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# The Dungeness Dispatch

## AFTER MANY PLOT TWISTS, SEASON OPENS

So, how did we get to this point? To quote a character in the movie *The Princess Bride*: “Let me explain... No, there is too much. Let me sum up.”

For the second year in a row, the pre-season testing struggled to find a suitable line to draw to get the season started on time. Light crab in the north and south, once again, was the prevailing issue (although domoic acid in Brookings and California added to the problem). Interestingly, although state sponsored price negotiations started and broke-off, that didn't seem to play a part in the delay this time around. The season was able to officially start north of Cape Arago on January 4th.

The season, sadly, started with tragedy, too. F/V Mary B II capsized crossing the Newport Bar within the first few days of the season, claiming the lives of three fishermen. [The Newport Fishermen's Wives have a fund set-up for the families.](#)

During that same stormy opening week, other vessels sustained damages that hampered or ended their season.

With part of the fleet in action, attention centered on getting the rest of the fleet on the water. Additional testing and the January 15 drop-dead date came into play, along with some contentious discussions with California management, before it was decided to open the rest of the fleet on February 1.

While the start has been a bit bumpy, the early take has seemed to be somewhat promising. Most recent numbers coming in, so far, show over 14 million pounds landed at an average ex-vessel value of \$3.23 per pound.

## COAST GUARD WORKED WITHOUT PAY

The government shut-down added to the chaotic start to the 2018-2019 season. It was of particular interest to our friends in the U.S. Coast Guard, who never waived in their duty to protect our fleet. This, despite the fact that they were not receiving pay.

The Oregon Dungeness Crab Commission did, early on, start looking at how best we could *legally* assist our friends in the Coast Guard during this trying time. Fortunately, things were resolved fairly quickly. We are continuing to look at ways to show our appreciation, however, and will keep you informed.



*Oregon Dungeness Crab:  
Sustainable - Marketable - Delicious*



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or "catch us" on   

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### Our Mission

- To enhance the image of the Oregon Dungeness crab industry, and to increase opportunities for profitability through promotion, education and research.



## LAWMAKERS TACKLE CHANGING OCEAN

The Oregon Coordinating Council on Ocean Acidification and Hypoxia are currently working to get a senate bill pushed through that would fund monitoring the ocean and biological indicators of the kinds of events that can prove disastrous to our industry.

KVAL-TV in Eugene recently highlighted the issue, [speaking with Caren Braby and others](#).

SB 260 requires State Department of Fish and Wildlife to establish a program for strategic investments in initiatives related to ocean acidification and hypoxia.

Caren Braby is the Marine Resources Program Manager for the Oregon Department of Fish and Wildlife and co-chair on the OAH Council: "The bill helps

by putting projects in place to grow the ecological and economic resilience by understanding the science, the trends that are occurring, the impacts that are happening and understanding the solutions that will be effective to help Oregonians."

[The Del Norte Triplicate also highlighted the issue recently](#), and the troubling impacts acidification could have on Dungeness crabbing.

Marine and environmental biology professor David A. Hutchins and his laboratory at the University of Southern California have studied how ocean acidification and high concentrations of carbon dioxide affect *Pseudo-nitzschia*, the organism that produces domoic acid.

*“Economic resilience goes hand in hand with ecological resilience,” said Caren Braby, with the Ocean Acidification and Hypoxia Council.*

### ECONOMIC OUTLOOK FORUM

The Oregon Dungeness Crab Commission was honored to take part in the 26th Annual Economic Outlook Forum, put on by the Bay Area Chamber of Commerce in North Bend.

Communications Manager Tim Novotny served as the emcee and delivered an opening address on the economic importance of the Dungeness crab fishery to the area and the state.

Former chief economist and western regional economist John Mitchell also spoke at the forum. According to Mitchell, the economy was in its 114th upturn month when the forum took place in December.

As for when the economy's upturn might take a move downward, Mitchell cited other countries with upward shifts lasting for more than a quarter century.

### TACKLING A CHANGING OCEAN, CONT'D

"It's no surprise that the biggest and most toxic bloom ever recorded was seen in 2015 during the big blob warming event," he said, adding that his research is funded through USC's Sea Grant program. "When you get all these things working hand in hand, they magnify each other. Blooms are going to get more destructive and bigger in the future."

Hutchins noted that a third of the carbon dioxide produced since the Industrial Revolution is now in Earth's oceans. Carbon dioxide also produces carbonic acid, leading to ocean acidification. Hutchins compared it to the effect drinking soda has on teeth.

"It dissolves the calcium carbonate of your teeth," he said. "The same thing happens to the shells of oysters and the shells of Dungeness crab."

The Oregon Senate Bill would include monitoring of key oceanographic and biological indicators of impacts from ocean acidification and hypoxia; Projects or programs that promote coastal economic and ecosystem resilience to ocean acidification and hypoxia; and Public information tools and strategies to increase awareness of ocean acidification and hypoxia science, impacts and solutions for Oregon.

These projects laid out in the SB 260 text vary in things from monitoring water bodies to developing workshops, to studies on shellfish species and a communications strategy,

The legislature will consider the bill over the next few months.



*Our media campaign kicked-off in January, with some markets starting in February. But, this year we also added some new marketing weapons to our arsenal.*

## MARKETING REPORT: GETTING CRACKING

This season we expanded our reach, increasing the number of television stations that we purchased advertising time from, and are looking to try some different types of marketing ideas. Those will include some digital options, to go along with a new partnership with the state's minor league hockey franchise—the Portland Winterhawks!

As part of that partnership, we will be having an Oregon Dungeness Crab Day with the Hawks during an upcoming playoff game (date to be determined, though tentatively looking at March 24). We believe this could be, as the saying goes, the beginning of a beautiful friendship between our commission and the Winterhawks.

We have also already had a number of studio interviews take place with our commission, including our board chair appearing with Natali Marmion on Portland's Eye on the Northwest and our Chef Leif Benson cooking up some great Dungeness recipes for KATU in Portland. Executive Director Hugh Link also got into the act, appearing on a couple of the Portland stations to help promote Oregon Dungeness during the [Portland Seafood and Wine Festival](#).

We've also been hearing a lot of positive feedback about our newest promotional item—the Oregon Dungeness Crab wine charm (pictured below). It is currently being handed out by another of our new partners, Willamette Valley Vineyards, who are promoting Oregon Dungeness along with their excellent selection of wines, through March.



### *Louie Makes his way to Crab Feeds*

Once the calendar flips to a new year, the communities that dot the Oregon coast start an annual parade of celebrations that feature Oregon Dungeness crab.

When it comes to having fun and raising money, “crab feeds” are money-making magic.

The Oregon Dungeness Crab Commission likes to help wherever we can, usually by making sure one of our three “Louie” inflatables is able to pay a visit—like the one above, in the snow, at the [35th Annual Charleston Crab Feed](#).

In that particular event, the commission also supplied its communications manager, Tim Novotny, to serve as emcee of the event. And, part of his role included telling attendees more about the industry and the fishermen that helped supply the meal they were eating.

But, in the end, a crab feed is all about a community supporting one another.

Volunteer Mel Campbell, who has been a part of the feed for over 20 years, said “we’re here to promote Charleston. (But,) We bought all the crab at market price to let the fishermen know that we value them.”

## VIEW FROM THE BRIDGE

It was a process this year but we finally got everyone out on the water. Things are ticking along and it looks like we should end up with a pretty good season this year. At last glance, Oregon had landed 14.5M lbs worth \$47M. Way to go!!

Your Commission just finished up the Portland Seafood and Wine Festival with the Newport Fishermen's Wives. Once again, Oregon Dungeness was a big hit and we couldn't keep the product on the shelf. Everyone loves crab season!!

The International Seafood Show in Boston is the next stop. Oregon Dungeness are always in big demand at the show. It's always amazing when other seafood producers come to our booth because we have the "best product at the show"!! It is a great experience.

We launched another big advertising campaign in January. If you get some time off the water, pay attention to TV and radio. We've got some great ads playing.

Research projects are getting underway again for this year. Alan Shanks is preparing for his annual megalopae study and Leigh Torres is also getting ready to start a whale migration study that will help us identify if we might have entanglement threats on the horizon. We are thankful to the Ag Research Foundation, that takes a large portion of overhead off of these projects and makes them more affordable to us.

There is talk of a possible tri-state meeting again this summer. There are a lot of things to discuss. We'll keep you posted on any updates.

Looking a little farther ahead to July, we are headed back to Texas again. Texans are loving Oregon Dungeness Crab, too!! This is becoming a very promising market. It is a pleasure working with people that appreciate quality!!

Thank you to all of you that produce this fine product and make all of this happen!!

-John Corbin/Commission Chair

## BAIT PROJECT UPDATE

Dear ODCC,

Our meeting last year with you has been instrumental in our initiative to develop a marine-based natural, sustainable bait alternative for the crab fishing industry. The participation of your members has helped us to improve our product, OVP16.

Since the introduction of OVP16 and with the help of your invaluable feedback, we've made the following improvements:

**Extended shelf life:** with the addition of natural preservative, we're able to extend the shelf stability of the product for up to six weeks. Usage in the water remains an impressive 10-12 days.

**Enhanced chemoreception:** With the

addition of a proprietary blend of natural attractants (olfactive and visual), chemoreception by target species is enhanced, thus allowing for bigger catches over a shorter period of time.

This year we have increased the production of OVP16 to allow for a greater number of participants to join our study.

If you are interested in the opportunity to collaborate in the development of OVP16, please contact Chuck Guyer at 541-643-5799, or [info@guyenterprise.com](mailto:info@guyenterprise.com). You can also find out more about OVP16 at the following website: [guyenterprise.com](http://guyenterprise.com).

With gratitude,

The Silas William Corporation

## PREPARING FOR BOSTON

Preparations are underway for the Oregon Dungeness Crab Commission, and Seafood Oregon, to attend the Seafood Expo North America 2019 in Boston, in March.

There is much that goes in to attending any show or expo, but particularly one on the level of the Boston show. Coordination among the various commissions starts months in advance, to find out who will be featuring what at the booth and what they want to bring.

Packing has to start about a month before so that it is ready to ship several weeks in advance of the event, while flight and hotel arrangements are also being finalized.

The various commissions will be offering tastes of product at the booth, so preparations have to be made to ship fresh product to Boston during the week of the event.

Executive Director Hugh Link notes that the goal of attending an event like the one in Boston is just a bit different than, say, attending the events like the Seafood and Wine Festival we just returned from in Portland.

While that one helped raise money and consumer awareness, this one is all business.

"At Boston, we will be targeting key buyers for major companies, from around the world, trying to interest them in our product and help make the connection between the buyers and the sellers."



## BULLETIN BOARD MATERIAL

\*\* correction to printed newsletter \*\*

From ODFW: “The Cape Arago to the OR/CA border area 30-day fair start provision will elapse at **12:01 March 3**. Vessels that started fishing before this area opened will be allowed to start fishing inside this area at that date/time. Sorry for any confusion.”



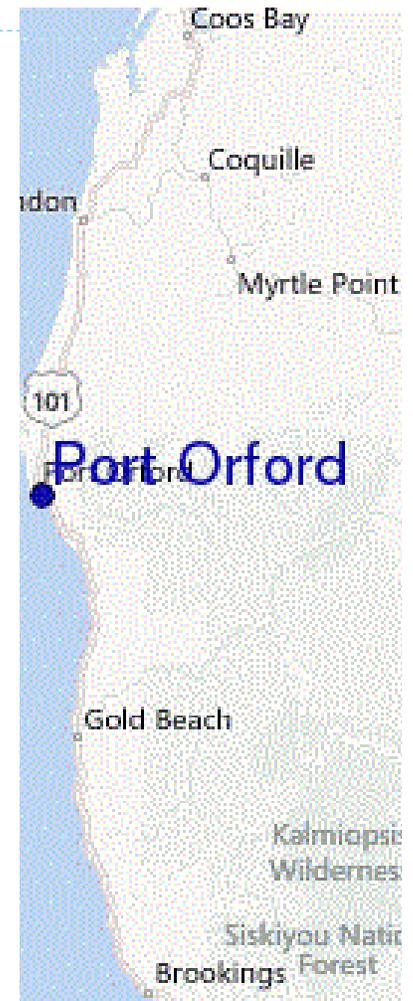
*“Unfortunately, after only being in service for a little over a month and a half, 46015, the Port Orford buoy, ceased transmitting completely.”*

Brian P. Nieuwenhuis with the National Weather Service in Medford delivered some bad news in December, regarding a vital weather buoy near Port Orford.

“We have received word from the USCG at Sector North Bend that buoy 46015 is indeed adrift, and was located approximately 22 nm southwest of Port Orford, or around 20 nm west of Gold Beach.

This, along with the loss of buoy 46229 (Umpqua), means that the closest buoys are now 46050 at Stonewall Bank (and other buoys offshore of Newport) and 46027 near Pt St. George. Both appear to be in good working order.

There is no estimated time of re-deployment, and quite likely, it will be some time before 46015 is returned to service. In the meantime, we will continue to provide the best possible wind and wave forecast, and are available to answer any questions you may have at any time, 24/7.”



## OREGON DUNGENESS CRAB COMMISSION

JOHN CORBIN/ASTORIA

CRYSTAL ADAMS/  
CHARLESTON (Processor Rep)

VACANT SEAT (Processor Rep)

MIKE RETHERFORD/  
NEWPORT

TYLER LONG/CHARLESTON

BRIAN NOLTE/BROOKINGS

RICK LILIENTHAL/  
CHARLESTON

LEIF ERIC BENSON/PUBLIC  
MEMBER

## A MONTH TO SAVOR DUNGENESS

### ADD TO YOUR CALENDAR:

March is **Savor Oregon Dungeness Crab Month in Cannon Beach!** A Savor Dungeness Crab Month guide will be distributed throughout town to give diners an easy look at the variety of Oregon Dungeness Crab menu items to be available during the month. The month-long celebration coincides with the [Savor Cannon Beach Wine and Culinary Festival](#).

### NEXT ODCC MEETING:

There's been a slight change to plans, and the Oregon Dungeness Crab Commission (ODCC) will next meet in Newport on **March 4th**. The meeting is expected to be packed tightly into the time allotted, from **9:30 am - 4:30 pm**. The meeting will be held at the **Best Western Agate Beach Inn at 3019 North Coast Hwy., Newport, OR 97365**. See you there!

IF YOU WOULD LIKE TO GET THE NEWSLETTER VIA EMAIL ONLY, WHERE YOU WILL BE ABLE TO TAKE ADVANTAGE OF THE HYPERLINKS, PLEASE SEND YOUR EMAIL ADDRESS TO US AT:

OFFICEMANAGER@OREGONDUNGENESS.ORG

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