February 25, 2011
Supplemental Public Comment
West Coast U.S. Commercial Albacore Fishery Economic Study

To the Council Chair and Members of the PFMC,

It is a pleasure to submit this letter to inform the Council that Lisa Wise Consulting, Inc. (LWC) is currently conducting an economic analysis of the west coast U.S. commercial albacore industry. The project is funded by a grant from the National Marine Fisheries Service (NMFS) with Dale Squires (NMFS Southwest Fisheries Science Center) as the Project Manager. The work began on January 4, 2011 and is intended to be presented to the Council at the June meeting in Spokane, WA.

LWC is working closely with the Highly Migratory Species Management Team (HMSMT) and the Highly Migratory Species Advisory Subpanel (HMSAS). Both will review the report at their April meetings and provide additional information to supplement the report as needed, as well as provide summaries and evaluations of it to the Council in June. We ask for your consideration to add the report to the agenda for the June PFMC meeting.

The report is intended to quantify, to the extent possible, the effects of economic influences on the west coast U.S. commercial albacore fishery, such as reliance on foreign processors, rising costs and stagnant prices, to augment and complement the stock assessment data. The methodology for this work relies heavily on stakeholder input to guide the LWC team in their research and analysis. As such, interviews are being conducted with fishermen, buyer/processors, regulators, enforcement personnel, and other industry stakeholders.

A voluntary Advisory Group has been named to help LWC identify and contact interview subjects, assist with the identification of appropriate data sources, and review and comment on portions of the draft report when necessary. The list of Advisory Group participants is attached to this letter.

We appreciate the opportunity to work with the HMSMT and HMSAS and present our findings to the Council at the June meeting and remain available for comments or questions at: 805.801.9646 or henry@lisawiseconsulting.com.

Henry Pontarelli, Vice President
lisa wise consulting, inc.
983 Osos Street
San Luis Obispo, CA 93401
Tel: 805.801.9646
e-mail: henry@lisawiseconsulting.com
website: www.lisawiseconsulting.com
West Coast Commercial Albacore Economic Study

Advisory Group

The following individuals were chosen to advise Lisa Wise Consulting, Inc. based on their direct experience and knowledge of the commercial albacore industry as well as their willingness and interest. The group and/or individuals on the group were called on throughout the project to answer specific questions or direct the research team on the US, West Coast, and international commercial albacore industry. The group also helped LWC identify and contact a representative sample of industry participants for personal interviews. The interviews were critical in directing the consultant team in their research and providing a view of the industry from that of an insider.

Advisory Group
August Felando
Peter Flournoy
Jeremiah O’Brien
Wayne Heikkila
Scott Hawkins
Stephen Stohs
Dale Squires
Chip Bissell