The Year At A Glance

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The Decade in Retrospect
The Decade in Retrospect -- a Timeline

**1991-92**
- First Board Meeting 6/91
- Opened CSC office 10/91
- Assessments began 12/91
- Produced & distributed CA fish cards & Fish Fact information sheets
- Displayed at Harbor Festivals & Sea Fare
- Administered LMR Sardine Research
- Received $1 million LMFIP Grant
- Began “Seafood Sense” newsletter to industry, government, media
- Produced & released 1st News Flash on Seafood Safety in CA, rebuttal to Consumer Reports

**1992-93**
- Hosted Planning Conference & adopted CSC Strategic Plan
- Sponsored consumer attitudes survey
- Began PR campaign to speak the truth about CA fisheries, promote CA seafood
- Produced “Facts in Brief” media guide
- Produced educational video on CA fisheries
- Produced & distributed Domoic Acid information booklet & CA crab brochure
- Produced video vignette on California’s squid industry & sponsored national TV feature on “Cookin’ USA”
- Sponsored CA lobster research
- Participated in community festivals, Sea Fare, National Beef Cook-off

**1993-94**
- Began statewide “deskside” media tour & seasonal “California catch” releases to food editors
- Produced & aired nationwide a seafood safety video news release (VNR) featuring Dr. Robert Price
- Produced 1st scientific “white paper” on CA sardine industry
- Created CA seafood hallmark & quality handling guidelines
- Produced “CA Seafood Taste the Tradition” cookbook
- Launched CA seafood export program
- Received supplemental LMFIP grant & initiated production of (simultaneously): Guide to CA Seafood (80+ page book by Dr. Robert Price featuring market info for 40+ CA species)
- CA Seafood Merchandising Kit California’s Golden Seas Activities (comprehensive learning kit for children featuring 3 videos & 185-page teacher’s guide)

**1994-95**
- Continued generating good news in media with “CA Seafood For All Seasons” release
- Produced export product sheets for CA seafood translated into Asian & European languages
- Promoted CA seafood at Asian trade shows
- Publicized results of retail ID pilot: “If You Brand It, They Will Buy It”
- Partnered with Buena Vista wine in national CA seafood promotion campaign
- Contributed to numerous news articles, including LA Times feature on CA seafood, industry challenges
- Sponsored scientific white paper on Pacific cetaceans
- CSC radio advertorials promoting fishermen aired during National Seafood Month
- Organized displays at festivals, trade shows
- Port-to-port forums garnered support for CSC

**1995-96**
- Produced report on ethnic market opportunities for underutilized species in CA
- Garnered feature stories statewide with periodic CSC “California catch” releases
- Produced & aired statewide a VNR promoting CA fishermen fighting oilspills
- Sponsored scientific white papers on CA squid, swordfish, sharks
- Contracted with spotter pilots to expand sardine biomass survey (resulted in fivefold increase in quota)
- Pilot tested Golden Seas education program (120+ schools in 14 CA grade school districts)
- Promoted CA seafood & industry statewide (organized displays at Monterey Squid Festival, American Home Economists’ convention, American Culinary Federation convention, Western Restaurant Show, CA Grocers convention, Sea Fare)
- Sponsored CA Seafood Faire at Morro Bay Harbor Festival
- Launched pilot CA seafood ID campaign with CA seafood hallmark
- Sponsored first radio ads promoting fishermen during October National Seafood Month
- Partnered in national CA swordfish promotion at retail markets
- Produced info/recipe brochures for albacore, CA ridgeback & spot prawns
- Sponsored survey of lobster sportfishing effort
1996-97
CA Seafood for All Seasons '96 media kit sent to food editors produced many feature stories
Sponsored trade meetings in Hong Kong to promote CA seafood
Co-sponsored study of acoustic "pingers" on drift nets with NMFS
Placed California seafood features on PBS TV series "California Heartland"
Promoted CA seafood on TV news shows
Sponsored radio advertorials promoting CA fishermen
Educated public, seafood buyers about CA seafood at Harbor Festivals & Sea Fare
Spoke the truth about CA's fishing industry to media and public...over and over again
Trawl groundfish and pink shrimp receivers voted to join CSC

1997-98
Publicized pink shrimp in media, created retail campaign
Promoted CA seafood at Asian International Seafood Show in Hong Kong
CSC grant provided acoustic "pingers" for swordfish fleet
Launched CA Seafood TV campaign with regional spokespeople, TV pilot
Worn grant & distributed Golden Seas education kit to 250 grade schools
Produced & aired on TV video news releases (VNRs) on Groundfish, HACCP regs.
Sponsored squid workshop at CalCOFI
Launched educational CSC website: www.ca-seafood.org
Sponsored radio advertorials promoting CA fishermen
Trawl fishermen voted to join CSC

1998-99
CSC participated in Oceans Conference
Promoted CA seafood in Europe, Asia, U.S.
Produced & aired VNR on sea otter impacts on local shellfish, fisheries
Sponsored CA seafood TV specials with Chef John Pisto on Monterey's Cookin' Pisto Style
CSC spokespeople racked up 90 minutes of positive messages about CA seafood on TV
Expanded CSC website to include maps of fishing restrictions, earned award
Releases to food editors produced features on CA seafoods in season, albacore, swordfish
Radio advertorials promoted local fishermen
Displays at community festivals educated public about CA seafood, local industry

(This portion reserved for address information.)
LOOKING BACK... highlights of the last ten years

Incredible as it seems, the CSC has promoted California's fishing industry for nearly a decade. This annual report celebrates important milestones: The timeline on the cover highlights some of our key projects, and this retrospective excerpts highlights from our Seafood Sense newsletters and Annual Reports by year. Compiling this report challenged our editorial and graphic skills to reflect the sum of our progress. There's no way to recount all our accomplishments within the allotted space. As we approach the end of our 10th year, on behalf of the CSC Board and staff, we thank you, CSC member fishermen and receivers, for your support and encouragement over the years. We couldn't have done it without you!

1991-92

"In its first year, the CSC developed an organizational structure, made policy and fiscal decisions...and began a series of basic programs, including sardine research, fact sheets, educational letters to policy makers...as well as a newsletter distributed to food professionals, the media, resource managers, Council members and friends.

...Perhaps the most dramatic highlight of the '91-'92 year was the CSC display at Sea Fare...CSC spirit prevailed notwithstanding rainstorms and road closures--and a bucket brigade every morning to bail 600 pounds of melted ice out of a leaky skiff."

1992-93

"From planning conference to first CA seafood releases in the food pages, with many landmarks along the way, the CSC forged ahead to accomplish its goals...Highlights of the year included a consumer/public attitudes survey. We embarked on our first national TV promotion, featuring CA squid...The CSC chose its umbrella theme, "Taste the Tradition", to honor the history and hard work that fishermen and seafood suppliers have invested in this industry. We adopted a solid strategic plan and began implementing its elements: media briefing books and deskide briefings, releases promoting CA's seasonal catch, working to develop an integrated curriculum to educate children..."

1993-94

"In 1993 we saw measurable success in getting our message out in the media. We were partners with CA's oldest winery, Buena Vista, in a nationwide CA seafood promotion. Our CA Seafood Taste the Tradition cookbook...is now in the homes of tens of thousands of consumers across the US...Also in FY '93-4 we developed a comprehensive integrated curriculum package and launched a major education campaign in schools, conducted market research on underutilized species in CA ethnic markets, negotiated an increase in the sardine quota and expanded the biomass survey on which future quotas will be based. And we produced a video news release depicting CA commercial fishermen protecting our coast from oil spills, which is now being aired across CA....

We also conducted field research on lobster...and we've begun sponsoring a series of scientific "white papers" on CA's major fishery resources to provide objective facts on which to base reasonable management decisions."

1994-95

"The CSC's ongoing Media and Consumer Relations programs, consisting of deskide interviews and releases, exhibits and trade shows, and untold hours of phone time in office...netted major "good news" articles in the press and on TV.

The statewide pilot testing of our curriculum, "California's Golden Seas," keynoted CSC education programs. The activity kit was tested by 132 educators representing 14 school districts across CA. Golden Seas scored a grand slam home run with teachers and students alike. Other CSC '94 educational publications that double as marketing aids included: The Guide to CA Seafood, by Dr. Bob Price, describing more than 40 species of CA seafood;

CA Seafood merchandising kit, containing availability index poster and helpful information on eyeing and buying, health benefits, recipe slicks, menu clip ons and a bilingual seafood safety poster...

Our '94 California seafood ID retail pilot confirmed that Californians care about local seafood. When offered a choice, consumers prefer "branded" CA seafood and are willing to pay more for it."

1995-96

"Our first CA Seafood for All Seasons information kit, including recipes and availability index, was an instant hit with food editors. The CSC road show...brought the CA seafood story to countless thousands. A new twist, the CSC Export Program kicked into high gear with product sheets translated into Asian and European languages and trade shows in Asia.

Extolling the virtues of CA seafood at home, the CSC again sponsored a radio adverstorial campaign during National Seafood Month. In 1995-96 the CSC continued its series of scientific white papers, publishing an Overview of the CA Shark Industry and Review of Northwest Pacific Cetacean Populations (earlier papers reviewed CA sardines, swordfish and squid).

The CSC also toured CA ports in a series of forums to seek opinions and ideas of its members."

1996-97

"Thanks to overwhelming support, the CSC passed its reauthorization hearing with flying colors. Our ongoing public relations program continued to strengthen media relationships; we placed or contributed to dozens of positive feature stories about CA's fishing industry and we challenged erroneous and misleading reports with Op-Ed articles and, in one case, an editorial board meeting....Positive CA seafood features appeared throughout the year, thanks in part to our CA Seafood for All Seasons '96 kit, with new recipes and important info such as consumers' top 10 seafood questions.

On the video front, CSC was instrumental in placing features on several CA fisheries on the PBS TV series California Heartland.

CSC helped to fund a cooperative study administered by National Marine Fisheries Service, testing the effectiveness of accoustical "pingers" on CA swordfish driftnets to reduce marine mammal interactions. By early 1997, preliminary results were so positive that NMFS mandated pingers on all west coast swordfish nets, at the recommendation of CA swordfish fishermen."

1997-98

"In 1997 we launched our CA seafood spokesperson program, aimed at placing industry experts on TV and radio on a regular basis. We succeeded in grand fashion...

CSC-produced video news releases "Seafood Safety Regulations", "New Limits Threaten Fishermen" and "Pinglers Save Marine Mammals" provided positive messages about CA's fishing industry to millions of viewers in CA and beyond.

CSC responded to a spate of sensational news reports, providing accurate information. Highlights included Fish Facts "Truth about Swordfish" and numerous Op-Ed rebutting inflammatory allegations of overfishing.

CSC sponsored a CA squid symposium and workshop at the CalCOFI Conference....CSC won a $12,750 grant, enabling us to distribute 250 copies of our Golden Seas education kit to all public grade schools on the central coast....CSC launched its extensive website: www.CA-seafood.org"

1998-99

"Our spokesperson campaign achieved more than 90 minutes of positive messages about CA fishermen on TV news. In addition, new CSC Public Member Chef John Pisto featured CA fishermen and CA seafood on six episodes of his national cable TV show "Monterey's Cookin' Pisto Style". The CSC's first TV adverstorial promoting fishermen aired twice on each show for six weeks.

CSC cooperated with the sea urchin industry to produce and distribute a VNR on sea urchin impacts. In response to the "harvest refuge" movement, we posted maps of California on the CSC website depicting existing commercial fishing restrictions."
In 1999-00, we redoubled our efforts to inform the public about California’s fishing industry through the media. Through our California seafood spokesperson campaign we placed industry experts on TV and radio on a regular basis, achieving more than 60 minutes of positive messages about California seafood and our local fishermen. The CSC also produced the "Guide to Trawling," in cooperation with the National Fisheries Institute, to provide facts about that industry segment. CSC’s media outreach efforts, including verbal contact with TV, radio and news reporters, print advisories and op-eds, reached a circulation of more than four million print readers in addition to TV exposure extending statewide and beyond.

Again a highlight of the year, CSC Public Member Chef John Pisto featured California seafood and fishermen on four special programs of his nationally syndicated cooking show, “Monterey’s Cookin’ Pisto Style.” This provided another golden opportunity to air our TV advertorial featuring California fishermen during the six weeks spanning October’s National Seafood Month.

CSC communications activities also produced seasonal releases to food editors: print features on local California spiny lobster and premium California swordfish, as well as other California seafoods, resulted from these efforts.

Our expanded CSC websites increased our ability to communicate. We fielded diverse questions about California seafood, seafood safety and myriad other topics on a daily basis -- and continued to receive many unsolicited compliments.

Celebrating the new millennium, we launched “California Seafood World Trade Leads,” in partnership with the World Trade Center, to provide marketing information on popular California species, a marketing link to our California Seafood Producers Directory, and a site for CSC members to post their offerings on the web. Check out the special California Seafood section at www.wtcpost.com.

Our export program, including new California seafood export posters and booths at the European Seafood Expo and Asian International Seafood Show, also increased marketing opportunities for California seafood around the world.

Virtually all CSC programs are designed to fulfill our educational mandate. Under the category of educational marketing, the CSC launched our first Premium CA Swordfish Campaign at selected retail markets and restaurants. Funded by swordfish “credit-back” assessments, the goals of the promotion included informing consumers about California’s swordfish industry and the premium quality of the California catch. Partners, including 150 Raley’s supermarkets in N.C.A., 9 Bristol Farms markets in S.C.A., and the 7 store Fish Market Restaurant chain, praised this educational effort. Further, sales of CA sword soared 366% during the two-week promotion!

At the request of rockfish fishermen, we produced and distributed the full-color informational brochure: “Alive! California’s Nearshore Fishery”

Another highlight in the CSC’s education campaign, we reproduced and distributed more than 120 copies of the California’s Golden Seas Activity Kit, comprehensive curriculum for children, to all public grade schools in three Northern California counties: Del Norte, Humboldt and Mendocino. This effort came at the request of California pink shrimp fishermen and processors, whose share of "credit-back" assessments funded much of the expense. The Golden Seas kit illustrates the realities of fishing and the benefits of seafood.

In 1999 the CSC enjoyed many opportunities to educate the public about our local industry and California seafood via TV and radio appearances of CSC spokespeople and news stories in which we provided information and contacts. Grateful thanks to all who helped spread the word!

Groundfish research topped the priority list for the groundfish industry. Quotas have been slashed in recent years, oftentimes based on inadequate stock assessments. Through the CSC, the trawl industry contributed more than $46,000 in “credit-back” assessments to independent research.

The recent expansion of California’s squid industry also has fueled controversy. At the request of squid industry members, the CSC sponsored an Updated Review of California Market Squid, including discussion on issues of concern and the economic importance of the squid fishery.
Where the Money Went

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SEPTEMBER - DECEMBER

- CSC distributes "Golden Seas" education kit to 120 schools in N. CA.
- Chef John Pisto hosts four special shows featuring California seafoods and local fishermen during National Seafood Month.
- CSC airs California Seafood industry TV commercial for 6 weeks spanning N.S.M.
- CSC sends releases to 100+ food editors highlighting local lobster, premium California swordfish, California seafoods.
- CSC’s 1st Premium CA swordfish promotion at retail & restaurants educates consumers and increases CA sword sales.
- CSC issues media advisory providing facts about CA swordfish industry in response to Berkley groups’ lawsuit.

JANUARY - MARCH

- CSC speaks the truth about California’s fishing industry to the media and public ... again and again and again (CSC contributions to print media reach circulation exceeding 4 million readers).
- CSC co-sponsors Sardine Symposium.
- CSC launches 2000 Export campaign with new CA seafood export posters.
- California Heartland PBSTV continues to highlight CA seafood, including albacore, sardines.

APRIL 2000 +

- CSC sponsors updated white paper on CA squid industry.
- CSC produces & distributes full-color brochure on CA Nearshore Fishery.
- CSC launches new CA seafood website “California Seafood World Trade Leads” in cooperation with WorldTrade Center; visit www.wtcpost.com, click on California Seafood to view CA seafood poster & product information sheets, direct link to CA Seafood Producers Directory.

INCOME (rounded)
1998-99 adjusted carryover $193,580.
Grant income ($55,000 funded thru WUSATA) $216,682.
Investment yield $5,199.
Assessment income (net of refunds) $38,188.
Bank interest (all accounts) $607.
Contract income $773.
Associate income $330.
Donations, Gifts, Awards $9,398.
Media relations $4,541.
Insurance (incl. liability, work. comp, travel, office) $330.
Miscellaneous advertising and public relations $40,079.

EXPENSES

Management & Communications $41,600.
Graphics & Communications Consultants $23,287.
Fiscal accounting $12,000.
Y2K Compliance $1,632.
Assessment collections / audits $1,122.
Office lease $8,025.
Office expenses (incl. phone & postage) $20,308.
Board travel & expenses $4,276.
Manager travel & expenses $1,726.
Contingency expense $1,050.
Meetings $1,392.
Transportation $2,748.
CDF A Marketing Branch $9,472.
1999-00 Credit-Back programs *(incl. research) $94,286.
Total Expenditures $310,087.
1999-00 carryover $144,802.