For the second consecutive year, consumers can expect an abundance of prized California swordfish harvested in our local waters. California's swordfish season typically peaks in October and November, with strong supply continuing through the holiday season.

According to Aiden Coburn of Farallon Fisheries, "The fishermen tell me that whenever we have an abundance of albacore, as we have this year, greater concentrations of Pacific swordfish usually follow." Coburn continues, "Swordfish are now being caught well within 200 miles of the California coastline. Their migratory pattern will then take these highly migratory fish toward the mid-Pacific ocean."

Consumers can expect to find swordfish priced less than \$10 a pound; a good value for this firm-textured, mild-flavored fish.



The CSC's swordfish release featured color slide and recipe for Grilled California Swordfish, Sicilian Style. Chef John Pisto demonstrated this recipe on his TV show, Monterey's Cookin' Pisto Style.

"This is a window of opportunity for consumers and for California's commercial fishermen, who number less than 200 with permits to catch swordfish," Coburn adds. About 90 vessels are active in California's swordfish fishery.

California's Swordfish Fleet Continues Protective Efforts

While North Atlantic swordfish are harvested under strict international quotas designed to rebuild stocks, scientists consider Pacific Ocean swordfish stocks to be healthy. California fishermen work proactively with fishery managers to conserve this prized species; in fact, our local fleet is perhaps the most strictly regulated in the world...

"It is important for local consumers to understand how responsibly California fishermen operate to preserve our swordfish stocks and other sea life," says Diane Pleschner, manager of the California Seafood Council. She continues, "Our fishermen also pride themselves on bringing in a top-quality catch." ... The Council hopes this knowledge will motivate informed consumers to ask for "California" when purchasing swordfish.

The CSC extends grateful thanks to Aiden Coburn and Marciel Klenk for the use of their albacore recipes in our California albacore release. Many thanks, also, to Chef John Pisto for permission to reprint his California Swordfish recipe.



Marciel Klenk, UC Co-op Extension home economist and CSC public member, appears on KCRA TV's Noon News in Sacramento to extol the virtues of California seafood.



CSC Communications & Education Coordinator Jackie Campeau spreads the good word at the Oceans Conference in Monterey.

FYI

CSC & SUHAC AIR FACTS ABOUT SEA OTTERS VS. SHELLFISH

When sea otters swam into Little Cojo Bay last spring, they rekindled a long-simmering controversy over sea otter protection vs. sustainable shellfish resources and fisheries. The area is part of a "management zone" established by Congress in 1987. Public Law 99-625 mandated a zonal management program to foster sea otter recovery as well as conserve a balance of valuable shellfish resources. But now the US Fish & Wildlife Service, responsible both for otter recovery and containment, is sidestepping Congressional law.

Virtually everyone involved in the debate agrees on the impact of otter foraging: sea otters preclude human use of most shellfish. Divers documented with underwater video the dramatic effects of otter predation in Little Cojo Bay. Within two months, otters had virtually eliminated harvestable shellfish resources that had sustained fisheries for decades.

In cooperation with the Sea Urchin Harvesters Association of California (SUHAC), the CSC produced and coordinated distribution of a video news release (VNR) to inform the public about the critical need for sea otter zonal management to maintain a balance of resources.

The VNR illustrated the before-and-after effects of otter foraging, graphically depicting the drastic reduction in exposed shellfish, with cast, empty shells strewn as evidence. Former Congressman Robert Lagomarsino appeared in the VNR, affirming the intent of Congress in passing PL 99-625: to protect a balance, including both otters and shellfish. He stated, "If nothing is done...there will be all kinds of adverse impacts on the balance that we all sought; secondly, there will be a further eroding of trust in government."

CSC SPOKESPEOPLE DELIVER GOOD NEWS TO MILLIONS OF CALIFORNIANS

Last year the CSC launched a campaign to facilitate regular guest appearances in the media for California seafood experts. We began media-training a network of fishermen, processors, and chefs who agreed to be "on call." Thanks to the dedication and willingness of our California seafood emissaries, positive news about California seafood and California's fishing industry is now reaching millions of people in California and beyond. Here are highlights of the CSC Broadcast Spokesperson Program so far this year:

CSC President Aiden Coburn and California seafood spokesman Chef Kieran O'Connell, executive chef at the popular 22nd Street Landing Grill in San Pedro, kicked off the year's activities leading an evening seafood tasting and Q&A session at the annual convention of the Northern California Radio-Television News Directors Association in April.

KCRA-TV's "Channel 3 Reports at Noon" (NBC, Sacramento) hosted Marciel Klenk in August to demonstrate easy seafood appetizers featuring fresh local albacore and thresher shark. (Already a seasoned semi-regular guest, Marcie is invited back during the holidays.)

Also in August, KHSL-TV "Noon News" (CBS, Chico) featured Aiden Coburn promoting the attributes of fresh and smoked albacore, as well as the benefits of the local fishing industry in providing premium quality seafood.

KBHK-TV, "The Susan Sikora Show," (UPN, San Francisco) featured Aiden Coburn in an 8-minute segment demonstrating the use of California seafoods in fresh summer salads (another

golden opportunity to highlight local albacore). Coburn also showed how to select and properly handle fresh seafood and shellfish. In addition, KBHK TV provided CSC recipes on their website.

KBAK-TV, "29 Eyewitness Morning News" (CBS, Bakersfield), featured CSC Chef Kieran O'Connell in 8 one-minute-plus segments throughout the morning show. KBAK employed a live remote to broadcast O'Connell preparing easy California seafood recipes. Chef O'Connell also participated in a location shoot at a local seafood market, demonstrating how to properly select fresh seafood. This segment aired on KBAK's evening news.

In November, Chef O'Connell appeared on KMIR-TV (NBC, Palm Springs), and in early December, on KSBW (NBC), KION (CBS) and KNRY-AM Talk Radio, in the Monterey area. He extolled the virtues of California swordfish and the careful operation of our fishing fleet.

CSC spokespeople participated in numerous other radio interviews as well. And with letters and op-ed articles we doused the flames from potboiling news reports: global overfishing and seafood safety were two hot topics continually on the media's front burners.

In addition, we generated positive news and helpful tips for consumers, and alerted editors to abundant California seafoods in season. Much more is in store!

Special thanks to California seafood spokespeople Marciel Klenk, Chef John Pisto, Chef Kieran O'Connell, and Aiden Coburn, for spreading the good word.

CHEF JOHN PISTO COOKS!

NATIONAL TV COOKING SHOW, *MONTEREY'S COOKING PISTO STYLE*, FEATURES CALIFORNIA SEAFOOD AND LOCAL FISHERMEN

In partnership with CSC public member Chef John Pisto, this year the CSC sponsored six segments of John's nationally televised cooking show, *Monterey's Cookin' Pisto Style*. Accompanied by commercial fishermen, John showcased a different variety of California seafood in each show. And in each show viewers embarked on a virtual journey from dockside to the kitchen of this internationally-recognized chef.

Produced by TCI in Monterey, *Monterey's Cookin' Pisto Style* reaches more than 7 million households nationwide via the Nostalgia "Good TV" cable TV network. In addition, TCI delivers the program to 75,000 households in the Monterey Bay area and to 52,000 households in Santa Cruz. Media One TV delivers the program to viewers in 108,000 households in the Fresno area.

John and guest fishermen reviewed fish lore and proper handling techniques, and John demonstrated mouth-watering recipes for each species. Encouraged by John, fishermen debunked misconceptions about California's fishing industry. Voicing their desire to conserve our California's fishery resources for the future, they emphasized that consumers can feel good about asking for California seafood because our local fleets are among the most responsible and strictly regulated in the world.

The California seafood features on *Monterey's Cookin' Pisto Style* provide a unique opportunity both to promote local seafood and to educate the public about California's fishing industry. The camaraderie between *Monterey's Cookin'* host Chef John Pisto and commercial fishermen who appeared as guests on each show provides viewers with a positive image of fishermen as stewards of the ocean. The information these fishermen imparted about fish, fishing and the workaday lives of fishermen also helps to dispel misperceptions about the industry.

BEHIND THE SCENES AT MONTEREY'S COOKIN' PISTO STYLE:



Special thanks and appreciation to:
(photos 1 & 2) Don Dodson, flatfish and sardine shows.
(photo 3) Phil & Travis Evans, rockfish.
(photo 4, from left) Travis Evans, pink shrimp show; Bill Murtha, swordfish and shark shows; John Pisto, Phil Evans

In addition to live appearances by fishermen, the CSC provided broadcast footage of harvesting and processing for featured species, highlights of which were included in the final editing of each show. Chef Pisto's enthusiastic endorsement and support of both California seafood and our local fishermen are a tremendous asset in our image-building educational efforts. We're very pleased and grateful that Chef Pisto was appointed as CSC regular Public Member and is taking an active role in the CSC mission.

Besides educating the public about California's fishing industry, the California seafood specials on *Monterey's Cookin'* will also provide a foundation for future marketing efforts on behalf of CSC species. As part of our sponsorship agreement, Chef Pisto and TCI granted CSC the use of the video segments featuring California seafood, as well as Chef Pisto's recipes. As part of next year's promotion and marketing plan, the CSC Board will consider a budget to re-edit individual California seafood vignettes into 10-minute highlights. The segments will be placed back-to-back on video and offered to quality-conscious retail seafood markets, along with complementary recipes for each species, in conjunction with targeted seasonal California seafood promotions. In addition, next year the CSC hopes to expand our California seafood features on TV with more *Monterey's Cookin'* segments.

CALIFORNIA SEAFOOD ADS ACCOMPANY MONTEREY'S COOKIN' SHOWS

A first for the CSC, the *Monterey's Cookin'* sponsorship offered the opportunity to produce and air :30 ads showcasing the fishing industry at work. The ads aired at the beginning and end of each California seafood segment. Different versions of the CSC public service ad were created to highlight different fisheries, and airing schedules were coordinated accordingly. We're now exploring new opportunities to promote California seafood and our fishermen on TV.

CALIFORNIA SEAFOOD COUNCIL
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Extra! Extra!

CALIFORNIA SWORDFISH FLEET SUCCESSFULLY REDUCES INTERACTIONS WITH MARINE MAMMALS

Following the successful test of acoustic pingers to deter marine mammals from encountering swordfish and shark fishing nets, California fishermen serving on the Pacific Offshore Cetacean Take Reduction Team recommended their mandatory use, among other strategies, for all vessels in the California fishery. The National Marine Fisheries Service implemented the rule in 1997.

In June 1998, the Team again met to review progress of the fleet in meeting the strict goals of the Marine Mammal Protection Act. The immediate (six-month) goal was to reduce incidental takings of strategic stocks of marine mammals to below Potential Biological Removal (PBR) levels for each stock. Strategic stocks identified in the Pacific Ocean include several

species of whales, among them humpbacks, sperm whales and pilot whales.

Although final regulations were not effective until after the fishing season had begun in 1997, total estimated mortalities for the 1997/1998 season were below PBR for all marine mammal stocks, including all strategic stocks. Overall, observed interactions with cetaceans had declined by 65 percent compared to observations before the take reduction plan was put into effect.

Scientists at the NMFS Southwest Fisheries Center attribute most of the success of the plan to the mandatory use of pingers in all areas and at all times, and the setting of nets deeper in the water column. Fishermen and other team members also championed the effectiveness of the eight skipper workshops

conducted in California and Oregon prior to the start of the 1997 fishing season, and the large turnout -- nearly 100 percent of the active fishermen attended. The skipper workshops were also considered to be a factor in the high degree of compliance with the plan and the fishery's success in reaching the six-month goal.

Team members recommended that the plan be maintained without modification for the 1998/1999 fishing season....

*(Excerpted with permission from
MMPA Bulletin 3rd Qtr 1998, Issue 12)*

*For more information, contact
Irma Lagomarsino, NMFS SW Region,
(562) 980-4016*

SKEWERED CALIFORNIA ALBACORE

SERVES 4

WITH FIRECRACKER RUB

- 1 pound California albacore, cut into 1-inch thick cubes
Bamboo skewers
Firecracker rub

Soak bamboo skewers in water for 1 hour to prevent burning during grilling. Coat raw California albacore cubes with Firecracker rub, then thread on skewers. Place on a hot, clean grill. Turn once. Cook approximately 10 minutes, or until fish just turns opaque.

Firecracker Rub

- 3 Tbsp. roasted red chili paste (available in Asian foods section of most markets)
- 5 cloves garlic, minced or crushed
- 1 Tbsp. fresh ginger root, minced
- 2 Tbsp. cilantro, chopped
- $\frac{1}{2}$ tsp. soy sauce
- 1 tsp. oil

Combine all ingredients and let set 30 minutes to blend flavors. Rub on raw seafood prior to grilling or broiling.

(Recipe courtesy of Marciel Klensk, as featured on KCRA TV)

GRILLED CALIFORNIA SWORDFISH, SICILIAN STYLE

SERVES 4

- 4 4-oz. 1-inch thick California swordfish steaks
Blacken or Cajun seasoning (or Pisto's Sensational Seasoning)
Olive oil cooking spray
- 2 Cups tomatoes, diced
- $\frac{1}{2}$ Cup each, red green, yellow sweet bell pepper, diced
- $\frac{1}{2}$ Cup red onion, diced
- 1 Tbsp. chives, chopped
- 1 Tbsp. capers
- $\frac{1}{4}$ Cup kalamata olives, pitted
- Dash of dried oregano
- 3-4 Slices Italian bread, $\frac{1}{2}$ inch thick
- $\frac{1}{2}$ Clove garlic

Rub both sides of the bread with garlic and lightly spray with olive oil. Toss on a heated grill until browned. Cut into large chunks and set aside.

Lightly spray each California Swordfish steak with olive oil and rub on seasoning. (continued on overleaf)

Swordfish recipe courtesy of Chef John Pisto, as featured 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

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

GRILLED CALIFORNIA SWORDFISH, SICILIAN STYLE (CONTINUED)

Place steaks on a preheated grill and cook about 5 minutes on each side, basting as needed with sauce. Fish is cooked when opaque throughout.

While swordfish is grilling, combine tomato, peppers and onion in a nonstick skillet and lightly sauté. While vegetables are still crunchy, add remaining ingredients and cook 2 more minutes. Add the grilled bread chunks and lightly toss.

Place vegetable mixture in the center of a large serving platter. Arrange grilled California swordfish steaks on top. Spoon reserved sauce over the swordfish and garnish with sprigs of fresh thyme or lemon.

Basting sauce

- | | |
|---------------------------|-----------------------------|
| 1 Tbsp. olive oil | $\frac{1}{2}$ Lemon, juiced |
| $\frac{1}{2}$ Cup vinegar | 1 Tbsp. oregano |
| 5 Cloves garlic, minced | Dash of red pepper flakes |
| 1 Tsp. sugar | Salt, pepper to taste |

Combine all ingredients in small saucepan and simmer for 5 minutes. Remove about a third of the sauce to baste swordfish during grilling. Keep remaining sauce warm for final assembly of the dish.