

David Toriumi,
F/V Grinder



Healthy Ocean • Thriving Fisheries
Resilient Communities

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2020 IMPACT REPORT

Sabina Duran,
Deyerle Brothers Seafood



“People are really concerned about the fish they buy, and they love to learn about what they are eating... I really enjoy teaching about the seafood we provide.”

— Sabina Duran, Deyerle Brothers Seafood

Dear Friends,

2020 is a year that no one will forget. The COVID-19 crisis dramatically impacted just about everyone, including our community members who harvest, process, prepare, and distribute seafood. At MBFT, we had to quickly rethink our strategy and approach for how to effectively serve our community during these unprecedented times. This meant canceling some programs, like Get Hooked Restaurant Week in Santa Cruz, and launching new ones, like our #MontereyBaySeafood outreach campaign and the Monterey Bay Community Seafood Program.

One of our primary goals in 2020 was to help keep Monterey Bay fishing businesses afloat during this crisis so that jobs and critical infrastructure wouldn't be lost. This involved helping seafood businesses navigate COVID-19 relief programs, educating consumers about where to find local, sustainable seafood during the shut-downs, supporting fishermen as they shifted to direct-to-consumer markets, and expanding the network of technical assistance and loan programs for fishermen so they can better weather future storms.

As we witnessed local businesses shutter their doors, friends and neighbors lose their jobs, and food insecurity quadruple locally, we were further motivated to support our broader community. Thanks to support from Catch Together, a project of Multiplier, we were able to launch the Monterey Bay Community Seafood Program, in which we partner with fishing businesses and food relief programs to provide local, sustainably harvested seafood to community members in need while supporting our local seafood economy. While COVID-19 has been devastating, this community effort has been a silver lining.

Additionally, the breakdown of international markets presented an opportunity to rebuild our seafood supply chain from cheap and predictable imports to fresh, local, and sustainable fish. We were thrilled to witness an increased interest in local seafood, as demand for community-supported fisheries and dock sales skyrocketed.

Finally, we were touched and uplifted by the tremendous support that we received from our advisors, donors, and funders, many of whom went the extra mile to be flexible and generous with their time and funding during these challenging times. We are so grateful!

Despite the tragedies of 2020, we are left feeling inspired by how much we can accomplish when our community comes together. Thanks to each and every one of you for your partnership and support.

Sincerely,

Monterey Bay Fisheries Trust Board of Directors



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OUR MISSION

To advance the social, economic and environmental sustainability of Monterey Bay fisheries.

Tuk Su Yi,
F/V Papa Son

“We have to always look towards the future and not overfish or fish unresponsibly ...there are laws for reasons. And we have to support that... we have to keep the future alive for our generation and the generation after that and the generation after that.”

— Tuk Su Yi, F/V Papa Son

Highlights

Strengthening Local Seafood Businesses

The Trust has been committed to building the resilience of our local seafood industry during this time of economic uncertainty. In the early months of the pandemic, we helped compile feedback on the **impacts of COVID-19 on fishing businesses** and joined campaigns in support of increased federal relief for the seafood industry. We developed and shared web resources, co-hosted two webinars, and provided technical assistance to help fishermen navigate relief opportunities, safety issues, business resources, and regulatory updates. We supported fishermen as they transitioned to direct-to-consumer markets, creating a fisherman's **Guide to Dock Sales** and a **"How to Buy off the Boat"** guide for consumers, and helped to market weekend dock sales. We also partnered with California FarmLink to develop a lending tool for fishermen, setting the stage for a longer-term fishermen's technical assistance and loan program.

763 unique visitors to our "How to Buy Off the Boat" guide

412 stakeholders received resources via the monthly Buoy Bulletin

133 stakeholders received direct support



Charlie Lambert & Ian Cole,
Ocean2Table



Increasing Stakeholder Engagement in Conservation and Management

The Trust continued building stakeholders' capacity to engage in fisheries management decisions and participate in research and conservation. We participated on the **West Coast Marine Resource Education Program's** (MREP) steering committee and provided scholarships for fishermen to attend the workshops. We kept industry members informed of important meetings, policy and management changes, and opportunities to provide public comment via our **Buoy Bulletin newsletter**, website resources, two in-person meetings, and five virtual meetings. For the fourth year in a row, we organized the **Lost Gear Recovery project** out of Monterey, Moss Landing, and Santa Cruz, working with fishermen, boaters, harbor districts, advisors, and the California Department of Fish and Wildlife to prevent entanglements with marine life.

27 fisheries stakeholders participated in meetings regarding fisheries management

300 pounds of lost fishing gear recovered from the Bay

4 local fishermen received scholarships to participate in MREP

"As a community member, the Trust is helping me be a smarter, better consumer. As a business owner, we share the mutual goal of supporting our local fishermen and focusing on the seasonality and sustainability of seafood on the central coast. As a fisherman, you're educating me on how to be more involved, how to tune into important meetings, and how to provide feedback."

— Charlie Lambert, Ocean2Table

Building Demand for Local Seafood

In 2020, we worked diligently to connect our community with local seafood and local fishing businesses. From January 20-27th, we successfully held our third **Get Hooked Restaurant Week** in partnership with Ocean2Table and Real Good Fish. The campaign acquainted diners with seasonal Monterey Bay seafood and the fishermen who sustainably harvested it, while promoting the restaurants that source seafood locally.

As we quickly pivoted our efforts in March in response to COVID-19, we developed an online **Local Catch Guide** that includes the restaurants, community-supported fisheries, markets, and fishermen that sell locally harvested seafood. We also launched a **#MontereyBaySeafood campaign** to build excitement around king salmon and other seasonal fish. Through digital storytelling, videos, blogs, email newsletters, social media, and the press, consumers learned (many for the first time) about seafood seasonality and sustainability, while getting to know their neighbors in the fishing community. We celebrated the diversity of our local seafood supply chain, from the harvester to the fish cutter to the chef, all working together to bring Monterey Bay seafood to our dinner plates.

18 restaurants participated in Get Hooked Restaurant Week

14K+ page views of the Local Catch Guide

320K+ people reached through social media and radio ad placements

50 stories published featuring community members and local seafood

Hans Haveman,
H&H Fresh Fish



Clint Beasley,
F/V Queen Corinne



Maintaining Local Access to the West Coast Groundfish Fishery

Through our flagship **Quota Leasing program**, we continued to protect local access to the West Coast groundfish fishery, including species such as sablefish, Dover sole, and rockfish. In 2020, in partnership with the City of Monterey, we offered fishing rights at reduced rates to every local fisherman who applied. In the end, one trawler and one trap fisherman leased 105,000 quota pounds locally, helping fuel the local economy. We leased an additional 221,000 quota pounds to fishermen coastwide. The year marked the first time in many years that a groundfish trawler was actively landing in Monterey Bay ports, and an important milestone in the recovery of the West Coast groundfish fishery. With this milestone, we expect to find less imported seafood in our supermarkets and retail stores, and more sustainably harvested groundfish.

10 fishermen coastwide
received leased quota

105K pounds of groundfish
quota leased locally

\$9.8K in savings for local
fishermen

“I’m optimistic about the future of this fishery and I feel blessed to have partners in the community like the Trust that are willing to embrace it.”

— Scott Fosmark, F/V Queen Corinne

Donating Local Seafood to Community Members in Need

In late November, we piloted the **Monterey Bay Community Seafood Program** to donate fresh, nutritious seafood to working families, seniors, and others in need while providing critical economic support to local fishermen, food workers, and seafood businesses. Through the program, we reimbursed partner seafood distributors for purchasing, processing, and delivering local seafood to participating food relief programs. Industry partners included Sea Harvest, Ocean2Table, Bay Fresh Seafoods, Real Good Fish, Robbie's Ocean Fresh, and H&H Fresh Fish. Food relief partners then prepared and distributed healthy seafood meals to those in need. This program's success has carried into 2021, proving to be a win-win community effort that increases food security, supports our fishing economy, and builds lasting relationships among our seafood industry and local food relief programs.

In just a little over one month:

2,875 pounds of seafood purchased

6,007 seafood meals donated

22 fishermen and seafood workers supported

Food Relief Partners:

Meals on Wheels of the Monterey Peninsula

Pajaro Valley Loaves and Fishes

Food Bank for Monterey County

Al and Friends

Coastal Cuisine

Main Street Bakery

Mezzaluna

Stevie's Restaurant

Angelina's Bakery

Googie Grill



Chef Soerke Peters, Mezzaluna Pasteria & Sage Wright, Ocean2Table

A fisherman wearing a blue cap with 'MONTEREY BAY' and 'SEA HARVEST' on it, a blue jacket, and orange gloves is leaning over the side of a boat. He is using a wooden pole to pull a large red fish (likely a rockfish) from a metal hold. The background shows the ocean and a cloudy sky. An orange circle is overlaid on the left side of the image, containing text.

OUR VISION

Thriving and sustainable
fisheries and fishing
communities in Monterey Bay

Walter Deyerle,
F/V Sea Harvest IV

"I love the Monterey Bay Community Seafood Program! It feels good to get the food where it's really needed, and it has also been enough to stabilize our markets during these tough times."

— Walter Deyerle, F/V Sea Harvest IV

Thanks to our funders and supporters:

The David & Lucile Packard Foundation

City of Monterey

Catch Together, a project of Multiplier

Resources Legacy Fund

Monterey Peninsula Foundation, host of the AT&T Pebble Beach Pro-Am

National Fish & Wildlife Foundation

Repass-Rodgers Foundation

The Nell Newman Foundation

The Campbell Foundation

Community Foundation for Monterey County

Clif Bar Family Foundation

The Schmidt Family Foundation/
Schmidt Marine Technology Partners

Rotary Club of Carmel-by-the-Sea

Monterey Bay Aquarium

A very special thanks to the many generous individuals who contributed \$57,072 in 2020, including 47 donors via Monterey County Gives!

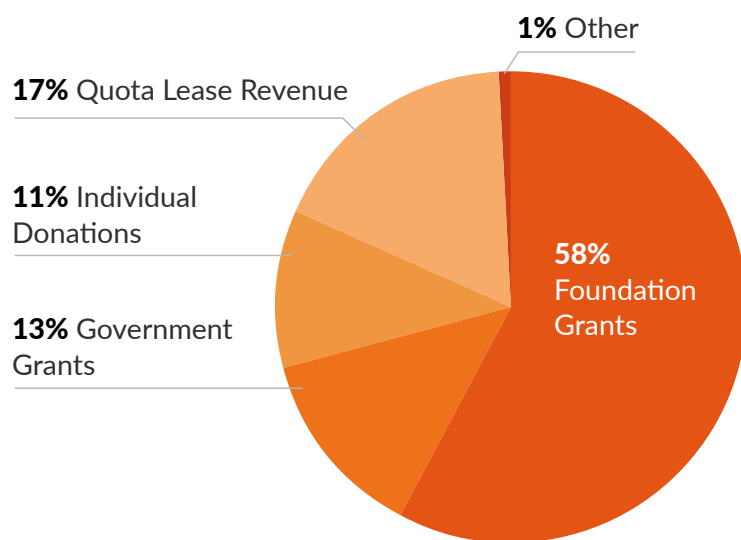


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Joeleen Lambert,
F/V Pioneer

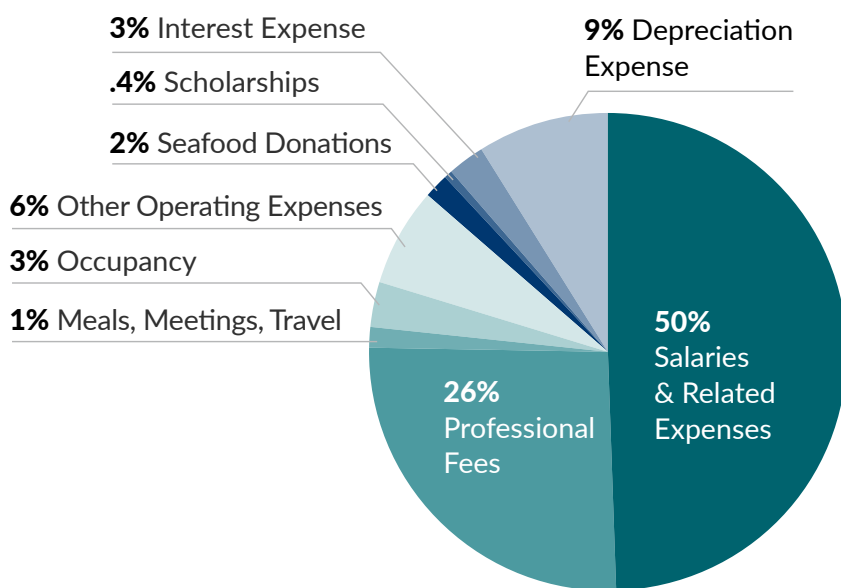
Financials

2020 Income



Foundation Grants	308,190
Government Grants	70,000
Individual Donations	57,072
Quota Lease Revenue	93,605
Other	4,032
TOTAL INCOME	\$532,899

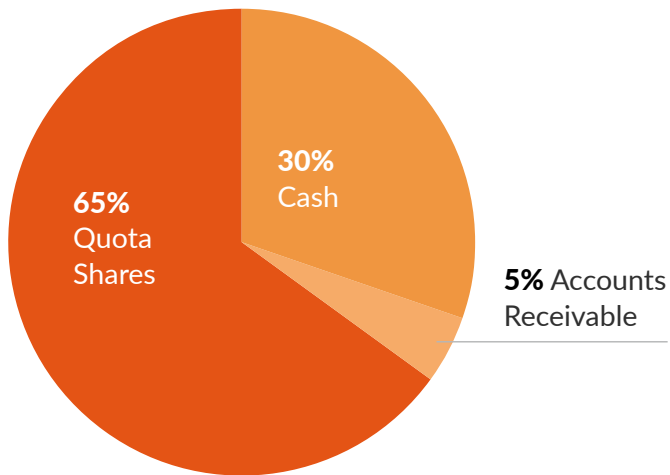
2020 Expenses



Salaries & Related Expenses	239,253
Professional Fees	123,371
Meals, Meetings & Travel	6,894
Occupancy	14,660
Other Operating Expenses	31,929
Seafood Donations	8,351
Scholarships	2,000
Interest Expense	12,767
Depreciation Expense (quota)	42,000
TOTAL EXPENSES	\$481,225

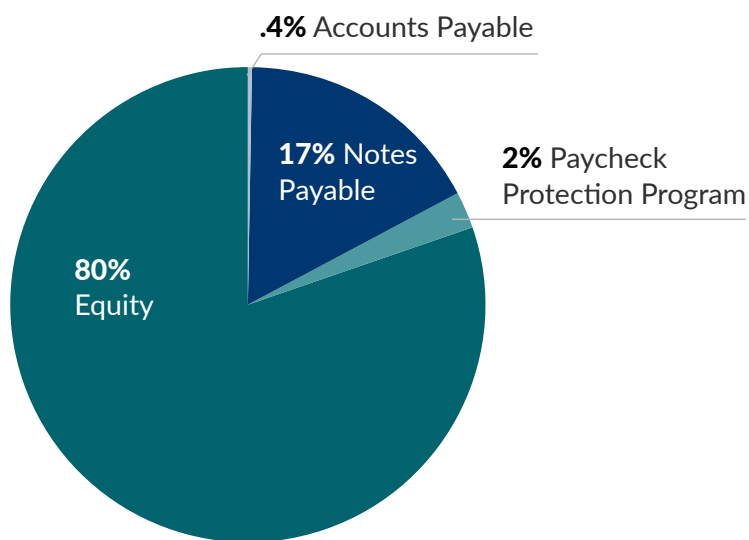
NET INCOME	\$51,674
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Assets*



Cash	587,988
Accounts Receivable	90,563
Quota Shares	1,252,237
TOTAL ASSETS	\$1,930,788

Liabilities & Equity*



Accounts Payable	8,642
Notes Payable	326,062
Paycheck Protection Program	47,700**
Equity	1,548,384
TOTAL LIABILITIES & EQUITY	\$1,930,788

*As of 12/31/2020

**Forgiven on 2/26/21 by SBA

The numbers provided in this report have not yet been reviewed or audited by our CPA.

Looking Forward

Strategic Goals and Priorities, 2021–2023



Goal 1:

Strengthen and grow a local, sustainable seafood movement

- Raise public awareness about sustainable Monterey Bay seafood.
- Build community connections with the local fishing industry.
- Develop new markets and increase consumer demand for local seafood.



Goal 2:

Support stakeholder engagement in conservation and management

- Strengthen industry stakeholders' capacity to participate in fisheries science and conservation and engage effectively in fisheries management decisions.
- Build trust, collaboration, and partnership among fisheries stakeholders, managers, regulators, scientists, and conservationists.
- Contribute to ongoing learning and sound policy for sustainable fisheries.

Pictured top left: Hong Van Vo, F/V Miss Jenny

Pictured bottom left: Calder Deyerle, F/V Sea Harvest II

Goal 3:

Strengthen the viability and resilience of local seafood businesses

- Protect and grow local access to groundfish fishing rights.
- Increase fishermen's access to tools, training, information, finance, and technical assistance.
- Support and encourage the next generation of fishermen committed to maintaining the sustainability of local seafood.
- Ensure adequate infrastructure is in place to support a diverse fishing fleet.
- Work with fisheries stakeholders to assess risks and develop tools to mitigate current and future impacts of climate change.



Goal 4:

Connect local seafood to organizations providing food to families in need

- Help alleviate hunger while supporting the local fishing economy through the Monterey Bay Community Seafood Program.
- Develop a long-term strategy to continue the program beyond COVID-19.



Pictured top right: Jenn Lovewell, Real Good Fish

Pictured bottom right: Chef Uwe Grobecker, Meals on Wheels of the Monterey Peninsula

Our 2020 Team

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Reed Geisreiter
Santa Cruz Port Commission

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