

West Coast Businesses depend on Anchovy and other Marine Wildlife

100+ businesses call on the Pacific Fishery Management Council to adopt ecosystem-based management for northern anchovy, including regularly assessing the stock, adopting science-based catch limits, protecting spawning regions at important times of the year, and a precautionary cutoff that suspends fishing when populations are low.





California Legacy Tours

MSA Productions



Beechmere Associates, Inc.

Elizabeth Eyre Seltzer designs

like2 sing



ScharfPhoto.com



November 6, 2017

Mr. Phil Anderson, Chair
Pacific Fishery Management Council
7700 NE Ambassador Place, Suite 101
Portland, OR 97220

Dear Chair Anderson and Council Members:

As West Coast business leaders, we understand the invaluable role of anchovy and other forage fish in sustaining the marine ecosystem and helping drive our economy. Whales, seabirds and more than 50 other marine species that bring people and tourism dollars to our region depend on forage fish for much of their diet. Larger fish that are important to sport and commercial fishermen – including tuna, marlin, salmon and steelhead – also rely on healthy forage fish populations.

We write to ask the Pacific Fishery Management Council to adopt an ecosystem-based management framework that protects the crucial role of northern anchovy in the Pacific Ocean food web. This should include regularly assessing the stock, adopting science-based catch limits, protecting spawning regions at important times of the year, and a precautionary cutoff that suspends fishing when populations are low. By bringing anchovy management into the 21st century, the Council can ensure adequate prey for everything from whales to salmon, prevent overfishing, and support strong coastal communities.

Coastwide, anchovy are managed using decades-old information that simply doesn't reflect the current health of the stock. Catch limits for the central subpopulation have not changed since the 1990s, when anchovy numbers were much higher. We are concerned that these outdated management measures pose a risk to anchovy stocks, the marine wildlife that depend upon them – and therefore to our livelihoods as well.

While all forage fish contribute to the prey base for larger species, scientists tell us that none are more important than northern anchovy. For example, Chinook salmon rely on anchovy for as much as 70 percent of their diet. Ecosystem-based management of forage fish requires data on the dietary needs of major predators including marine mammals, other fish, and seabirds. Our understanding of predator dependency on northern anchovy has grown significantly in recent years. This information should inform development of a new framework for managing the fishery.

Please adopt updated management measures, based on the best available science, that protect northern anchovy's vital role as prey in the Pacific Ocean. By taking this action, the Council can help ensure a healthy ocean that supports a vibrant West Coast economy.

Thank you for your consideration, and for the Council's work to sustainably manage our West Coast marine resources.

Sincerely,

We the undersigned

Captain Dave's Dolphin & Whale Watching Safari

Dave Anderson
Owner
Dana Point, CA

Flying Fish, Oyster Bar, Meat Monger

Lyf Gildersleeve
Owner
Portland, Oregon

Newport Whales

Jessica Roame
Marine Education Specialist
Balboa Island, CA

Ona Questa Adventures

Dawn Lamb
Sole Proprietor
San Clemente, CA

Reliable Fishing Products

Paul Robbins
Owner
Mission Viejo, CA

Thresher Boats, LLC.

Brandon Wesselink
Owner
San Clemente, CA

Bluewater Grill

Jim Ulcickas
Co-Founder & Co-Owner
Newport Beach, CA

Living Sea Images

Marc Shargel
Owner
Felton, CA

Matthew Meier Photography

Matthew Meier
Owner/Principle Shooter
San Diego, CA

Hayes Street Grill

Patricia Unterman
Co-Owner
San Francisco, CA

Border Grill

Susan Feniger
Co-Owner & Chef
Los Angeles, CA

Sail Channel Islands

Dan Ryder
Owner
Ventura County, CA

Santa Barbara Adventure Company

Michael Cohen
Owner/Director
Santa Barbara, CA

Sushi Kappo Tamura

Taichi Kitamura
Executive Chef
Seattle, Washington

Central Coast Outdoors

John & Virginia Flaherty
Owners
San Luis Obispo, CA

Scoma's Inc.

Jay Schimmel
COO
San Francisco, CA

Cowbuoy Sportfishing

Scott Wilson
Owner & Operator
San Diego, CA

Passionfish

Cynthia Walter
Owner
Pacific Grove, CA

Shearwater Journeys, Inc.

Debra Shearwater
Owner
Hollister, CA

Basil Seasonal Dining

Soerke Peters
Chef/Owner
Carmel-by-the-Sea, CA

One Market Restaurant

Mark Dommen
Partner & Chef
San Francisco, CA

Think Food Group

Ricardo Heredia
Executive Chef
Washington D.C.

Georges at the Cove Restaurant

George Hauer
President
San Diego, CA

Pier 23 Café

McGurrian Leibert
General Manager
San Francisco, CA

Sail San Diego

Timothy Hanley
Owner
San Diego, CA

Channel Islands Surfboards

Evan Gambetta
Assistant Manager
Santa Barbara, CA

Border Grill

Mary Sue Milliken
Co-Owner & Chef
Los Angeles, CA

Delfina Restaurant Group

Craig Stoll
Co-Owner
San Francisco, CA

BIX Restaurant

Douglas Biederbeck
Owner
San Francisco, CA

Blue Water Ventures

Kim Powell
Owner
Santa Cruz, CA

California Legacy Tours

Monica Hudson
Owner/Operator
Monterey County, CA

Mission Blue

Kip Evans
Director of Expeditions
Del Monte Forest, CA

Pierside Kitchen and Bar

Bobak Nayebdadash
Partner
Los Angeles, CA

Deep Blue Scuba & Swim Center

Matthew Millikin
Manager
Long Beach, CA

Royal Hawaiian Seafood

Feen Thien
Sales Manager
South San Francisco, CA

Sea and Sage Audubon Society

Doug Lithgow
President
Irvine, CA

MFM Seafood

Paul Johnson
President
San Francisco, CA

Florio Bar & Cafe

Douglas Biederbeck
Owner
San Francisco, CA

MarketBar

Douglas Biederbeck
Owner
San Francisco, CA

Jardinière

Traci Des Jardins
Chef/Owner
San Francisco, CA

Mijita

Traci Des Jardins
Chef/Owner
San Francisco, CA

TRANSIT

Traci Des Jardins
Chef/Owner
San Francisco, CA

Channel Islands Adventure Company

Michael Cohen
Owner/Director
Santa Barbara, CA

Delfina Pizzeria

Craig Stoll
Co-Owner
San Francisco, CA

Sheets Sheets Sheets!

Taryn Braband
Co-Owner
Agoura Hills, CA

Ideal Sports

Steven Sugarman
Founder
Los Angeles, CA

Crowning Glory Clear Hat Boxes

Pepper Gamroth
Owner
Sequim, WA

Northstar Nurseries, Inc.

Norman Baker
CEO
Sequim, WA

TDJ Restaurants

Traci Des Jardins
Chef/Owner
San Francisco, CA

The Commissary

Traci Des Jardins
Chef/Owner
San Francisco, CA

Public House

Traci Des Jardins
Chef/Owner
San Francisco, CA

SB Wine Country Tours

Michael Cohen
Owner/Director
Santa Barbara, CA

Delfina

Craig Stoll
Co-Owner
San Francisco, CA

Locanda Osteria & Bar

Craig Stoll
Co-Owner
San Francisco, CA

Telos Enterprises LLC

Quinn Bartlett
President
Seattle, WA

Two Hands Four Paws, Inc.

Leslie Gallagher
CEO
Los Angeles, CA

Cerwin-Nichols Inc.

Ben Nichols
President
Los Angeles, CA

Hubris Inc.

Lee Zucker
Vice President
Eugene, OR

Bridges SF, LLC
Janet Monfredini
Partner
San Francisco, CA

Susie Shapira Photography
Susan Shapira
Owner
San Rafael, CA

Katrina Child MFT
Katrina Child
Owner
San Francisco, CA

All Music Services
Michael Mascioli
Owner
San Francisco, CA

Madden Research and Consulting
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Principal
Los Angeles, CA

Benefit Plan Audit Services, LLC
Robert Frcek
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Los Angeles, CA

Bioactive Research Associates
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Newport Beach, CA

Like2Sing
Joann Ross
Owner
Carmichael, CA

Fuhrman Consulting
Jed Fuhrman
CEO
Los Angeles, CA

Philtre, LLC
Heidi Craig
Founder
San Francisco, CA

Good Dogs are Trained
Jim Leske
Owner/Trainer
Los Angeles, CA

EarthHeart Wellness Center
Sharon Lacy
Owner
Sebastopol, CA

BodyCare Therapies
S. Tyroler
Owner
Morgan Hill, CA

Cuviello Agency
Joe Cuviello
CEO
Solana Beach, CA

Glassasaoures
David Soares
Owner
Pollock Pines, CA

New Leaf Property Transformations
Debbie Ricards
President & Secretary
Marin County, CA

Jane Thomas Press
Janet Maker
President
Los Angeles, CA

Marc Anderson, P.E.
Marc Anderson
Owner
Tualatin, OR

David Scharf Photography
David Scharf
Owner
Los Angeles, CA

Blu-Tab
Kenneth Tabachnick
Owner
Los Angeles, CA

Arthur Cornell & Stuart

Jimmie Sober
Chair & President
San Diego, CA

Forestcoast Books

Carmen Dello Buono
Owner
San Jose, CA

AESA Wellness Consultant

Nancy M. Kosinski
Owner
Sunnyvale, CA

Crystal Billing Services

Teresa Mays
CEO
Phoenix, AZ

Elizabeth Eyre Seltzer Designs

Elizabeth Seltzer
Owner
Swarthmore, PA

QueenBeeEdit

Stephanie C. Fox
President/Owner
Bloomfield, CT

Sharfman & Co.

William Sharfman
Owner
New York City, NY

MSA Productions Inc.

Myrella Triana
President
New York City, NY

Stephen B. Miller General Contracting

Allison Alberts
Owner
Kunkletown, PA

Annette's Adventures

Annette Kaohelauii
President
Honolulu, HI

Ballendine Production

William Peterson
President
Los Angeles, CA

Cheesemans' Ecology Safaris

Ted Cheeseman
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Los Gatos, CA

Pipe Organs

Corey E. Olsen
CEO/Owner
Delafield, WI

Tiny Design Studio

Melissa Bauer
Owner
Woodstock, GA

Cedar Way Veterinary Clinic

Debbie Van Artsen
Hospital Manager
New Lenox, IL

Mid-Michigan Stewardship

Leslie Kuhn
Chapter Coordinator
Ann Arbor, MI

Beaches Sea Turtle Patrol Inc.

Margaret Silver
President
Jacksonville Beach, FL

DAFFI Foods

Dawn Odonnell
Owner
Greenfield, NY

Editide

Sue and John Morris
Owner
Marshfield, VT

Beechmere Associates

Sandra Cobb
Secretary
Moreland Hills, OH

RISC Management
Christopher Heuman
Owner
Batavia, IL

Black Rose Farms
Ed Rosenblum
Owner/Manager
New York City, CA

Dust Bunny Enterprises
Holly Kennedy
Owner
Golden, CO

Mountain Lake Medical
Mike Culver, MD
Principal
Pollock Pines, CA

Diamond Drug
Eric Pash
Consultant
Indiana, PA

Kas Images Inc
Kathy Schiller
President
Los Angeles, CA

SW Florida Conservancy
Copley Smoak
Research Biologist
Bonita Springs, FL

Samuels and Son Seafood
Joseph Lasprogata
Executive Vice President
Philadelphia, Pennsylvania

KitelIsland
Scott Nelson
Owner
Bethel Island, CA

Stoney Point Farms
Larry Lambeth
President
Springfield, MO

Tunertamers
Ken Box
CEO
Austin, TX

Bill's Computer Services
William Nusbaum
Owner
St. Louis Park, MN

RPA
Erin Lynch
Vice President
Los Angeles, CA

Marcia Heitz Counseling
Marcia Heitz, MSW, LCSW
Owner
Canton, Illinois

Guadalupe Soccer Academy
Ed Perry
Director of Coaching
New Braunfels, TX

Static 7
Kira Durbin
Owner
Los Angeles, CA

Sans Fossils Visual Arts
Kevin Darcy
Owner
Bellingham, WA

Offices of Rubi Khilnani, MD
Rubi Khilnani, MD
Principal
San Mateo, CA

Lozz's Wellness Store

Lozz Starseed
Owner
Cheshire, UK

Cbe Consulting

Ben Earle
Principal
Portland, OR

Renovation Consultants

CS Mitchell
Principal
Keokuk, IA

Deborah Beck

Artist
Peekskill, NY

Lou Salerno

Personal Chef / Caterer
San Francisco, CA

Beautiful Gatherings

Alisa Risso
Owner
Rancho Santa Margarita, CA

Leah Benson

Independent Contractor
Principal
Yakima, WA

Georgia Shankel Communications

Georgia Shankel
Owner
Chicago, IL

Western Mills LLC

Irene Mills
Owner
Portland, OR

Bookkeeping Backup

Chris Bihler
Owner
Phoenix, Arizona

Gene Cochran Attorneys at Law

Gene Cochran
Abingdon, VA

Idle Paws

Susanna Askins
Owner
Portland, OR



Mike Burner - NOAA Affiliate <mike.burner@noaa.gov>

Fwd: Agenda Item B.1 - Open Public Comment Period at PFMC Costa Mesa Meeting, 11-15-17

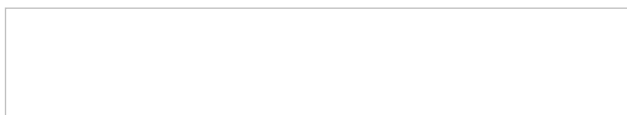
PFMC Comments - NOAA Service Account <pfmc.comments@noaa.gov>
To: Mike Burner <mike.burner@noaa.gov>, Chuck Tracy <chuck.tracy@noaa.gov>
Cc: Jennifer Gilden <Jennifer.Gilden@noaa.gov>

----- Forwarded message -----

From: **Susan Sheakley** <susansheakley@cox.net>
Date: Mon, Nov 6, 2017 at 4:41 PM
Subject: Agenda Item B.1 - Open Public Comment Period at PFMC Costa Mesa Meeting, 11-15-17
To: pfmc.comments@noaa.gov

Dear Mr. Phil Anderson, Chair, I plan to make comments for Agenda Item B.1, on behalf of Sea and Sage Audubon in Orange County, California, during the Open Public Comment Period at PFMC Costa Mesa Meeting on 11-15-17. Below is Sea and Sage Audubon Society's comment letter. In addition, I've attached a few photos taken at the Huntington State Beach Least Tern Natural Preserve.

Susan Sheakley
Chair of Conservation Committee
Sea and Sage Audubon



November 6, 2017

Mr. Phil Anderson, Chair

Pacific Fishery Management Council

7700 NE Ambassador Place, Suite 101

Portland, OR 97220

Re. Agenda Item B.1 – Open Public Comment Period

Dear Chair Anderson and Council Members:

I am writing on behalf of over 3,000 members of Sea and Sage Audubon Society (Sea and Sage) in Orange County, California. Our members get outdoors in Orange County and go to the beach and out on the ocean and enjoy the benefits of a healthy ocean ecosystem and economy. While our sport is bird watching, our mission is to protect birds, other wildlife, and the environment through education, citizen science, research, and public policy advocacy. Obviously, the Pacific Ocean is a very important habitat for some of the birds we watch, some of which are protected under the Endangered Species Act.

In 1964 Sea and Sage helped to establish – at the mouth of the Santa Ana River - one of the first protected California Least Tern Colonies, which in 1973 became the first officially recognized colony under the Endangered Species Act. Sea and Sage continues to contribute volunteers, funding and support at the Huntington State Beach Least Tern Natural Preserve, as well as other nesting locations in Orange County.

The Least Tern's survival depends not only on a suitable nesting location, such as the mouth of the Santa Ana River, but also on a healthy supply of forage fish to feed the young and concerned about protecting that supply. We are concerned that the anchovy are being managed using outdated information and measures.

We ask you to adopt an ecosystem-based method of managing the anchovy population, a system that would include regular stock assessment, protection of spawning areas, and suspension of fishing if the population gets too low. We encourage you to use the best available science to protect the anchovy populations.

Thank you for your consideration. We appreciate the work you do to manage our marine resources sustainably.

I am attaching some photos of Least Terns taken by our volunteers at the Huntington State Beach Least Tern Natural Preserve.

Sincerely,

Susan Sheakley

Chair of the Conservation Committee

www.seaandsageaudubon.org







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