

Calder Deyerle,
F/V Sea Harvest III



Healthy Ocean • Thriving Fisheries
Resilient Communities

5-Year Impact Report 2014–2019

David Toriumi,
F/V Grinder

OUR MISSION

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

“I’ve been able to lease fishing rights from the Trust, which has allowed me and my crew to participate in the groundfish fishery. The fact that the Trust is available as a resource has been a life saver.”

— Jerry Wetle, F/V Pacific Bully

Dear Friends,

Five years ago, a group of community members came together to launch the Monterey Bay Fisheries Trust. While we came to the table with different backgrounds and perspectives, we were united by a shared vision of a healthy and sustainable commercial fishing future for Monterey Bay.

When we started, our focus was on protecting local access to the West Coast groundfish trawl fishery. However, we quickly realized that much more work is needed to support the diverse fishing fleet that operates out of Monterey, Moss Landing, and Santa Cruz. It's a time of transition for the local fishing industry, with the environmental recovery of groundfish stocks, changes on Monterey's commercial fishing wharf, and a growing local seafood movement. It's also a time of challenge and uncertainty with fluctuations in salmon and crab seasons, complex regulations, and the impacts of climate change underway.

This report provides a snapshot of our efforts to build resiliency during these times of change by protecting local access to groundfish fishing rights, rebuilding markets and consumer demand for groundfish and other local seafood, increasing support for commercial fishermen and women, and engaging the industry in conservation solutions.

Revitalizing a healthy, sustainable fishing economy is going to take a lot of work and a lot of time. It will not happen overnight. But we are confident that we have the right pieces and partners in place to make Monterey Bay's commercial fishing industry a model of success. Thanks to each and every one of you for your ongoing commitment and support.

Sincerely,

Board of Directors, Monterey Bay Fisheries Trust



Steve Scheiblauber,
Chair



David Crabbe,
President



Margaret Spring,
Vice President



Melissa Mahoney,
Secretary



Monica Galligan



Bob Dooley

Celebrating Five Years of Accomplishments

Protecting Local Access to Groundfish

The West Coast groundfish trawl fishery includes more than 90 species of fish that live on or near the bottom of the ocean, such as sablefish, Petrale sole, and rockfish. This fishery has been very important for Monterey and Moss Landing, providing high-volume, stable, year-round landings, essential for keeping port infrastructure and markets operating. The fishery has also undergone many changes in recent years to prevent overfishing and protect sensitive marine habitat, and today it is celebrated as an environmental success story. This is great news for fishermen, conservationists, and seafood lovers.

However, when the Trust started, there was a risk that our community could lose access to this important fishery if out-of-state businesses purchased the remaining quotas and permits needed to catch these fish.

In 2015, with support from The Nature Conservancy and our lenders, the Trust acquired close to \$1.5 million in groundfish fishing rights, which we lease annually to local fishermen at reduced rates. We also worked closely with the City of Monterey, which allocated another \$958K towards the purchase of fishing rights, of which \$290K has been spent to date. As a result, we are already generating hundreds of thousands of dollars for the local fishing economy each year, and saving fishermen tens of thousands of dollars in lease fees. We expect these numbers will grow significantly in the coming few years, as the City of Monterey recently designated space on the commercial fishing wharf for a new, high volume groundfish buyer.


\$1.8 million in groundfish quota protected locally

611K pounds leased to local and CA fishermen

\$107K saved by local and CA fishermen

Joeleen Lambert, F/V Pioneer





Chef Tim Woods, Carmel Valley Ranch, and Jerry Wetle, F/V Pacific Bully

32 restaurants participated in Get Hooked Restaurant Week

5,000 pounds of local catch connected to local markets

20K+ people directly reached via outreach and events

Rebuilding Markets

Demand for local, traceable, sustainable, and ethically caught seafood is growing and presents an exciting opportunity for Monterey Bay's fishing communities. Imported seafood has supplanted local species such as rockfish, lingcod, or king salmon that were once prevalent in local markets. However, with the launch of our *Fish Hub* program in 2018, we are working to change that paradigm.

Supply Chain Coordination

Our Marketing and Supply Chain Manager has been busy developing new markets by matching supply from fishermen with the demand of distributors and regional markets. Through such market prospecting, we are seeing an impact in the marketplace.

Market Research

To help fishermen diversify their markets and help consumers access local seafood, we worked with the Stanford Alumni Consulting Team to conduct a feasibility study of a fishermen's market for Monterey. We are also collaborating with fishermen and the Monterey Bay Aquarium to test new technology and research live fish markets for deeper, underutilized species.

Outreach & Promotional Events

We launched and organized two successful *Get Hooked* restaurant weeks (one in Monterey and one in Santa Cruz) in close partnership with Real Good Fish, Ocean2Table, and the Monterey Bay Aquarium. Through these and other outreach efforts, we've connected thousands of people to the story of the fishing community, the fishermen, and the fish.

"Sourcing local catch has been more challenging than we expected, but thanks to the Trust's extensive network within the supply chain and their knowledgeable staff, we can remain true to our ethos and maintain the integrity of our restaurant concept."

— Liz Jacobs, Wild Fish Restaurant, Pacific Grove

Giuseppe Pennisi,
F/V Pioneer



Strengthening Leadership and Conservation

Lost Gear Recovery

For three years, the Trust has partnered with local fishermen, the boating community, and local harbor districts, to find and remove lost fishing gear from the Bay. The project reduces marine debris in the ocean and the risk of entanglements with boats and marine life, while also showcasing the stewardship of the local fishing community.

Direct Support

We've worked closely with local fishermen, both one-on-one and as a group, to help them navigate complex regulations and strengthen their businesses. We've connected them with lenders and funders, helped them apply for permits, researched new market opportunities, and held meet and greets with fisheries regulators to build trust and encourage collaboration.

Marine Resource Education Program (MREP)

For four years, we've sat on the steering committee for MREP-West, a program designed to bring fishermen, scientists, and regulators together to better understand and engage in the fisheries management process. We've moderated the workshops, recruited participants, and sent four local fishermen on scholarships to attend the annual training.

Tools & Resources

In 2018, we created a monthly electronic newsletter for the fishing community called the Buoy Bulletin, and developed an online Fishing Community Calendar, which is distributed to 140 people each month. We developed these resources in response to fishermen's reports that they felt uninformed about upcoming meetings, changes in legislation, and opportunities to improve their fishing businesses.

28 lost pots removed from Monterey Bay

140 people receive *Buoy Bulletin* newsletter each month

\$3,500 in MREP scholarships granted to four fishermen

"The lost gear recovery project allows us to act on our best intentions as fishermen, helping remove gear to get it back to its owner and to leave the ocean as pristine as possible."

— Skylar Campbell, F/V Sable

Timeline Highlights

2014

Monterey Bay Fisheries Trust launches!

2015

Acquires groundfish fishing rights in partnership with The Nature Conservancy and City of Monterey and begins leasing program

Pitches business model to 300 investors at Stanford University as a Fish 2.0 finalist

2016

Joins steering committee of MREP West workshop, providing education to fishermen in fisheries science and management

Selected to participate in Community Foundation for Monterey County's three-year Next Steps program for new nonprofits

Nominated for White House Champions of Change for Sustainable Seafood and Sea Web Seafood Champions Awards

2017

Coordinates first *Lost Gear Recovery Project* in Moss Landing

Partners with Monterey Bay Aquarium to celebrate local fishermen at "Of the Sea" film screening with 250 guests

2018

Launches *Fish Hub* program to rebuild markets for local, sustainably harvested seafood

Presents during Capitol Hill Ocean Week in D.C.

Hires three new staff and moves into first office at Heritage Harbor in Monterey

2019

Organizes first *Get Hooked* restaurant weeks in Monterey and Santa Cruz

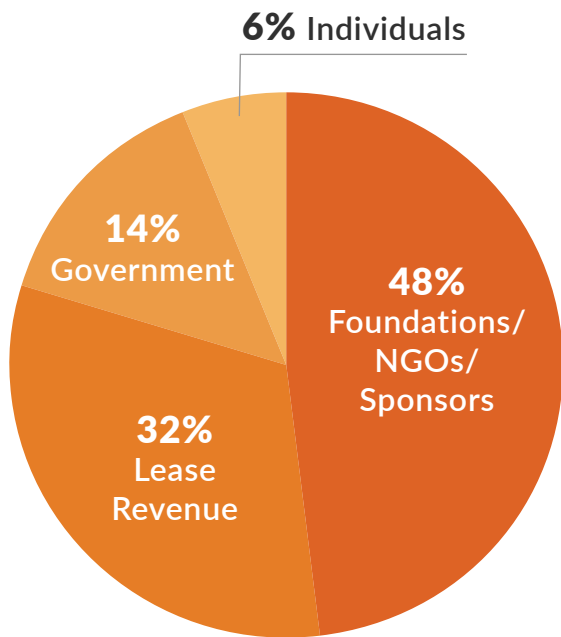
Presents to U.S. Congressman Jared Huffman on the needs of our fishing community and the Magnuson Stevens Act

Celebrates 5 years of advancing a healthy fishing future for Monterey Bay!



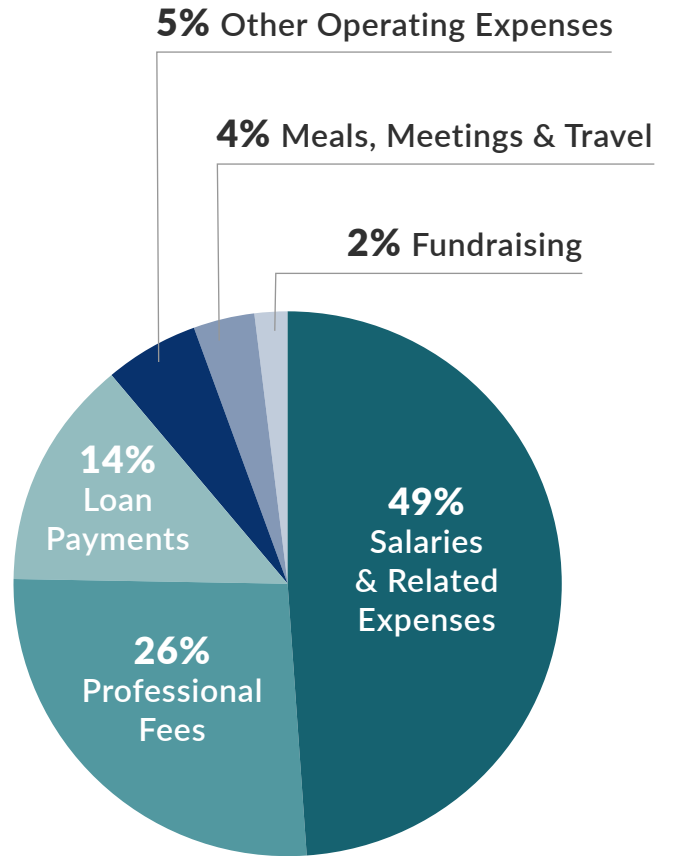
Sherry Flumerfelt and Roger Burleigh, Monterey Bay Fisheries Trust

Financials



2014-2019 INCOME*

Foundations/NGOs/Sponsors	\$824,264
Lease revenue	\$539,496
Government	\$241,875
Individuals	\$101,322
Other	\$2,205
TOTAL	\$1,709,163



2014-2019 EXPENSES*

Salaries & Related Expenses	\$562,865
Professional Fees	\$303,184
Loan Payments	\$157,470
Other Operating Expenses	\$63,115
Meals, Meetings & Travel	\$41,092
Fundraising	\$21,211
TOTAL	\$1,148,937

*Financial data through Oct. 4, 2019

Thanks to our funders and supporters:

The Nature Conservancy

The David & Lucile Packard
Foundation

City of Monterey

National Fish & Wildlife Foundation

Monterey Bay Aquarium

Community Foundation for
Monterey County

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

Repass-Rodgers Family Foundation

Environmental Defense Fund

Clif Bar Family Foundation

Rotary Clubs of Carmel Valley and
Carmel-by-the-Sea via Carmel High

Monterey Fisherman's Wharf
Association

**A very special thanks to the
many generous individuals
who have contributed
\$101,322 to the Monterey
Bay Fisheries Trust.**



“We as a society and community need to provide thoughtful management parameters, authentically sustainable fishing practices, and economic viability to preserve our ocean resources. The Trust’s efforts are creating this important dynamic.”

— Sally-Christine Rodgers, Repass-Rodgers Family Foundation

OUR VISION

Thriving and sustainable
fisheries and fishing
communities in
Monterey Bay

“I hope the future is going to be mellow and awesome with good fishing so we can have some fun and my kids can catch a lot of fish.”

— Miles Deyerle (7 years old), F/V Sea Harvest III

Looking Forward

Strategic Goals and Priorities, 2019–2021

Goal 1:

Strengthen the viability of commercial fishing businesses in Monterey Bay

- Protect and grow local access to fishing rights
- Increase fishermen's access to tools, information, finance, and technical assistance
- Nurture programs that support and encourage the next generation of fishermen
- Ensure adequate infrastructure is in place to support a diverse fishing fleet

Goal 2:

Increase access to, availability of, and demand for local, sustainable seafood

- Develop new market opportunities
- Raise awareness about local seafood and the local fishing industry

Goal 3:

Support and enhance fisheries conservation and management

- Inspire and support stakeholder engagement, collaboration, and leadership
- Contribute to ongoing learning and sound policy for sustainable fisheries

Goal 4:

Strengthen the organizational resiliency of the Monterey Bay Fisheries Trust

- Strengthen the capacity and leadership of staff, board and volunteers
- Develop comprehensive fundraising, financial and administrative systems
- Nurture partnerships and expand awareness of the organization
- Implement a plan for continuous evaluation and improvement

OUR TEAM

Sherry Flumerfelt

Executive Director

Roger Burleigh

*Marketing & Supply Chain
Manager*

Oliviya Wyse

Program Coordinator

Domine Barringer

*Administrative & Financial
Coordinator*

Dwayne Oberhoff

Quota Manager

Nick Rahaim

Multimedia Storyteller

BOARD

David Crabbe

*Buccaneer Fishing
President*

Margaret Spring

*Chief Conservation
& Science Officer,
Monterey Bay Aquarium
Vice President*

Steve Scheiblaue

*Marine Alliances
Consulting
Chair*

Melissa Mahoney

*Pacific Fisheries Policy
Manager, Environmental
Defense Fund
Secretary*

Monica Galligan

*Faculty Member,
California State University
Monterey Bay and
Middlebury Institute of
International Studies
Treasurer*

Robert Dooley

Commercial Fisherman



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