



October 2014

Dorothy Lowman, Chair
Pacific Fishery Management Council
7700 NE Ambassador Place, Suite 101
Portland, OR 97220

RE: Agenda Item I.4 Drift Gillnet Hard Caps and Other Priorities

Dear Chair Lowman and Council Members,

I write to you on behalf of The Hess Collection Winery, where I am the executive chef. As executive chef, I take care to utilize local organically and sustainably-grown products to create fresh seasonal recipes to pair with Hess Collection wines. Our philosophy at The Hess Collection is “nurture the land and return what you take”. We strive to protect the qualities of the Napa Valley by honoring our natural environment. By being responsible in our business and winegrowing practices we are able to return to the land what we ask for it to provide. Our commitment to sustainability does not stop at our winery- since 2012, we have been partners with the Monterey Bay Aquarium’s Seafood Watch Program to promote sustainability for our world’s oceans and waterways.

A few months ago, we became aware of the indiscriminate nature of drift gillnets, used for catching swordfish and other highly migratory species. It is time to find a way for fishermen to catch these fish while leaving other marine life in the water where it belongs. As you approach the November PFMC meeting, I urge you to please adhere to your commitment to transition the drift gillnet fishery to alternative, more environmentally sustainable gear types.

As the Council lays the groundwork for the transition away from drift gillnets, I ask you to move forward with implementing measures to hold the drift gillnet fleet accountable and reduce the bycatch of species like sharks, cetaceans, and other finfish. Limits on the catch of non-target species, including protected species, should be set at conservative levels. It is necessary to acknowledge the important role of these species on the health of the marine ecosystem. Furthermore, in order to facilitate implementation of bycatch reduction measures such as hard caps, the Council should require 100% observer coverage. We need a clear picture of the impact the drift gillnet fishery is having on our ocean.

I appreciate the work the Council does to maintain our fisheries sustainable and ensure that we have a balanced marine environment.

Sincerely,

Chad Hendrickson, Executive Chef

The Hess Collection Winery

Living Sea Images

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RE: Agenda Item I.4 Drift Gillnet Hard Caps and Other Priorities

Dear Chair Lowman and Council Members,

I write to you on behalf of Living Sea Images, a multimedia company that publishes all three volumes of the *Wonders of the Sea* series of coffee-table books and manages the sales of my stock photography and fine art prints. My relationship with our beautiful ocean spans over 35 years; it began the moment I first learned to dive in 1978, and has continued as a passion for marine life photography. My relationship with the ocean motivated my work on the California Marine Life Protection Act, and continues to this day. I use my photography as a way to share my passion with others. It is my hope that my photographs will communicate some of the fragility and indescribable beauty I experience in our living ocean, and motivate people who might otherwise never know about it, to preserve it.

I have been following the Council's work on the drift gillnet fishery for some time now, and it is encouraging to see the great strides the Council intends to make by transitioning from the drift gillnet fishery to one utilizing more environmentally sustainable gear types. However, very little has been done to advance that vision since March, when the Council first stated its goal to establish a comprehensive plan for the transition away from drift gillnets.

Until that transition is complete, I urge the Council to proceed with its goal and employ management measures to hold the drift gillnet fishery accountable and reduce the kill of non-target species. Limits should be set with an emphasis on conservation. In order to properly enforce these measures, I ask that the Council also require 100% observer coverage by the start of the next fishing season.

As a concerned citizen and a lover of the ocean, I thank you for the continued opportunity to offer my thoughts on this matter and to participate in the public decision making process. I appreciate all that you do to reduce by-catch in our ocean and maintain sustainable fisheries.

Respectfully submitted,

Marc Shargel

Marc Shargel
Living Sea Images

Author of ***Wonders of the Sea: North Central California's Living Marine Riches***
and ***Wonders of the Sea Volume Two: Marine Jewels of Southern California's
Coast and Islands*** and
***Wonders of the Sea Volume Three: Hidden Treasures of California's Far North
Coast***
and ***Yesterday's Ocean: A History of Marine Life on California's Central Coast***