

BLACKBURN

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 fisherman 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.

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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 dark ink, appearing to read "Mark Leno", written over a faint, larger version of the same signature.

MARK LENO
Assemblymember, 13th District

President, Board of Supervisors



City and County of San Francisco

AARON PESKIN

佩斯金·市參事主席

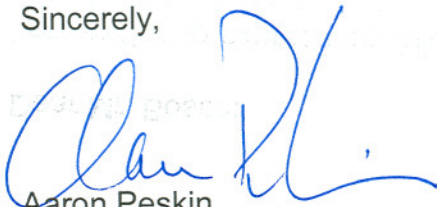
Douglas Bosco, Chair
California Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

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.

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



Letter of Support

To: Chairman Douglas Bosco, State Coastal Conservancy

From: Matthew Elliott, Conservation Director - Sea Change Investment Fund

CC: Dr. Christine Blackburn, Ocean Protection Council
Jason Winship, Managing Principal - Sea Change Investment Fund

Date: February 2, 2007

Re: Grant for Feasibility Study of a San Francisco Fisherman's Wharf Sustainable Seafood Market

Dear Chairman Bosco,

I am writing to you to voice my personal support and the support of the Sea Change Investment Fund in respect to a possible grant to Ecotrust exploring the potential establishment of a Sustainable Seafood Market located at San Francisco's Fisherman's Wharf. For reference, the Sea Change Investment Fund is a California-based venture capital fund with a mission to invest in companies promoting sustainable seafood. Funded in part by the David and Lucile Packard Foundation, our mandate is to find investments that better link sources of sustainable seafood with the growing market demand. We strongly feel that the creation of a sustainable seafood market in fisherman's wharf could ultimately meet our investment criteria, and that such a market would have significant benefits for both the community and the broader sustainable seafood movement.

Our interest in this project lies in two main elements. First, the main local fisheries surrounding San Francisco are a strong example of sustainable wild product. Most notably, Dungeness crab has been widely recognized for the strengths of its environmental safeguards (minimum sizes, closed seasons, monitoring, etc.). Similarly, the local Chinook salmon fishery is well managed, though issues remain to be addressed with respect to freshwater habitat degradation. It is our position that these high-quality, nutritious products should be promoted both for their local nature and for their conservation attributes. At present, the story of California's seafood is being lost in the fray. Today, local product is thoroughly mingled throughout the supply chain with salmon and crab from other regions, and its premium value is not being properly communicated. We feel that this is a unfortunate mistake, and one that could partially be remedied by creating local markets focused on telling the San Francisco story, developing the local brand if you will, as well as by forging partnerships with key local wholesalers that can better connect the small-boat fleet to interested retailers and restaurants.

Second, at Sea Change we feel strongly that Fisherman's Wharf in San Francisco has lost touch with its roots. The strong historic ties that the neighborhood once had with fishing fleets and the local community have withered to some extent. More importantly from our perspective, the

February 2, 2007

opportunity that the Wharf might once have had to educate the vast flows of tourists about the importance of our ocean and the need to fish sustainably has been washed out to sea in a flood of commercialism. Seeding a sustainable seafood market at the Wharf and linking that market both to the local small-boat fleet and the existing educational institutions such as the Aquarium of the Bay could have tremendous educational benefits.

At Sea Change, we hope that someday we may be able to directly invest in a venture such as the one described here. Before that is possible, however, it is necessary for these organizations to develop the business plans and other planning documents that will be needed by us or any other potential investors. It is for that reason that we feel compelled to voice our strong support of this grant. Please feel free to contact us if we can assist in any way.

Best of luck to you in your deliberations.

Sincerely,



Matthew Elliott
Conservation Director
Sea Change Investment Fund
423 Washington St. 4th Floor
San Francisco, CA 94111
415.421.4213 x20
www.seachangefund.com
matthew@seachangefund.com

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FEB 5 2007

COASTAL CONSERVANCY
OAKLAND, CALIF.

B A Y - D E L T A C E N T E R

A COALITION VISION FOR PIER 45 • FISHERMAN'S WHARF • SAN FRANCISCO

2801 Leavenworth Street
San Francisco, CA 94133

February 5, 2007

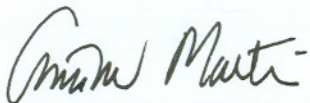
Douglas Bosco, Chair
California Coastal Conservancy
1330 Broadway, 13th Floor
Oakland, CA 94612

Dear Mr. Bosco:

On behalf of the Board of Directors of the Bay-Delta Center, I am writing with 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, and to Ecotrust's plans to conduct a feasibility study regarding the creation of this market at Fisherman's Wharf. As someone who has spent much of his life working in and on behalf of Fisherman's Wharf, I believe this project will strengthen our threatened local fishing industry, and also stand as a model and example for other communities on developing innovative programs that maintain a vibrant local economy.

As the Bay-Delta Center moves from concept to reality, we look forward to partnering and fully supporting the fish market cooperative because the story of the local fishing industry is an important component of the storyline of the Bay-Delta Center. Our plans are in the concept stage, but we envision an exhibit outside the Shed A facing Fisherman's Alley called **Focus on Fishing** which interprets the rich history and present-day challenges of the modern fishing industry, and connects to the fish-market. We envision the Bay-Delta Center becoming a national model and an inspiration for action around our most vital natural resources and threatened waterways and ways of life, like those of local fishermen and women.

Very Sincerely,

Christopher Martin, President, Board of Directors
The Bay-Delta Center



THE CANNERY at Del Monte Square

www.thecannery.com

2801 Leavenworth Street • San Francisco, CA 94133 • P (415) 771.3112 F (415) 771.2424

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.

PIER 39

BLACKBURN

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

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FEB 7 2007

COASTAL CONSERVANCY
OAKLAND, CALIF.

BLACK BURN



February 7, 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 Area. It has always struck me funny that one of the greatest ports on the west coast has no fish market. An Authentic and meaningful Seafood Market will only add to the credibility of our area.

I would strongly urge you to support the recommendation of staff Dated March 8, 2007 for San Francisco Fisherman's Wharf Sustainable Seafood Market.

I would also like to thank you for all of the constructive work the Conservancy does for our beautiful coast and resources.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nunzio Alioto', is written over the word 'Sincerely,'.

Nunzio Alioto, President, Alioto Fish Company

BLACK BURN



February 7, 2007

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

Dear Chairman Bosco:

The California Salmon Council (CSC), as quasi-state agency under the oversight of the California Department of Food and Agriculture and the California Department of Fish and Game would like to endorse the San Francisco Fisherman's Wharf Sustainable Seafood Market project.

The CSC supports all efforts to distinguish California wild "king" salmon as a sustainable resource and to promote the economic viability of the California salmon fishing fleet. In fact the CSC is in the process of seeking the international recognition that the fishery is sustainable under the Marine Stewardship Council (MSC) guidelines.

Establishing a seafood market at Fisherman's Wharf is an excellent vehicle to source local seafood to consumers in a direct and efficient manner. "Know your food, know your fisherman" is an ideal way for consumers to purchase their food. This venture will increase the quality and nutrition of seafood products offered to our citizens. The project will become an example of other direct food outlets that can be established in coastal communities that are suffering from economic difficulties.

The CSC will assist in anyway possible to support the marketing and economic well being of the salmon fishing fleet and the industry infrastructure.

Sincerely,

David J. Goldenberg
Chief Executive Officer

California Salmon Council Administrative Office
P.O. Box 2255 • Folsom, CA 95763-2255
(916) 933-7050 • FAX (916) 933-7055
www.calkingsalmon.org

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FEB 8 2007

COASTAL CONSERVANCY
OAKLAND, CALIF.