



Informational Report 3  
March 2015

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

RE: Seafood Watch rankings for the West Coast groundfish fishery

February 4, 2015

Dear Madame Chair and Council Members,

We are writing to you today on behalf of the California Groundfish Collective and The Nature Conservancy to congratulate you all on the recently revised and improved Seafood Watch rankings for many of the West Coast groundfish stocks you manage. The removal of over 20 stocks from the Monterey Bay Aquarium’s ‘Avoid’ list represents significant progress and important public recognition of the improvements made in the performance of our region’s fisheries. Thank you for the hard work and leadership you’ve shown in making this possible.

Through your commitment to accountability and rigorous conservation standards, you’ve set the stage for the rebuilding of depleted groundfish stocks and the improved protection of sensitive habitat areas. You’ve also created the management environment which has allowed collaborations like ours to build innovative, tailored solutions that collect and use fisheries data in real time to achieve additional gains. As you may know, the data collected by these efforts was recently used to support even higher Seafood Watch rankings for certain groundfish stocks landed by vessels participating in the California Groundfish Collective. These rankings and broader improvement efforts by all fishery participants have presented new potential market opportunities.

There are still many challenges ahead in ensuring stability of the businesses harvesting groundfish, and we look forward to continuing to work with the Council on these critical initiatives to maximize the biological, social and economic performance of the fishery.

Thank you, once again, for your dedication.

Sincerely,

Michelle Norvell  
Executive Director  
Fort Bragg Groundfish  
Association

Lisa Damrosch  
Executive Director  
Half Moon Bay  
Groundfish Marketing  
Association

Tiffani Seitz  
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