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# The Dungeness Dispatch

## AFTER LATE START, ANOTHER RECORD

This season has set two records. It began with what marked the latest officially agreed-upon start date in the history of the tri-state Dungeness Crab Fishery. Where the fleets in all three states were kept at dock until January 15.

Despite that late start, and a slightly pessimistic outlook on catch numbers in the preseason, landings have also already topped all of last season in total pounds (over 22 million). The season has also set a new record Ex-vessel value—passing \$67 million dollars—with over three months left before it comes to a close!

Newport leads the way, with over 8-million pounds landed, while Charleston has surpassed 5-million pounds and Astoria has landed over 4-million pounds of crab.

“Although the numerous factors that delayed the opening of the 2017-2018 crab season were disappointing there is some silver lining,” said ODCC Executive Director Hugh Link. “Way to bring in the dollars for our coastal communities!”

## NEW RULES DEAL WITH DOMOIC

Domoic Acid reared its ugly head once again, but this time some new rules were in place to deal with it so that the season did not have to be completely disrupted.

When elevated samples showed up south of Cape Blanco, after the season had opened, a recall and evisceration order were put into motion by the state.

There are also more clarifications on the way, thanks to the passage of Senate Bill 1550. It was proposed by State Sen. Arnie Roblan, D-Coos Bay, and Rep. David Brock Smith, R-Port Orford, and passed unanimously in March.

It intends to help in two areas: First, to help clarify existing statutory authority of the Oregon Fish and Wildlife Commission/Oregon Department of Fish and Wildlife (OFWC/ODFW) to require records keeping for foodfish sales, in addition to purchases in the state. And, secondly, to grant Oregon Department of Agriculture access/inspection/use of existing ODFW-required seafood purchase/sales records in lieu of requesting implementation of a new licensing program, to ensure seafood traceability. This would only be used by ODA for purposes of protecting public health (e.g. from biotoxin adulterated seafood).

Gway Kirchner, a marine fisheries project director with The Nature Conservancy, [testified in support of the legislation](#). She called it a positive step forward.

“Seafood traceability is an important tool needed to ensure a strong future for Oregon’s marine fisheries. Consumers are becoming more aware of the source of their seafood,” she said. “They want to connect with the story of how their fish was caught and by whom. They also want to be sure their fish is safe to eat. This has become especially important in the last few years as Domoic Acid has impacted the Dungeness crab fishery.”



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## OUR MISSION:

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



## MARINE STEWARDSHIP COUNCIL (ROUND 2)

In November, 2015, the Oregon Dungeness Crab fishery allowed its Marine Stewardship Council (MSC) Certification to expire.

This was done for a couple of reasons, including the fact that the commissioners felt they were not getting market value from the label at that time.

But, times have changed.

“Several large retail stores are now making arrangements to only source seafood which has attained a sustainability label,” ODCC Executive Director Hugh Link said. “This will also set Oregon Dungeness ahead of Dungeness from other states, who will not have that label.”

Now, a new MSC Pre-assessment is

currently underway by MRAG Americas.

ForSea Solutions founder Natalia Novikova said they are working with ODCC and management agencies to gather the additional information to complete Pre-assessment by June, 2018.

“While working together with ODCC on successful completion of the pre-assessment, ForSea Solutions is making sure that ODCC is well prepared for the next step of achieving MSC certification,” she said.

“Our consultants will be at our May meeting to brief us on the progress,” Link said. “We especially want to thank Fishin’ Company, for partnering with us and funding ForSea Solutions involvement.”

*“...ForSea Solutions is making sure that ODCC is well prepared for the next step of achieving MSC certification.”*

### NOTICE: IT IS TIME TO PREPARE FOR TRI-STATE MEETING

The annual Tri-State meeting will take place towards the end of July.

So, now is a good time to start gathering your Port’s marketing group together and making sure you have the people in place to represent you at the meeting.

In some cases, past representatives to the Tri-State are no longer active and have not been replaced or updated on the list. That could leave your port without a seat at the table in the decision-making process.

You will want to check now, and then let ODFW know if there are changes that need to be made to their list of Tri-State Advisors.

Keep an eye on the mail for an upcoming reminder from ODFW!

## THE MARKETING REPORT

The 2017-2018 media campaign remained fluid, as the season start date kept shifting. Soon, it became just the 2018 media campaign—as the decision was made not to roll too early with ads on radio and television.

A decision on print was needed sooner, but the ad put the focus on the future (see below).



TV and Radio ads, which took on a similar theme, started hitting airwaves all across the state soon after the start of the season.

KGW-TV produced the new ads, which borrowed from the ad they created last season. This year’s television spot featured more upbeat music and graphics, designed to fire people up about the start of the season.

You can watch the ad here: <https://youtube.com/watch?v=w4t1Wbl3S4M>

It is also worth noting that we just recently heard (better late than never) that last year’s ad actually was honored by the Oregon Association of Broadcasters among their 2016 Awards for Excellence! The spot, titled “Flavor of Oregon,” was named Best Commercial Spot Announcement. You can check that one out on our website’s [promotion page](#), as well.



*The Crab Commission was kept extremely busy at Portland and Boston Seafood events.*

## SPREADING THE WORD, NEAR AND FAR

The first part of 2018 saw the Oregon Dungeness Crab Commission take part in two of its biggest events, and both turned out to be quite successful in helping to spread the word about our tasty crab.

In January, just after the season started, we joined a host of volunteers from the Newport Fishermen's Wives and Seafood Oregon at the Portland Seafood & Wine Festival.

Hugh Link, executive director of the ODCC, said attendance at the event was up and many food items were gobbled-up to help fundraising efforts inside the packed convention center.

"Newport Fishermen wives ended-up bringing in over \$17-thousand dollars after expenses. A large majority of which will go to the crabbers relief fund, with the rest supporting their other causes and helping fishermen's families."

Then, in March, we—along with Seafood Oregon—braved the fierce Northeast winter that was hammering Boston, to take part in Seafood Expo North America 2018!

"The Boston Seafood show (Seafood Expo North America) for the first 2 days was well attended and provided leads that we hope were useful to buyers and sellers," Link noted. "The last day of the show, however, was not attended very well due to a blizzard that kept many of the expo goers inside and ruined flights for many of the attendees. The good news is that, as usual, our Oregon Dungeness was very well received and created the typical positive buzz around the product."

Soon after returning from Boston, Link and ODCC communications manager Tim Novotny were off to Brookings to spend half a day at the high school—teaching culinary students the art of shucking and picking crab meat. Six different groups of kids came through the classroom, and were later able to use the meat they picked to practice Oregon Dungeness crab recipes for their fellow students.



## *A life dedicated to supporting his fishing community, and others overseas*

Our thoughts and prayers are with the family and friends of Michael Hosie, [who passed away this month.](#)

Among Hosie's many accomplishments and volunteer efforts was his time spent as the president of the Charleston Fishermen's Memorial Committee. In fact, he helped found that memorial.

It was an endeavor that meant much to him, dating back to the time that he was nearly among those lost at sea – during his days aboard a commercial fishing vessel in the late 1960s.

Fortunately for him, the Coast Guard was able to get him and his crew mates out of the water in time.

As a member of the Coos Bay Port Commission, he helped get a bond measure passed to expand the Charleston docks for 76 more boats. He also helped set up the Charleston Food Bank.

His humanitarian efforts extended far beyond that, however. Mike had a passion for International Service and was instrumental in using Rotary Club grant money to send containers of much needed medical supplies to countries such as Honduras. He recently received the prestigious Rotary Service above Self Award from Rotary International.

A memorial Mass for Michael "Mike" Hosie, 75, of Coos Bay will be held at 10 a.m., Saturday, April 28 at St. Monica Catholic Church, 357 S. 6th St. in Coos Bay, with Fr. Henry Rufo, officiating. All are welcome to attend and celebrate Mike's life.

In lieu of flowers, please donate to the Charleston Fisherman's Memorial, PO Box 5882, Charleston, OR, 97420



## VIEW FROM THE BRIDGE

It's been a busy winter here at your Crab Commission. Our newest member of the team, Tim Novotny, has jumped right in and has been ramping-up our communications efforts. Many of you have noticed that Facebook has been very active this year.

Our PR campaign was also a huge success with TV and radio ads. And, this winter's Boston Seafood show saw a lot of interest in your OREGON Dungeness Crab.









This season had a tough start with soft shell and domoic issues but as of the last count, Oregon has delivered over 22.1 million pounds of our iconic state crustacean with a value to the fleet of over 67 million dollars. This is the largest ex vessel value in history.

In February, the commission attended the Clatsop County Job Fair. We got the word out that fishing and processing is alive and well and in need of workers. This job fair was a great start, but it will need a lot of follow up. The graying of the fleet is a real issue. We all need to do our part to engage the younger generations with the allure of fishing.

There is still a lot to do this year and be assured that we will be at the helm through it all. It is a pleasure serving you. Stop by the next meeting near you and say hi!!

-John Corbin/Commission Chair

### Know your whale traffic

Humpback Whale ( <i>Megaptera novaeangliae</i> )	Gray Whale ( <i>Eschrichtius robustus</i> )
	
Size - medium (<45')	Size - medium (<40')
Fluke - present when diving	Fluke - present when diving
	
Dorsal fin - arched back	Dorsal fin - no dorsal fin
	
Blow - tall, bushy	Blow - moderate, busy
	

Designed by Courtney Hann, OSU/GEMM Lab

## SPEAK NOW OR OTHERS MAY SPEAK FOR YOU

The embarrassing low number of responses to a survey request for the fleet has left fellow fishermen scratching their heads.

As fishermen in California and on the East Coast have decision-making being taken out of their hands, in response to whale entanglements, Oregon fishermen have an opportunity to control their destiny. But, the window of opportunity won't stay open for much longer.

The survey is designed to get feedback from permit owners, vessel owners and operators, and deckhands. We encourage you to give the issue your serious attention.

You can mail back the enclosed survey, or click here to take the online survey and enter access code 1234: [http://oregonstate.qualtrics.com/jfe/form/SV\\_1ETLaudGEUwGb3f](http://oregonstate.qualtrics.com/jfe/form/SV_1ETLaudGEUwGb3f)

## WHALE ENTANGLEMENT WORK GROUP MET

The Oregon Whale Entanglement Group met in Newport on April 11 to discuss results of the first group of returns from the fleet survey. The survey, now titled 'Your Opportunity to Provide Input on Management Options to Reduce the Risk of Whale Entanglement in Oregon' was mailed in late December to all 424 permit owners.

So far, the response has been underwhelming. Just 57 surveys, only 13 percent, have been returned.

"That's less than any of us hoped for, but not surprising for the length of the survey," said the work group's co-facilitator Amanda Gladics of Oregon Sea Grant.

Unfortunately, that also means the group doesn't have a lot to go on at this point. That is something that can have wide-ranging consequences for the fleet in the future. Which is something the fishermen in the group hope to get across to their fellow fishermen who have not yet returned their surveys.

The work group wants the message to get out that, if you are a crab permit holder, changes could be coming with potential impacts to your business and we need your input. In other words, it is worth your time to spare a few minutes to take the survey.

[The main concern on the West Coast is with an increase in humpback whale entanglements.](#) Their populations remain threatened and endangered off the coast of Oregon, so even if we are not seeing them entangled currently it would make great sense to ensure we do our best not to start. It would not take more than an incident or two to bring the federal spotlights to our fishery.

NOAA has already expressed the view that the humpback whale entanglement issue is not just a California issue, but an entire West Coast issue.

That is why the 20 members of the Oregon Whale Entanglement Working Group feel it is vitally important that we take action now to ensure that the management of our fishery remains in Oregon's hands.

You can find more information about the group, which includes commercial and recreational fishermen and the science and environmental community, by clicking this link to Oregon State's extension web page: <http://extension.oregonstate.edu/clatsop/oregon-whale-entanglement-working-group>.

It may also be worth your while to, at the very least, become well acquainted with spotting the differences between the Grays and the more worrisome Humpback whales (picture at left).

## VOLS NEEDED FOR NEW CRAB ATTRACTANT

Members of The Silas William Corporation recently sat down with the Oregon Dungeness Crab Commission and some local crab fishermen to talk about an exciting new bait they had developed.

The thing is, though, they really were not looking to make a sales pitch. What they are looking for is more than a few good, serious-minded, boat-owners who will help them gather data on the bait over the next several months and the following seasons.

“Our number one factor is the data,” said Jeff Winders. Everything, he says, is focused on getting accurate study information.

The corporation specializes in animal attractants and, by all accounts so far, this bait is turning heads.

But, they stressed, they are not trying to build a bait company. So, they are not looking for inflated endorsements. They want cold facts. When it works and when it doesn't.



*“Our number one factor is the data...we don't want to be known as a bait company...”*

## VOLS NEEDED CONT'D...

The corporation bills itself as “specialists in aquascience and bioscent technology.” Their approach is clinical.

“We specialize in animal attractants, and what we do is very effective,” said Caroline Winders.

The use in the field is part of finding the perfect blend based on an all-natural, biodegradable, shelf stable, highly concentrated food source. Natural bioluminescence is also utilized to enhance visible attraction.

Some fishermen have already been testing the bait and found unexpected positives. One surprising benefit to this new bait is that sand fleas, apparently, want no part of it.

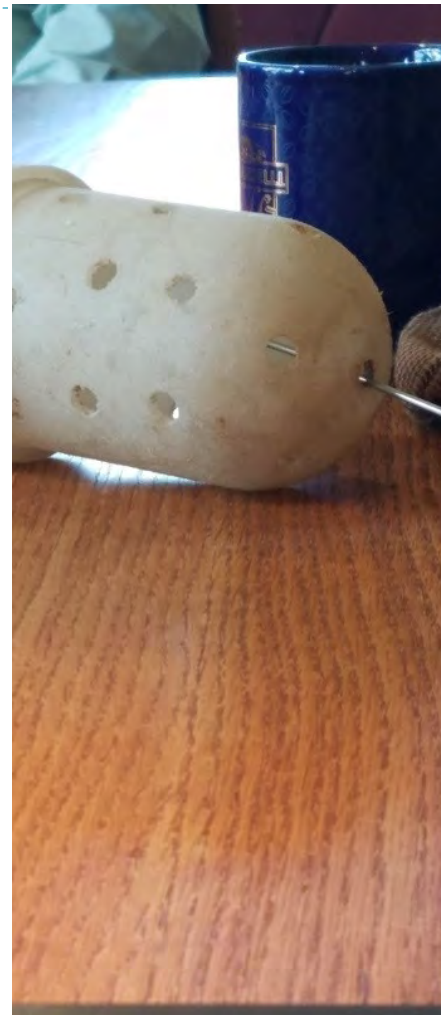
Coupled with the known benefits of how well it has been drawing the Dungeness, and how long the bait lasts, it is no wonder they have had some positive word-of-mouth interest already.

But, what they are really looking for are those fishermen who understand that they have to follow the rules that the corporation sets out. And, that they have to report the data back to them accurately. Data is their currency.

That being said, there is a cost associated for production.

They are looking for a minimum of 25 vessels to take part in the collection of the data throughout the summer.

If you are interested in getting more information, or to find out if you meet their requirements, contact Chuck Guyer at 541-643-5799 or [cguyer@silaswilliam.com](mailto:cguyer@silaswilliam.com).



## OREGON DUNGENESS CRAB COMMISSION

JOHN CORBIN/ASTORIA

CRYSTAL ADAMS/  
CHARLESTON (Processor Rep)

DAVE WRIGHT/NEWPORT  
(Processor Rep)

MIKE RETHERFORD/  
NEWPORT

TYLER LONG/CHARLESTON

BRIAN NOLTE/BROOKINGS

NICK EDWARDS/CHARLESTON

JAKE POSTLEWAIT/PUBLIC  
MEMBER

## CRAB, SEAFOOD AND WINE FESTIVAL

The Astoria Warrenton Crab, Seafood and Wine Festival returns on **April 27, 28 and 29**.

Voted their Best Local Festival by Coast Weekend, the event gets 14,000 to 16,000 people and 175 vendors to attend each year. Admission and times change from day to day, so check out the festival website for details ([astoriacrabfest.com](http://astoriacrabfest.com)). It is family-friendly.

It, of course, features crab, seafood and wine, but also has live music and crafts.

Located at the Clatsop County Fair & Expo Center, on Highway 202 about 4 miles from the junction of Highway 101 in Astoria, the physical address is 92937 Walluski Loop in Astoria. Parking is limited, however, so you may want to take one of the shuttles from Astoria or Warrenton.

Spread the word and plan to get crabby in Astoria in April!

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](mailto:OFFICEMANAGER@OREGONDUNGENESS.ORG)

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