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Buellton, CA 93427

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DB Pleschner & Associates

May 29, 2002

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Dr. Donald McIsaac, Executive Director
Pacific Fishery Management Council
John Royal, Chair
Coastal Pelagic Species Advisory Subpanel

MAY 31 2002

PFMC


Dear Dr. McIsaac and John Royal,

At the request of the founding members of the California Wetfish Producers Association, I am writing to seek your consideration of the concerns expressed in the enclosed letter. I have agreed to help however I can to communicate these concerns to the Council and CPS Advisory Subpanel. As one long involved with the CPS fisheries, a major component of California's fishing industry, and as manager of the California Seafood Council for the past 10 years, I am aware of the rising potential for allocation-conflict as the ocean transforms from its warm-water phase to a cold-water regime. Some scientists believe that transformation may already be starting to occur.

I will be attending the June meeting of the Pacific Fishery Management Council, as well as the meeting of the CPS Advisory Subpanel. I look forward to meeting you personally at that time (and seeing you again, John!) I'll be happy to answer any questions you may have regarding this letter or other issues of importance affecting California's "wetfish" industry.

Thank you very much for your attention to this matter.

Best regards



Diane Pleschner
DB Pleschner & Associates

PS: I hope you had a chance to view "the CD issued recently by the California Seafood Council: "California's Wetfish Industry: Its importance...past, present and future."

Cc: Dan Waldeck, PFMC

CALIFORNIA WETFISH PRODUCERS ASSOCIATION

■ 2194 SIGNAL PLACE
■ SAN PEDRO, CA 90731
■ (310) 832-2633

MAY 27, 2002

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MAY 31 2002

DR. DONALD MCISAAC, EXECUTIVE DIRECTOR
PACIFIC FISHERY MANAGEMENT COUNCIL
JOHN ROYAL, CHAIR
AND MEMBERS OF THE COASTAL PELAGIC SPECIES ADVISORY SUBPANEL
7700 NE AMBASSADOR PLACE, SUITE 200
PORTLAND, OR 97220

PFMC

DEAR DR. ISAAC,
JOHN ROYAL AND MEMBERS OF THE CPSAS,

WE APPRECIATE THIS OPPORTUNITY TO BRING TO THE COUNCIL'S AND SUBPANEL'S ATTENTION A MATTER OF CONCERN TO US: THE APPARENT LACK OF FOCUSED REPRESENTATION FOR CALIFORNIA WETFISH PROCESSORS, AND PARTICULARLY, SOUTHERN CALIFORNIA PROCESSORS, ON THE CPS ADVISORY SUBPANEL AS IT IS NOW CONSTITUTED.

THROUGHOUT THE HISTORY OF THE WETFISH FISHERIES THAT NOW ARE GOVERNED UNDER THE CPS FISHERY MANAGEMENT PLAN, CALIFORNIA HAS PRODUCED BY FAR THE MAJORITY OF LANDINGS. FOR EXAMPLE, CALIFORNIA LANDED 83 TO 93 PERCENT OF THE TOTAL WEST COAST CATCH OF SARDINES DURING THE PERIOD 1915 TO 1951. IN THE YEAR 2000, ACCORDING TO TABLE 15 - POUNDAGE AND VALUE OF COMMERCIAL LANDINGS INTO CALIFORNIA BY AREA, COMPILED BY THE DEPARTMENT OF FISH AND GAME, SOUTHERN CALIFORNIA PORTS (INCLUDING SANTA BARBARA, LOS ANGELES AND SAN DIEGO AREAS) LANDED 80 PERCENT OF THE PACIFIC SARDINES HARVESTED STATEWIDE (MORE THAN 93 MILLION POUNDS OF THE 116.136 MILLION POUNDS HARVESTED). SOUTHERN CALIFORNIA PORTS ALSO LANDED 94 PERCENT OF THE STATEWIDE SQUID HARVEST (MORE THAN 244.2 MILLION POUNDS OF THE TOTAL HARVEST OF 259.669 MILLION POUNDS). IN ADDITION, SOUTHERN CALIFORNIA PRODUCED THE LION'S SHARE OF THE PACIFIC MACKEREL CATCH (46.715 MILLION POUNDS OF THE TOTAL 46.786 MILLION POUNDS HARVESTED).

NOTWITHSTANDING THE IMPORTANCE OF THE SOUTHERN CALIFORNIA PROCESSING SECTOR IN THE CPS FISHERIES, CURRENTLY NO ONE ON THE CPS ADVISORY SUBPANEL EXCLUSIVELY REPRESENTS SOUTHERN CALIFORNIA PROCESSING INTERESTS, OR FOR THAT MATTER, CALIFORNIA INTERESTS. THE EXISTING PROCESSOR REPRESENTATIVES ALL HAVE AT LEAST A PARTIAL INTEREST IN THE EMERGING FISHERIES NOW DEVELOPING IN THE PACIFIC NORTHWEST.

TO DATE THE POTENTIAL FOR CONFLICTS OF INTEREST HAS BEEN SUBMERGED, AS THE PACIFIC SARDINE BIOMASS HAS BEEN SUFFICIENT TO SATISFY ALL NEEDS. HOWEVER,

AND MEMBERS OF THE CPSAS

INKLINGS OF FUTURE ALLOCATION CONFLICTS HAVE ARISEN WITH THE PUSH BY SOME PROCESSING INTERESTS TO ABANDON THE EXISTING SARDINE QUOTA SYSTEM AND INSTITUTE INSTEAD A COASTWIDE QUOTA. SUCH A CHANGE, WE BELIEVE, WOULD NOT SERVE THE BEST INTERESTS OF CALIFORNIA PROCESSORS. WE HAVE IDEAS ON HOW TO ADDRESS THE SARDINE ALLOCATION ISSUE. YET AS THE CPSAS IS NOW CONSTITUTED, WE HAVE NO VOICE; THE ADVISORY SUBPANEL IS WEIGHTED TO FAVOR PROCESSING INTERESTS IN THE PACIFIC NORTHWEST.

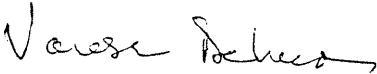
TO RESOLVE THIS BREWING DILEMNA, WE REQUEST THAT AN ADDITIONAL SEAT BE ADDED TO THE CPS ADVISORY SUBPANEL TO REPRESENT SOLELY CALIFORNIA, AND SPECIFICALLY, SOUTHERN CALIFORNIA, PROCESSING INTERESTS. WE WOULD GREATLY APPRECIATE A DIRECT SEAT AT THE TABLE, WHERE OUR VIEWS MAY BE CONSIDERED ALONG WITH OTHERS. WE NOMINATE DIANE PLESCHNER-STEELE TO REPRESENT THE INTERESTS OF CALIFORNIA'S WETFISH INDUSTRY, AND SPECIFICALLY THOSE OF SOUTHERN CALIFORNIA PROCESSORS.

WE LOOK FORWARD TO WORKING COOPERATIVELY WITH ALL SECTORS OF THE CPS FISHERIES TO ARRIVE AT CONSERVATION AND MANAGEMENT MEASURES BASED ON THE BEST SCIENCE AND EQUITABLE TO ALL INDUSTRY PARTICIPANTS.

THANK YOU VERY MUCH FOR YOUR SERIOUS CONSIDERATION OF OUR CONCERNS AND OUR REQUEST.

SINCERELY,

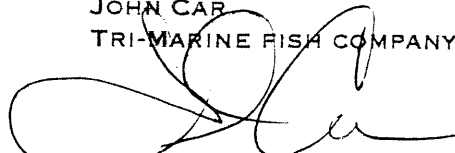
VANESSA DELUCA
STATE FISH COMPANY



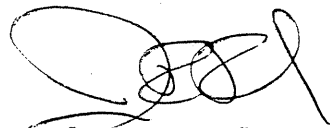
FRANK TOMICH, JR.
TOMICH BROTHERS SEAFOODS



JOHN CAR
TRI-MARINE FISH COMPANY



PETE GUGLIELMO
SOUTHERN CALIFORNIA SEAFOOD



Ocean Gem Seafood Inc.
Joseph R. Buech



