

Healthy Ocean • Thriving Fisheries
Resilient Communities

Terry Baek,
F/V Pescador

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2021 IMPACT REPORT

Eric McKee,
F/V Hannah J

OUR MISSION

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



Since 2014, the Monterey Bay Fisheries Trust (MBFT) has been working to increase community access to healthy, local, sustainably caught seafood while preserving an integral part of the economy, heritage, and biodiversity of Monterey Bay. We collaborate with the fishing industry, local government, conservation organizations, restaurants, markets, and local food system partners to achieve a balance between a healthy ocean ecosystem and a healthy seafood economy.

2021 Accomplishments

Strengthening Local Seafood Businesses

We provided technical assistance, tools, and resources to strengthen fishing businesses and help fishermen navigate regulations and COVID relief programs. We continued our **quota leasing program**, protecting local access to sustainable groundfish fishing rights and saving fishermen thousands of dollars in lease fees. Through our partnership with **California FarmLink**, we increased fishermen's access to technical assistance and loans and explored succession planning for retiring fishermen and new entrants. We advocated to state and federal legislators for infrastructure improvements and the need to support fishing community resilience.

10 fishermen received direct technical assistance

178K pounds of groundfish leased to local fishermen

2.4K views of web resources for fishing businesses

Joeleen Lambert,
F/V Pioneer

© David Hillis



Building a local, sustainable seafood movement

In 2021, we continued our outreach programs aimed at raising awareness and demand for local, sustainable seafood. Through digital storytelling, videos, blogs, social media, and presentations, MBFT connected consumers with Monterey Bay seafood and our fishing community. We educated consumers about sustainable fisheries, helped them identify and prepare seasonal seafood, and directed them to businesses that sell local seafood through our [Local Catch Guide](#).

40 stories published featuring local seafood and the fishing community

100% increase in web traffic with 77K unique visitors

23K views of the Local Catch Guide

“One of the things I love about working in seafood is that every day something is blowing my mind, just seeing the fish come in, learning about the different species, and just realizing the wonder that the ocean is. To me, that makes it something I want people to know about, to love, and to bring into their lives.”

– Jenn Gerard Lovewell, Real Good Fish

Sustaining Local Families and Fisheries

We continued our [Monterey Bay Community Seafood Program](#) to provide healthy, sustainably harvested seafood to community members in need of food assistance, along with more than \$82K in economic support to our local fishermen, food workers, and seafood businesses. As a direct result of this program, Meals on Wheels of the Monterey Peninsula has made a commitment to source local seafood year-round. We also expanded our reach and connections in the local food system network and now hold a seat on the newly formed Monterey County Food Policy Council as the only local seafood representative.

\$82K raised to purchase 18K pounds of local seafood

18.5K seafood meals donated

28 fishermen and 35 food 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

Angelina's Bakery

Googie Grill

Main Street Bakery

Mezzaluna

Stevie's

Fishing Industry Partners:

Sea Harvest

Ocean2Table

Real Good Fish





Giovanni Nevolo,
F/V Gabbiano

Supporting Stakeholder Engagement in Conservation and Management

For the fifth year in a row, we coordinated the **Lost Gear Recovery project** with fishermen and harbors to prevent marine life entanglements. We facilitated and promoted dialogue and collaboration among fishermen, conservationists, scientists, local government, and legislators, such as Congressman Jimmy Panetta. We provided resources through our monthly **Buoy Bulletin newsletter**, website, and meetings, and continued to support fishermen's education through the **Marine Resource Education Program (MREP)**.

82 members of the fishing community directly participated in our programs

627 stakeholders received resources via the monthly Buoy Bulletin newsletter

9 fishermen actively kept the Bay free of lost gear

"It's about doing the right thing – that's how I was raised. Some people go to beach cleanups, but as a fisherman, I take that to the water."

– Scott Rouhier, Moss Landing fisherman and member of the 2021 Lost Gear Recovery Team

A photograph of a fisherman with a beard, wearing a blue hoodie, on a boat. He is holding a fishing rod with a lure. The background shows the boat's interior and the sea. An orange circular graphic is overlaid on the top left, containing text.

OUR VISION

Thriving and sustainable
fisheries and fishing
communities in Monterey Bay

Kevin Butler,
F/V Timothy J

Thanks to our 2021 funders:

City of Monterey

The David & Lucile Packard Foundation

Catch Together, a project of Multiplier

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

Repass-Rodgers Foundation

Ken and Gundy DuVall Fund of the Community Foundation for Monterey County

State of California

Monterey Bay Aquarium

MUFG Union Bank Foundation

The Campbell Foundation

Teichert Foundation

Clif Family Foundation

Northern Monterey County Foundation, an affiliate fund of the Community Foundation for Monterey County

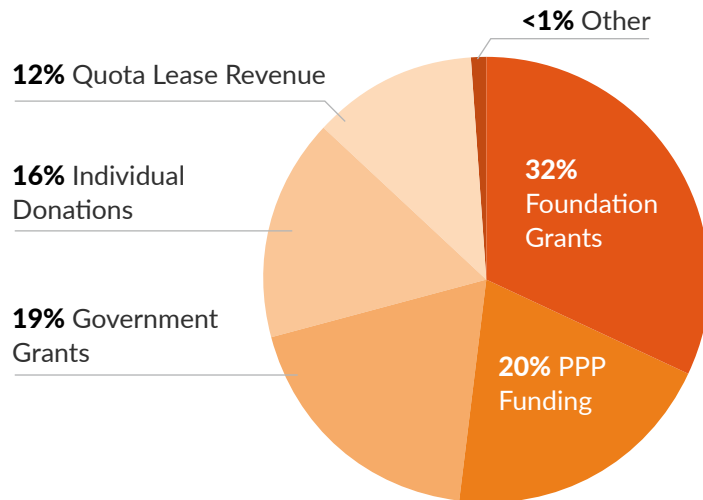
Whole Foods Markets



A very special thanks to the many generous individuals who contributed \$71,217 in 2021, including 52 donors who donated \$51,560 via Monterey County Gives!

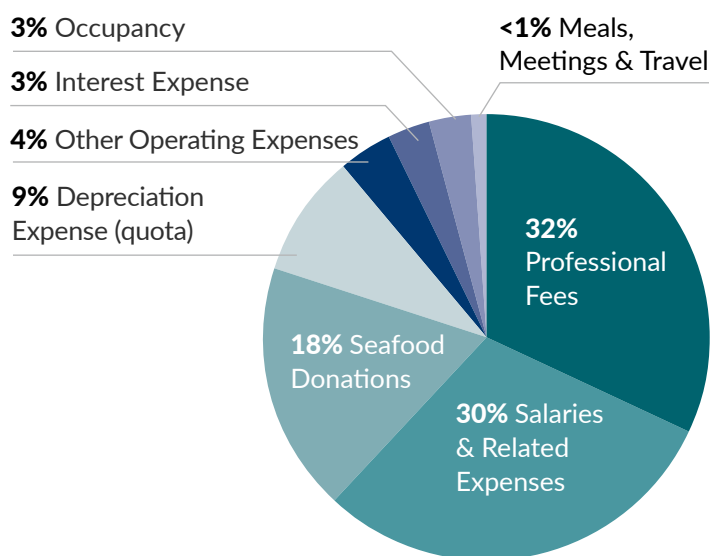
Financials

2021 Income



Foundation Grants	140,113
PPP Funding	86,849
Government Grants	85,000
Individual Donations	71,217
Quota Lease Revenue	52,763
Other	61
TOTAL INCOME	\$436,003

2021 Expenses



Professional Fees	144,451
Salaries & Related Expenses	134,213
Seafood Donations	82,483
Depreciation Expense (quota)	42,000
Other Operating Expenses	17,667
Interest Expense	15,894
Occupancy	13,810
Meals, Meetings & Travel	4,047
TOTAL EXPENSES	\$454,565

Balance Sheet

Cash	492,140
Accounts Receivable	135,094
Quota Lease - net	1,210,237
TOTAL ASSETS	\$1,837,471

Accounts Payable	5,328
Notes Payable	298,499
Equity	1,533,644
TOTAL LIABILITIES & EQUITY	\$1,837,471

Our 2021 Team

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Charlie Lambert
Ocean2Table

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F/V Rose Marie

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H&H Fresh Fish

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Timothy J

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Nutrition and Fitness
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Mike Ricketts
F/V Sea Hawk

Reed Geisreiter
Santa Cruz Port Commission

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