

From: [Vivian Helliwell](mailto:Vivian.Helliwell)
To: skyli.mcafee@calost.org
Cc: Amber.Mace@resources.ca.gov; coreilly@scc.ca.gov; [Briana Moseley](#); [Eric Poncelet](#)
Subject: CFF is highway robbery
Date: Tuesday, August 30, 2011 12:49:53 PM
Attachments: [milken_institute_2009_transcript.pdf](#)
[MapOverfishedStocksCY_Q2_2011.pdf](#)

Skyli, Amber, and Clare

Thank you for meeting with me and the concerned public at City Hall in Arcata Friday. These comments are mine, not those of an organization.

Please read (attached) the shameful, condescending and ignorant pitch to investors by EDF operatives David Festa and Larry Band, who get their marketing ideas from Harvard Business School and their impression of fishing from TV's "Most Dangerous Catch" and the movies, they say.

When I read about the California Fisheries Fund,
<<http://www.californiafisheriesfund.org/partners.html>>
I am absolutely horrified that EDF has so much influence over distribution of California taxpayer monies through OPC support.

The public's ocean resources are being given away to private investors. The so-called "innovative marketing solutions" to what EDF constantly tells the public is overfishing and huge environmental fishing problems, are simply a resource grab.

First of all, NOAA stock assessments show we have not recently had any overfishing on the West Coast, except some tunas in international waters.
<<http://www.nmfs.noaa.gov/sfa/statusoffisheries/SOSmain.htm>>
Conventional fisheries management has been successfully rebuilding four rockfish stocks that were depleted before fisheries scientists knew how old they have to be to breed. The salmon have special problems in their freshwater habitat, as you know, and 20 years of fishing closures have not reversed their decline.

Furthermore, we like our fishing jobs. Many fishermen have degrees, built homes and raised families on fishing. Many crew members are career fishermen. Diversification in different fisheries is a good business strategy. Strong coast-wide communities up and down the coast are built by traveling to different fishery openers.

Catch share programs have caused incredible problems in fishing communities where they are applied, including massive job losses at the outset, followed by difficulty entering fisheries for young people, new safety issues, and absentee ownership of community assets. There is ample documentation in peer-reviewed journals and trade publications to support this.

What are the criteria for success of the new marketing strategies? Can processors maintain staffing and operations for product dribbling in over time? How are fish brokerage markets actually affected by unexpected pulses of landings, rather than seasonally predictable large amounts?

PFMC analysis of the Pacific Groundfish ITQ program indicates that the small number of trawlers will be reduced further, and some ports will lose their landings entirely. This will further damage already fragile fishing infrastructure. At a hearing on ITQ's in Ukiah by NOAA's Dr. Lubchenco, processors, trawl operators, and hook-and-line fishermen all indicated their

costs will increase prohibitively. Caito Brothers said they will have to close two of three fish receiving stations, due to the cost of full-time on-shore observers. This program is already in effect.

Is CFF going to loan public money to CFA's to buy back quota shares, a public resource that was given away to individual owners? How does that build sustainable fishing communities?

The results are opposite to the proclaimed goals of the OPC, yet the new Five-Year Plan proposes to continue EDF's approach.

There are much better ways than privatization to address allocation issues, overcapitalization of fisheries, and sustainable fisheries and fishing communities.

Vivian