

Jon Gonzalez, In Memoriam

Jon Gonzalez was an amazing father, husband, son, friend, and a passionate advocate for commercial fishermen. Jon passed away suddenly on September 24, 2024, at the age of 45. He is survived by his wife, Bronte, and their one-year-old daughter, Beretta.

Jon's journey was remarkable. Originally from Santa Barbara, California, he was an avid skateboarder and graphic designer. He became deeply involved in nonprofit environmental organizations working to protect marine mammals, including personally helping to rescue a blind sea lion named Squirt.

Jon became concerned that commercial fishermen were being unfairly blamed for various environmental issues. Jon's passion for fairness and justice drove him to start speaking up on behalf of commercial fishermen. In 2012, he launched Eat US Seafood, a website designed to educate Americans about the benefits of commercial fishing, with the tag line: "Know your fisherman. Know your fish. It's easier than you think." Jon began using his personal vacation days from work to attend PFMC meetings to speak on behalf of fishermen and the commercial fishing industry. Despite no formal experience in government affairs or commercial fishing, Jon's advocacy quickly gained attention. In 2017 Jon was recruited by Pacific Seafood to lead their national government affairs programs for fisheries. Over the last six years, Jon became one of the leading advocates for commercial fishing throughout the United States. Through it all, Jon was a man of faith, kindness, and joy, known for his enthusiasm and love for his work.

