

Fisherman's Wharf

COMMUNITY BENEFIT DISTRICT

January 26, 2007

State Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

Attention: Douglas Bosco,
Chairman of the Board

Dear Chairman Bosco,

The Fisherman's Wharf Community Benefit District endorses the creation of the fish market by the San Francisco Crab Boat Owners Association (CBOA). It is our belief that bringing such a market into our District will stimulate interest, visits and revenues from both local San Franciscans and residents from the 9-Bay area counties.

We support Ecotrust's work with fishermen from the San Francisco Crab Boat Owners Association (CBOA) on the development of the compelling business concept of local fishermen forming a co-operative effort determining their economic destiny by creating a sustainable seafood market available to consumers, retailers and restaurants. We believe that this endeavor will secure their future and entice fisherman back into Fisherman's Wharf.

This idea comes at a time when business-as-usual seafood production and distribution threatens not only the fisheries resources, but the very community of small-boats and locally owned fisheries that are potentially best suited to supply the growing demand for high value, sustainable seafood.

The goal of the project is to establish the feasibility of a prospective venture, which would yield environmental, economic and social outcomes. This will further the cause of marine conservation in California and provide a test bed for creating the much needed "middle ware" of local and regional suppliers and distributors of sustainable seafood. The proposed site is prominently located at Fisherman's Wharf, and supported by the local business and environmental community. This endeavor stands to enhance San Francisco's reputation as a leader in conservation innovation and food culture, firmly rooted in a commitment to maintaining vibrant local economies.

With funding provided by the Coastal Conservancy, a team comprised of members from Ecotrust, select consultants and project partners would conduct a feasibility study, resulting in a business plan to serve as the basis for debt and equity investments in early 2007. The outcome of this project is a fundable business plan, the success of which can be measured, in the first instance, by the amount of capital attracted and the initial volume of seafood procured and sold.

The Fisherman's Wharf Community Benefit District urges the State Coastal Conservancy to support the work of CBOA, as we too plan to lend our support, in efforts to bring this much needed project in the Fisherman Wharf Community.

Regards,


Karen A. Bell,
Executive Director

Cc: Rodney Fong, Interim President
Chris Martin, Interim Vice President
Larry Collins, CBOA President



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February 5, 2007

Douglas Bosco, Chair
California Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

Dear Mr. Bosco,

I am writing to you in support of the staff recommendation authorizing funding for the feasibility study of the sustainable seafood market at Fisherman's Wharf. This cooperative fish market is very important to the future of California's fishing industry and the establishment of a more "authentic" and meaningful Fisherman's Wharf.

The fishing industry is very important to the Bay Area's economy. A past Coastal Conservancy study found that for every fisherman at sea, eight on-land jobs are created. Each year local fisherman find greater challenges with rising costs and expenses and limited resources, that threaten their continued existence. This also threatens land-based employers that service the fishing industry. At the same time anti-competitive practices from larger out-of-state processors are undermining the future viability of the local commercial fishing industry. Fisherman's Wharf risks not only losing a precious, diverse employment opportunity for local residents, it also becomes further removed from its link to San Francisco Bay and ultimately becomes more artificial.

In many ways the plight of the local fishing industry is very similar to that of small family farmer. The establishment of a cooperative fish market will allow local fishermen to sell directly to the public, much like farmers markets provide a direct link to consumers in their community. This relationship will promote direct dialogue between fishermen and the public thereby fostering greater awareness and knowledge of our precious resources from the Pacific Ocean and sustainable fishing practices.

The cooperative fish market will firmly re-establish San Francisco Fisherman's Wharf as the Bay Area's fresh fish market. I very highly regard the commitment of the Crab Boat Owners Association and Ecotrust to accomplish this endeavor. It will provide for sustainable fishing practices and create a demand for nearby on shore support facilities and employment opportunity, which will "put the fish back at Fisherman's Wharf." It will attract Bay Area residents to Fisherman's Wharf.

I am very appreciative of the good work of the California Coastal Conservancy to act as the leader for preserving and enhancing California's coastal resources.

Sincerely,

Christopher Martin
President, The Cannery Properties, Inc.

Dear Larry Collins.

I'm writing this letter to express my support of your idea of a "Community Fishing Association" in San Francisco. I'm the owner of Fish. Restaurant in Sausalito and also the Owner of Two X Sea seafood's. A truly sustainable seafood wholesale company. I'm also owner and skipper of two commercial fishing boats here in the bay area. The current state of our oceans and the hardships commercial fisherman have faced is a very sad and complicated story. We are a dying breed. But there are still many of us who are out there doing the right thing. Using sustainable gear and fishing healthy stocks of local seasonal fish. For me to survive I need transparent and traceable seafood that leaves all the blue washing out. The CFA would be just that. We would have a place to sell our catch and also for the Bay Area restaurants and citizens to have a place to buy local sustainable seafood from the men and women that have dedicated there live to the oceans. I support you in every way. And please don't hesitate to ask for help, we are here for each other. I would love to be part of the CFA in anyway that would help this project become a reality. We as fisherman are just hanging on; I think this is the way of the future. I applaud your efforts.

Best,

Kenny Belov

415-307-7649

<http://331fish.com/>

<http://focb.org/>

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P.O. BOX 942849
SACRAMENTO, CA 94249-0013
(916) 319-2013
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(415) 557-3013
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assemblymember.leno@assembly.ca.gov
www.asm.ca.gov/leno

Assembly California Legislature



MARK LENO
ASSEMBLYMAN, THIRTEENTH DISTRICT

COMMITTEES

- PUBLIC SAFETY, Chair
- APPROPRIATIONS
- ELECTIONS AND REDISTRICTING
- LABOR AND EMPLOYMENT

February 9, 2007

Mr. Douglas Bosco, Chair
California Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

re: San Francisco Fisherman's Wharf Sustainable Seafood Market. File No. 07-012-01

Dear Mr. Bosco:

I write in support of the application submitted by Ecotrust, in partnership with the San Francisco Crab Boat Owners Association (CBOA), requesting a grant funded by the California Coastal Conservancy in order to conduct a feasibility study regarding the creation of a local, sustainable seafood market at Fisherman's Wharf in San Francisco and to complete a business plan of the proposed site.

Ecotrust is a conservation and economic development organization, established in 1991, that works to strengthen communities and the environment from Alaska to California and is committed to the notion that every transaction should enrich people and place.

CBOA is the oldest commercial fisherman's association on the west coast, representing local fishermen since 1907. Its membership includes the local crab fleet of San Francisco, made up of family owned fishing businesses operating small to medium sized fishing boats.

Ecotrust is working with fishermen from the CBOA on the development of a compelling business concept: local fishermen forming a co-operative to sell sustainable seafood to consumers, retailers and restaurants. Under this plan, fishermen would operate their own buying station, wholesale and retail space onsite at Fisherman's Wharf.

San Francisco has a long standing tradition of its seafood being harvested and delivered to Fisherman's Wharf by small and medium sized, family-owned, local boats. Over the years, there has been a decline in these family-owned and small business boats due to the rising cost of fuel and labor as well as competition from out-of-state boats. California does not implement trap limits on its Dungeness crab boats as Washington and Oregon do. This, combined with San Francisco's early season opening, creates a highly competitive atmosphere leading to the decrease of local fleets.

The proposed venture stands to enhance San Francisco's reputation as a leader in conservation innovation and food culture, firmly rooted in a commitment to maintaining local economies. I appreciate your attention to this matter. If you have any questions, please feel free to call my office at (916) 319-2013.

Sincerely,

A handwritten signature in black ink that reads "Mark Leno".

MARK LENO

Assemblymember, 13th District

BLACKEWELL

Office of the Mayor
City & County of San Francisco



Gavin Newsom

Douglas Bosco, Chair
State Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

Dear Chairman Bosco,

It is with great pleasure and sincerity that I write to you in support of Ecotrust's proposal to work with local fishermen on a new, innovative, and sustainable seafood business at Fisherman's Wharf. The proposed plan is designed to stem the detrimental effects of global economic forces and environmental pressures by setting up a newer and closer retail location that will bring more business to local fishermen.

Working fishermen are an integral and historic component of San Francisco's Fisherman's Wharf. In order to maintain its authenticity and draw as a tourist attraction, as well as remain an economic engine for the Port, these fishermen must continue to operate in their current location. Ecotrust's plan stands to significantly enhance the economic vitality of the local fishermen, fisheries, and harbor facilities, while also improving the livelihood of those who benefit from local fisheries. Those who will benefit include San Francisco residents, tourists, and the fishermen themselves.

I commend the Conservancy for its recognition of the importance of urban working waterfronts, and thank you for your existing support of the development of The Bay Center on Pier 45. The Ecotrust project complements that project, as well as the work of the Fisherman's Wharf Community Benefit District, which is working closely with the Mayor's Office on improving the quality of life for workers in that area. I trust that you will give this proposal sincere thought and favorable consideration.

Best regards,

A handwritten signature in black ink, appearing to be "Gavin Newsom", written over a horizontal line.

Gavin Newsom
Mayor

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FEB 14 2007

COASTAL CONSERVANCY
OAKLAND, CALIF.

NORTH PACIFIC
FISHERIES TRUST



September 23, 2010

San Francisco Community Fisheries Association
c/o Mr. Larry Collins
535 Ramsell Street
San Francisco CA 94132

Dear Mr. Collins –

I wanted to write to thank you for contacting North Pacific Fisheries Trust regarding funding for the SF CFA program that you are pursuing. As you know, your goals are a fantastic fit for our lending program, and we appreciate the effort you are putting into the concept of bringing a cooperate style of fish-processing to the Bay Area. Our belief is similar to yours – that without a strong local fishing fleet in place in San Francisco, a piece of history and economic vitality is in danger of being lost.

As you know, we are now working to underwrite and review the potential of making and operating Line of Credit available to your organization for the purpose of enabling purchases in this upcoming crab season, as well as seasons for other local species. We will be in touch as needed with additional questions for our analysis, and we look forward to working with you to find an approach that “works” for all parties involved. In the meantime, please do not hesitate to contact me directly with any comments or questions.

Best,

A handwritten signature in black ink, appearing to read 'Jeff Batton', written in a cursive style.

Jeff Batton
Loan Officer for NPFT

A handwritten signature in black ink, appearing to read 'Ed Backus', written in a cursive style.

Ed Backus
Board Chair, NPFT



Monterey Fish Market

MFM Seafood Inc.

- ★ Wholesale
Pier 33
San Francisco, CA 94111
Ph: 415-956-1985/86
Fax: 415-956-5851
- ★ Retail Market
1582 Hopkins St.
Berkeley, CA 94707
Ph: 510-525-5600
- ★ Office
1620 Hopkins St.
Berkeley, CA 94707
Ph: 510-525-0999
Fax: 510-525-4109

October 10, 2010

San Francisco Community Fishing Association
Larry Collins
535 Ramsell
San Francisco, CA 94132

Larry:

As a member of the Ocean Protection Council's Sustainable Seafood Advisory Board, the California Salmon Council and a long time San Francisco seafood wholesaler, I applaud your efforts to create a Community Fishing Association. As you well know, not that long ago San Francisco was home to a thriving fishing community that brought economic benefits to the Port of San Francisco, local businesses and restaurants, support industries and jobs. But in recent years we have seen the absolute devastation of our local family owned small boat fishing fleet

Large-scale fishing ventures now dominate US seafood production, yet due to the nature of industrialized fishing far fewer jobs are associated with our fisheries. Small scale fisherman and local fishing communities have been marginalized.

Both the Federal Magnuson Stevens Fisheries Act and the California Sustainable Seafood Initiative (AB 1217) (CSSI) identify the creation of community-based fishing associations (CFA) as one of the strongest tools to be used to ensure sustainably harvested seafood that ensures traceability, environmental management of the resource, high quality seafood and socio-economic benefits to the community.

As a member of the steering committee for CSSI I can assure you we are focused on providing economic and legislative support for sustainable fisheries specifically through the creation of CFA's. We feel this is the only way we are going to get a fair share of fishery quotas back into the hands small scale sustainable local boats.

As a San Francisco wholesaler I'm very excited about this venture. I can promise you financial support in the form of an interest free loan for start-up costs. I plan on buying as much local seafood as possible from the San Francisco CFA and would be honored to become a member of the board of directors.

Paul Johnson
Monterey Fish Market

President, Board of Supervisors



City and County of San Francisco

AARON PESKIN
佩斯金·市參事主席

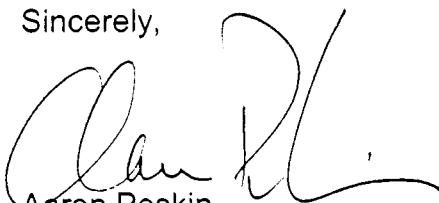
Douglas Bosco, Chair
California Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

Dear Mr. Bosco:

I am writing to express my full support and endorsement of the San Francisco Crab Boat Owner's plans to develop a fish market co-operative to sell sustainable seafood to consumers, retailers and restaurants, as well as my support for Ecotrust's plans for a feasibility study of such a project. The fish market project is an opportunity to create a modern venue for the area's historic use and to support a local fishing industry that has been battered by increased costs and competition. A fresh fish market would bring a local, sustainable food source closer to San Franciscans, and bring San Franciscans closer to their waterfront to learn more about the area's history. The benefits to the City's residents, the industry, and the regional economy would be manifold.

I respectfully urge support for the staff recommendation authorizing funding for the feasibility study at Fisherman's Wharf.

Sincerely,


Aaron Peskin
President

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FEB 26 2007

COASTAL CONSERVANCY
OAKLAND, CALIF.

PIER 39

February 6, 2007

Douglas Bosco
Chair
State Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

Dear Mr. Bosco:

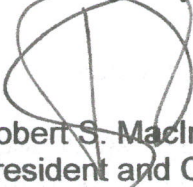
I am writing you to ask that you authorize Ecotrust in cooperation with San Francisco Crab Boat Owners Association (CBOA) to conduct a feasibility study regarding the creation of a local, sustainable seafood market at Fisherman's Wharf in San Francisco and to complete a final business plan.

This project would allow local fishermen to take charge of their economic destiny, by selling sustainable seafood to consumers, retailers and restaurants – thus literally putting the “fisherman” back into Fisherman's Wharf.

The project would yield environmental, economic and social outcomes that further the cause of marine conservation in California. Prominently located at Fisherman's Wharf, and supported by the local business and environmental community, the venture stands to enhance San Francisco's reputation as a leader in conservation and food culture.

Thank you for your consideration regarding the San Francisco Fisherman's Wharf Sustainable Seafood Market.

Yours very truly,



Robert S. MacIntosh
President and Chief Executive Officer

RSM:cl

bcc: Chris Martin