



SEAFOOD SENSE

Vol. 7 No. 2

Newsletter of the California Seafood Council

Dec '98 - Jun '99

HIGHLIGHTS

CSC REPORTS

• CSC Spokespeople continue promoting California's fishing industry and local seafood

IN THE SPOTLIGHT

• CSC Debuts at the European Seafood Expo in Brussels

NORTH AND SOUTH

• Three Examples: CSC Credit Back Programs at Work

FYI

• CSC Board for FY 1999-2000

CALIFORNIA STYLE

• CSC Spokespeople extol the virtues of seasonal California seafoods on TV... again and again!

EXTRA! EXTRA!

• CSC Website Now Carries Maps of Major Fishing Closures

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



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



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SOUNDING OFF

This newsletter spans the end of one year and the beginning of another, but the issues and challenges we face know no season. Sensational news stories, increasingly conservative fishing regulations and fierce competition from an ever-growing supply of imported seafood are major challenges we meet on a daily basis.

Fishing and providing local seafood to the public certainly isn't easy these days! Yet consumer research tells us the public values our local industry as important providers of healthy, wholesome food and prefers "fresh, local" seafood when given the choice. That's great news!

CSC staff and spokespeople are dedicated to promoting the California catch to the public and marketplace, as well as speaking the truth about our fishing industry.

This issue highlights a few of the many ways we're working to promote California's fishing industry and local seafood.

Are California fisheries strictly regulated? You bet! If you don't believe it, check out the CSC's new fishing closure maps, recently posted to our website. (See the related story in "Extra, Extra".)

Our CSC spokespeople continue to spread the good word about our local industry and seasonal California seafoods on TV and in other public places. (See new recipes developed especially for TV appearances in California Style.)

Our "good news" campaign also extends overseas. I had the opportunity to educate seafood marketers from all over the world about California seafood at the

European Seafood Exposition in Brussels, the CSC's debut in this venue. People were amazed at the quality and variety of seafoods available from California. We'll also be sharing the success of our "branded" California seafood campaign in a retail seminar at the San Francisco Seafood Show this fall.

The CSC's Credit Back Program also works to fill the special needs of our many industry segments. As one example, our Premium California Swordfish campaign this fall will strive, among other goals, to build a market niche for local swordfish ala high-profile species like Copper River Salmon. The key is QUALITY. We challenge all seafood marketers to take an active role in promoting California seafood. "If you brand it, consumers will buy it!"

Good fishing!
Aiden Coburn, CSC President

CSC HAPPENINGS

The whirlwind of activity in the CSC office continued its wild spin through the holidays and into the new year. CSC staff fielded myriad queries from inquiring reporters: What's going on with sea otters? We must have answered that question a hundred times.

Overfishing and the perceived need for "harvest refuges" are two more issues that have captured heated media attention, prompted by the sensational claims of certain special interest groups.

The state of the ocean and abundance of marine resources are complex, dynamic topics -- influenced by many factors beyond human interference. There are no easy answers - - in fact, there are no simple questions, either.

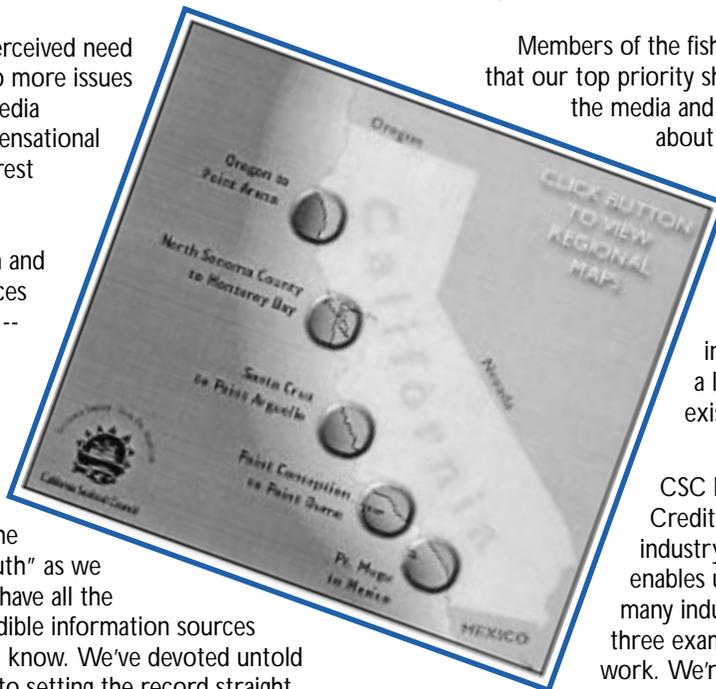
We view our role at the CSC as purveyors of the "truth" as we know it. Certainly we don't have all the answers, but we do have credible information sources for those questions we don't know. We've devoted untold hours over the past months to setting the record straight, maintaining a voice of reason in the face of, if one believes

the hype, a world slipping over the edge. An example of our recent efforts is our mapping project, illustrating the significant web of regulations and closed areas now in place in California. (Personally, we don't think things are so bad, although there's always room for improvement.)

Members of the fishing industry have told us time and again that our top priority should be education: providing facts to the media and decision-makers; educating the public about the realities of fishing and the healthy attributes of local seafood; educating the markets about the seasonality of the California catch; and especially, educating children.

We're proud of our achievements in fulfilling our educational goal; we've got a lot to show for our relatively short existence. And a lot more is in store.

Since our beginnings, a motto of the CSC has been "Find the need and fill it." Our Credit-Back program, setting aside a portion of industry assessments for special projects, enables us to address the individual needs of our many industry segments. This issue provides three examples of our Credit-Back program at work. We're here to help. Please let us know what you think.





Marciel Klenk, UC Co-op Extension home economist and CSC public member, appears regularly on KCRA TV's Noon News in Sacramento, promoting California seafood.



Executive Chef Kieran O'Connell, a prominent chef in Los Angeles, extolls the virtues of the California catch in both Northern and Southern California.

CSC SPOKESPEOPLE CONTINUE DELIVERING GOOD NEWS TO CALIFORNIANS

Last issue, we reported the debut of our "good news" campaign to publicize the availability of seasonal California seafood specialties, as well as provide up-to-date information about seafood and fishing, via regular guest appearances in the media for California seafood experts.

By December, the CSC Spokesperson Program had logged nearly 90 minutes of positive messages about California seafood and our industry on TV and radio programs, reaching millions of people across California.

CSC Spokespeople continued spreading the good word through the holidays and into the new year. Here are highlights of some recent appearances:

On December 4, KNRY-AM News-Talk Radio in Monterey featured Executive Chef Kieran O'Connell in a 10-minute interview on the attributes and benefits of eating and preparing California seafood.

WHILE IN THE MONTEREY-SALINAS AREA, CHEF KIERAN MADE GUEST APPEARANCES ON KION TV "EYE ON THIS MORNING," AND ON KSBWTV "ACTION NEWS MIDDAY," EXTOLLING THE VIRTUES OF CALIFORNIA SWORDFISH.

On December 11, KHSL TV in Chico featured Chef John Pisto educating consumers about California flatfish on "Northstate this Morning," and preparing a mouth-watering California Bouillabaisse on the Noon News show.

On January 5, Marcie Klenk demonstrated her "California Seafood Harvest Bounty" recipe on KCRA TV Noon News in Sacramento. Marcie's presentation featured chilipepper rockfish and included a whole fish on display.

On January 10, Executive Chef Kieran O'Connell showcased California Halibut with Vegetable Confetti on KNSD TV, the NBC affiliate in San Diego.

On February 27, Chef Kieran found a wildly enthusiastic audience for his "on location" bayside California seafood seminar on KRON TV, NBC in San Francisco. Promoting the benefits of the "local" seafood harvest (quality and freshness are two immediate attributes), Kieran wowed the TV crew (as well as viewers) with his recipe for California halibut with sorrel sauce.

April 9 found CSC President Aiden Coburn on the waterfront in Stockton for an on-location primer on grilling (California seafood, of course) for KXTV TV in the Sacramento-Stockton area.

April 25, Chef Kieran encored on KNSD TV in San Diego, seizing the opportunity to educate consumers about the return of California's sardine resource and to promote a new twist on a traditional California fish -- fresh, grilled California sardines in Dijon vinaigrette. (The TV crew gobbled Kieran's sardines like stick candy!)

April 26, Chef Kieran was invited back to KMIR TV in Palm Springs for another California seafood feature appearance.

On June 10, Marcie Klenk returned once again to KCRA TV in Sacramento for tips on "chilling out, California style."

Special thanks to CA seafood spokespeople Marcie Klenk, Chef John Pisto, Chef Kieran O'Connell, and Aiden Coburn, for helping us demystify seafood handling and preparation and educate consumers about California's fishing industry.

FYI

ANNOUNCING: 1999-2000 CSC BOARD

Meet the CSC Board for the new millenium:

Fishing Representatives

Gillnets:

Tony West; Cathy Novak (alt)

Trawl:

Mike McCorkle; Travis Evans (alt)

Traps:

(open); Ken Bortolazzo (alt)

Hook & Line:

Tim Athens; (alt. open)

Round-haul

Terry Hoinsky; Tom Crehan (alt)

Groundfish Trawl:

Don Dodson; Tommy Ancona (alt)

Pink Shrimp Trawl:

Karl Evanow; Pete Leipzig (alt)

Receiver Representatives

Aiden Coburn; David Ptak (alt)

(open); Anthony Vuoso (alt)

Joe Aliotti; Michael Wagner (alt)

Craig Ghio; Jim Caito (alt)

Ken Butler; (alt open)

Rod Moore; Heather Munro (alt)

Exporter Representatives

Sal Tringali; Vanessa DeLuca

Public Members

Chef John Pisto; Marciel Klenk (alt)

Non-Voting Members

Glenn Yost, CDFA

Marija Vojkovich, CDFG

Dr. Robert Price, Sea Grant

Michael Hernandez, CDHS

Executive Committee

Aiden Coburn, President

Don Dodson, Vice President

Terry Hoinsky, Treasurer

Cathy Novak, President Emeritus

Karl Evanow, At Large

Rod Moore, At Large



This full-color poster illustrates important California fisheries and also doubles as the board in The Journey Game, one of the activities in the California's Golden Seas Activity Kit.

NORTH & SOUTH

THE CSC CREDIT BACK PROGRAM AT WORK:

When CSC legislation was crafted nearly a decade ago, it authorized a "credit back" fund to be set aside for special projects suggested by our diverse industry segments and approved by the Board. Each year, the Board allocates a percentage of industry contributions, up to 50% of assessments, to the credit back reserve. These monies are set aside to enable individual fisheries, gear groups, or individuals to apply for projects within the scope of the CSC that address special needs.

Examples of past credit-back projects include contracting for spotter pilots to assist in the 1994 extended sardine biomass survey, on behalf of the wetfish fleet. This CSC effort, helping biologists to see what fishermen saw, an ocean teeming with sardines, resulted in a fivefold increase in the sardine quota the following year. (Recently, scientists announced that the sardine resource is now considered fully recovered.)

Through the CSC credit-back program, California's lobster fishery conducted two years of research to assess the recreational lobster catch, striving for better understanding of resource abundance and an equitable allocation of the harvest.

California's swordfish fleet participated in a cooperative study of acoustic pingers via CSC credit-back program funds, helping them to meet the stringent requirements of the Marine Mammal Protection Act.

On behalf of California's squid industry, CSC sponsored a workshop of international loligo squid scientists during the CalCOFI conference in 1997 to further knowledge of the California squid resource, assisting the Department of Fish and Game.

Credit-back requests address the special needs of individual industry sectors and "personalize" a portion of their contributions. These projects are in addition to the CSC's regular education, promotion and public relations programs, which strive to address the needs of our fishing industry as a whole.

In FY 1998-99, the CSC Board approved three credit-back requests, funded by 50 percent of the preceding year's contribution by these groups.

TRAWL GROUND FISH INDUSTRY VOTES FOR RESEARCH

In light of recent groundfish quota cuts, and the acknowledgement that many stock assessments are based on inadequate science, fishermen and processors involved in the Pacific groundfish fishery established the Pacific Groundfish Conservation Trust (PGCT). The goal of the PGCT is to apply more and better science to the conservation and management of Pacific groundfish. By this action the industry hoped to remedy serious budget shortfalls faced by coastal states and the National Marine Fisheries Service (NMFS).

CALIFORNIA PINK SHRIMP INDUSTRY DONATES EDUCATION KITS TO NORTHERN CALIFORNIA SCHOOLS

Two years ago, CSC mounted a California Pink Shrimp All Day Long campaign (a credit-back project on behalf of our pink shrimp industry), to educate food editors and the public at large about the unexpected super-abundant harvest of Pacific Ocean Shrimp. With the onset of El Niño, local shrimp supplies all but disappeared.

Acknowledging the need to educate children (tomorrow's seafood consumers) about our fishing industry and the health benefits of California seafood, CSC trawl pink shrimp representatives requested that their credit-back fund this year be used to reproduce the California's Golden Seas Activity Kit and distribute kits to all grade schools in three northern California counties, including Del Norte, Humboldt and Mendocino.

The CSC Board gratefully approved the credit-back request, enabling us to expand distribution of the acclaimed educational packet to another 119 schools. This project will provide the California's Golden Seas Activity Kit to more than 35,000 children and their families in the three counties.

Announcement letters have already been sent to principals, acknowledging the gift of the California's Golden Seas Kits from California's pink shrimp industry. Elements of the kit, including 185-page activity guide, seafood stickers, 30 copies of the California's Golden Seas Riddle Book (a take-home workbook), and three videos, are now in reproduction. Kits will be mailed after the new school year begins in September.

(The California Pink Shrimp promotion will encore when local shrimp return to abundance -- hopefully next year.)

(continued on page 6)

CSC DEBUTS AT ESE '99

BEHIND THE SCENES AT THE EUROPEAN SEAFOOD EXPOSITION IN BRUSSELS

With support from the Western US Agricultural Trade Association (WUSATA), the CSC actively promoted California seafood at the European Seafood Exposition in Brussels, April 20-22, 1999. This was our first big export promotion in the European theater, a venue we've been striving for since our beginnings in 1991. And we pulled out all the stops, staging a seafood cooking demonstration in the booth.

In-booth cooking is uncommon at the very sophisticated ESE, but the CSC's nonstop cooking/tasting demonstration and California seafood seminar drew crowds to our corner of the WUSATA stand.

Our tasting demo showcased two California species: Pacific sanddabs are an abundant little flatfish, but their small size and delicate nature challenge domestic marketing efforts. Del Mar Seafood kindly donated 40 pounds of product for our introductory promotion in the European market. (Thank You, Del Mar!).

We also featured bled Pacific albacore. After last year's albacore marketing dilemma, we're working hard to expand market awareness of and secure alternate markets for this succulent white-meat tuna.

CSC Communications Coordinator Terri New (a lady of many talents, including catering and music composing as well as multi-media production) pinch hit as our chef of the moment. Terri prepared delicious seafood samples, simply using an electric 2-burner hotplate, sauté pan for the 'dabs and bamboo steamer for the albacore.

The aroma of sizzling seafood attracted potential buyers to the booth and the samples raised awareness,



Special thanks and appreciation to CSC President Aiden Coburn and Communications Coordinator Terri New for a job well done!

garnered high praise, and hopefully will result in increased sales of these and other California seafoods. Everyone loved the cooked sanddabs and albacore samples, and were pleasantly surprised at the sweet flavor of the albacore we served as sashimi.

While Terri cooked up a storm, slicing, steaming, sautéing, garnishing literally from show open to close, CSC President Aiden Coburn drew on his 30 years' knowledge of California and European seafoods to educate and entertain the throng. (Aiden was born and served his seafood apprenticeship in Ireland.)

Besides seafood samples, the CSC display also featured new European language product sheets for 18 California fish and shellfish, including two totally new sheets for Pacific whiting and albacore, and European language translations for three sheets originally produced in Asian languages last year: sanddabs, shortbelly rockfish and smelt. (The European language series includes marketing information translated into Spanish, French, German and Arabic.)

Tallying up show statistics, the CSC served up a minimum of 1,200 seafood samples during the course of the ESE (not counting the albacore sashimi). We distributed 70 California seafood export kits, including product sheets for 18 species, California exporter's list and California Seafood Availability Index. We also passed out hundreds of additional copies of individual product sheets, Exporters lists and California seafood posters.

Judging from the enthusiastic response we received, we believe our efforts were wildly successful. We plan to play it again, even better, next year. (It's a tough job, but somebody's got to do it!)

NORTH & SOUTH (CONT)

TRAWL GROUND FISH INDUSTRY VOTES FOR RESEARCH (continued from Page 4)

To accomplish its goal, PGCT entered into an agreement with Ocean Trust, a non-profit, fisheries-oriented conservation foundation headquartered in Virginia. Ocean Trust agreed to serve as independent liaison between PGCT and scientists contracted to perform objective scientific analyses.

For 1998, PGCT funded the preparation of two independent fisheries stock assessments on critical groundfish species: sablefish and shortspine thornyheads. Ocean Trust contracted with Dr. Ray Hilborn, a world-reknown fisheries scientist at the University of Washington, to perform the work.

Dr. Hilborn and his associates prepared the stock assessments, which were then subjected to peer review along with studies conducted by NMFS scientists. Data and methodology used by the Hilborn group were incorporated into the final decision process used by the Pacific Fishery Management Council in setting the 1999 allowable biological catch of these species.

Trawl groundfish fishermen and processors in California requested that their credit-back funds be dedicated to this important body of research. The CSC Board approved the request, so now the CSC, along with the PGCT, is supporting independent groundfish research to improve knowledge of groundfish stocks.

For its 1999 project, PGCT requested an independent analysis of proposed changes in harvest policy, based on theoretical application of production models to several stocks of importance. Since the harvest policy chosen by the PFMC applies to all fisheries, PGCT members considered harvest policy development to be of higher priority than particular stock assessments this year.

Reported by Rod Moore, Executive Director of the West Coast Seafood Processors Association



CALIFORNIA SWORDFISH FLEET LAUNCHES PREMIUM CALIFORNIA SWORDFISH CAMPAIGN

At the request of California swordfish fishermen and processors, the CSC will launch a Premium California Swordfish promotion during the height of the local swordfish season this fall. The campaign will target selected retail markets and restaurants in both northern and southern California.

Impetus for the campaign came from prior CSC consumer research and a 14-week pilot program conducted in retail markets, showing that consumers prefer California seafood when it is clearly identified, and they're willing to pay more for the high-quality local catch. The consumer perception, "closer is fresher," proved to be true; virtually all markets participating in the CSC's first pilot program reported that quality and shelf life of California product were superior to seafood from out of state.

The original California Seafood Hallmark program was closely tied to voluntary quality guidelines. California's swordfish fleet wanted to take the program a step further by implementing voluntary guidelines for Premium California Swordfish. An ad hoc committee of swordfish fishermen and processors developed quality attributes and guidelines for the Premium program, and the CSC adapted the California Seafood hallmark specially for the premium California swordfish campaign.

Objectives of the campaign are fourfold:

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

All California swordfish fishermen and receivers on record will receive a laminated copy of the voluntary Premium California Swordfish Quality Guidelines. This campaign will be a great opportunity not only to prove again that consumers appreciate and will pay more for premium quality local seafood, but to educate the public about Pacific swordfish stocks and the importance of California's swordfish industry.

Premium California Swordfish Guidelines were developed by swordfish fishermen and processors to encourage top-quality handling for California swordfish, as well as give special "brand name" recognition to premium "short-trip" fish.



CSC REPORTS

CSC FISH DISPLAY SCORES BIG HIT AT HOFEX, HONG KONG

A few short weeks after the CSC's grand debut in Europe, the California seafood bandwagon hit the road again for an encore performance, this time at the Asian International Seafood Show and conference, held in conjunction with HOFEX '99, May 4-7 in Hong Kong.

With help from WUSATA, CSC sponsored a booth and handed out export product sheets translated into Asian languages, copies of the California Seafood Exporters List and our ever-popular California Seafood Availability Index poster. We also unveiled our California seafood display -- lifelike hand-painted molds of major export species "on ice."

SHORT TAKES...

The CSC office frequently receives unsolicited mail from people far and wide who have discovered our website or CSC publications and took the time to communicate their thoughts.

Here's a sample of notes we've received recently:

GREAT PAGES

Dear CSC,
Great Pages!!! My daughter enjoyed the resources for her class report. Keep up the good work.

Jim Eads
Simi Valley, CA

YOUR INFORMATION IS VERY HELPFUL TO UNEDUCATED CONSUMERS...

I am working in a seafood dept. at Winn-Dixie...I have learned so much reading all your information, and I must say, you have been the best site I have ran (sic) into. I would like to ask if I could use your information to educate my customers, and I will put your site address on every single tip!

Thank you so much,
Delisa Scheuplein



To overcome increasingly strict import regulations on seafood used for display and sampling at export trade shows, the CSC commissioned handpainted fish molds for major export species. The fish are displayed on "ice" in a domed tray.

PREVIEW OF THE CSC FISHING RESTRICTIONS MAPPING PROJECT

Our Fishing Restrictions Mapping Project ranked high on the priority list over the past months. Please see the companion story "Extra, Extra" on page 8, then check out the expanded CSC website and map section at: www.CA-seafood.org.

Here's a preview of of the complex network of fishing restrictions depicted in the map series.



CALIFORNIA STYLE

CHILLING OUT, CALIFORNIA STYLE (Highlights of TV appearance by Marcie Klenk on KCRA TV in Sacramento)

A crisp salad is a cool way to beat the summer heat. Here's a salad idea that's both easy and elegant. Originating in southern France, the traditional salad Niçoise always contains ripe, red tomatoes and other seasonal produce fresh from the garden or local farmer's market. Our California-Style Niçoise features California halibut because local halibut is abundant in summer and its buttery flavor complements the dish.

Tossed with a classic garlic-flavored vinaigrette, California Halibut Salade Niçoise pour deux makes a delicious and nutritious summertime entree.

(See Marcie's recipe on the overleaf.)

(Popular substitutes include white seabass, albacore, rockfish, swordfish and shark.)



Marcie Klenk's California Halibut Niçoise starred on KCRA TV in Sacramento

RETURN OF CALIFORNIA SARDINES (Highlights of TV appearance by Exec. Chef Kieran O'Connell on KNSD TV in San Diego)

The silvery little fish that made Monterey famous, California sardines have returned to abundance in the waters of the Golden State. In fact, the resource was recently declared fully recovered by state and federal biologists, and the silvery tide now extends from Baja California to Alaska.

Chef Kieran O'Connell demonstrated a delicious -- and so easy -- way to enjoy fresh California sardines. Ask for them! And see Chef Kieran's recipe on the overleaf.

CALIFORNIA HALIBUT SALADE NIÇOISE

SERVES 2

- 6-8 ounce California halibut fillet
- 2 flat anchovy filets (optional)
- 3 medium red skinned potatoes, boiled and halved
- 12 fresh whole green beans, cooked
- 1 large ripe tomato, sliced
- 2 slices red onion
- 1 hard cooked egg, quartered
- 6 black olives
- 1 Tbsp. capers
- 2 Tbsp. parsley, chopped
- 1 medium head butter lettuce

Poach California halibut fillet in simmering salted water. Cook 10 minutes total per inch thickness. When cooking is complete, remove from water and set aside.

(Directions continued on reverse side.)

DIJON SEARED CALIFORNIA SARDINES

- 1 pound whole California sardines, dressed (innards removed)
- 2 ounces Dijon mustard
- 1/2 ounce high-quality olive oil
- 1 tsp. mixed herbs (Italian seasoning)

Clean and rinse the sardines. Season the flesh with salt and pepper. In a bowl, mix Dijon mustard with olive oil and mixed herbs. Brush flesh of sardines with the mustard marinade and allow to infuse for 15 minutes.

Heat pan until hot. Add sardines, flesh side down, and sear until golden. This dish may be served as a hot appetizer or as a finger food at room temperature, as served in the Mediterranean.

Recipe courtesy of Executive Chef Kieran O'Connell, as featured on KNSD TV, San Diego.

CALIFORNIA HALIBUT SALADE NIÇOISE (CONTINUED)

Line a serving platter with the large outer leaves of the lettuce. Chop the remainder of the lettuce and arrange on the platter. Arrange tomato slices on one end of the platter, followed by onion slices separated into rings, green beans and potatoes. Place the poached halibut fillet in the center of the platter and top with a crisscross of anchovy. Garnish the platter with egg quarters, capers and olives. Sprinkle chopped parsley over the salad and drizzle with dressing.*

* May use a favorite garlic-flavored vinaigrette or aioli, a rich garlic-flavored mayonnaise.

Nutrition (per serving): calories 250, protein 23 gm; carbohydrate 24 gm; fat 6.7 gm; cholesterol 141 mg; sodium 319 mg

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



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

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Extra! Extra!

CSC WEBSITE NOW CARRIES MAPS OF MAJOR FISHING CLOSURES

In an effort to provide greater understanding of marine conservation efforts in effect in California, the California Seafood Council has posted a series of maps on its website that depict the significant areas that are closed or restricted by commercial fishing regulations. In addition to area closures and closed seasons, fishing restrictions include limited-entry fisheries, minimum size limits on many species and restrictions on gear configuration and deployment.

The new section on California Commercial Fishing Restrictions may be accessed by clicking on the Marine Life button on the Council's homepage, www.CA-seafood.org as well as by viewing the What's New section.

According to CSC Manager Diane Pleschner, "We believe this is the first attempt in California to illustrate the significant web of restricted fishing areas in a single mapping project."

The maps graphically depict major area closures specified in the Digest of Commercial Fish Laws and Title 14 of the California Fish and Game Code. Text of the closures follows the series of five regional maps. Each map highlights the major fishing closures but does not attempt to depict them all. (California also has an additional 104 marine protected areas, which were not depicted in this mapping project.) The maps were created by Logan Design, a mapping specialist based in Santa Barbara, using base material from NOAA Nautical Navigation Charts and Geocart.

"As Californians consider new resource conservation programs, they need to take into account existing closed areas and the many access restrictions already in place," states Pleschner. The CSC suggests that any new conservation plan adopt a bottom-up approach, with clearly defined conservation goals and objectives, and with participation in the process by all stakeholders, including fishermen whose lives and livelihoods revolve around the ocean and a sustainable seafood harvest.

"California fishermen are proud of their efforts to conserve marine resources, and they take pride in the quality of the catch," Pleschner comments. "Without our local fishermen, the public would not be able to enjoy the bounty of seafood harvested in California waters."