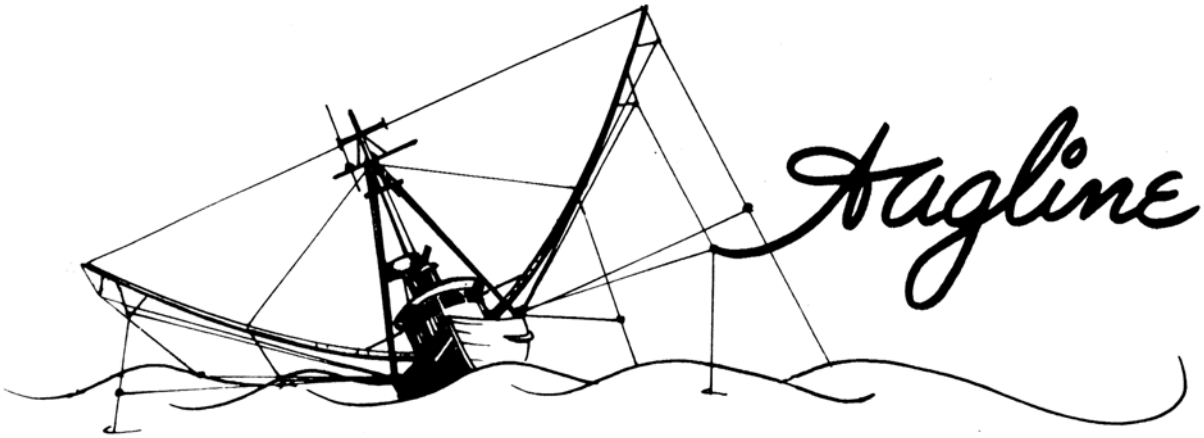

The Newsletter of the Oregon Salmon Commission December 2004

Oregon Salmon Commission Attends International West Coast Seafood Show

The Oregon Salmon Commission along with the Oregon Trawl Commission, Oregon Dungeness Crab Commission and the Albacore Tuna Commission attended the International West Coast Seafood Show in Long Beach, California on October 31, November 1 and 2, 2004. Under the Seafood Oregon banner the four commodity commissions met prospective seafood buyers and enticed them with taste samples of crab, shrimp, salmon, and rockfish.

The Salmon Commission had a display with a picture perfect 20+ pound Chinook salmon that caught everyone's eye. Many were surprised and pleased that there were Oregon Wild Salmon available for purchase.

The interested leads from the show have been supplied with the names of first purchasers who bought Oregon salmon this year. Also, the list of leads was sent to the first purchasers. Hopefully contacts have been made to set up sales for next season.

It was a successful show and the Salmon Commission looks forward to future shows with Seafood Oregon.

Oregon Salmon Commission booth at the Long Beach International Seafood Show

FDA Approves Omega-3 Health Claim

Seafood restaurants, retailers, and suppliers can now say that the products (salmon, lake trout, tuna, herring, etc.) they sell which contain omega-3 fatty acids reduce the risk of coronary heart disease. The Food and Drug Administration (FDA) on September 8 approved the use of a qualified omega-3 health claim.

Excellence in Marketing

Seafood Oregon was recognized with the Excellence in Marketing Award at the fourteenth annual Agricultural Progress Awards Dinner in Corvallis on October 14, 2004. The event celebrated progress in agriculture made through partnerships between business, higher education, and state government. The coalition of the Oregon Dungeness Crab Commission, Oregon Albacore Tuna Commission, Oregon Salmon Commission, and the Oregon Trawl Commission was recognized for its successful promotion and marketing campaign that has helped bring better prices for coastal fishermen.

Oregon Troll Salmon Landed and Ex-Vessel Values for 2003 and 2004 - Data from ODFW

Month	2003 Lbs landed	2003 Avg $/lb	Total Ex-Vessel Value	2004 Lbs landed	2004 Avg $/lb	Total Ex-Vessel Value
March	70,931	$3.18	$225,668.00	218,723	$4.78	$1,044,571.00
April	636,770	$2.24	$1,428,249.00	299,256	$4.78	$1,431,087.00
May	830,064	$1.66	$1,375,020.00	555,185	$3.53	$1,958,745.00
June	401,573	$1.97	$791,092.00	299,042	$3.25	$971,423.00
July	232,082	$1.59	$367,926.00	173,966	$2.52	$437,909.00
August	486,926	$1.76	$857,546.00	912,938	$2.85	$2,600,766.00
September	620,220	$1.93	$1,199,077.00	231,671	$3.23	$749,152.00
October	325,182	$2.61	$847,285.00	111,728	$4.02	$449,123.00
November	16,932	$3.60	$60,962.00	16,454	$4.58	$75,360.00
December	2,055	$4.13	$8,479.00			
Total Year	**3,622,735**	**$2.47**	**$7,161,304.00**	**2,818,963**	**$3.73**	**$9,718,136.00**

Agriculture Spotlight

The Oregon Salmon Commission was featured in the Commodity Commission Spotlight of the Department of Agriculture's "The Agriculture Quarterly." The article told of the commission's marketing efforts through Seafood Oregon, and education efforts through improving quality standards, offering college scholarships, and production of the salmon troller video.

Seafood Watch Program

The Monterey Bay Aquarium Seafood Watch program has updated their West Coast, Southeast, Midwest, and National Pocket Guides. The "Proceed with Caution" category has been changed to "Good Alternatives." This decision was made based on focus group research from an independent evaluation last spring and exit surveys taken at the aquarium in October. Seafood Watch feels this change will help clarify what action consumers should take when it comes to eating fish listed in the yellow column. The description for the category will read: "These are good alternatives, but there are some concerns with the way they are caught or farmed. They are, however, better choices than items in the Avoid column." Wild salmon from California and Oregon are in the "Good Alternatives" column.

The Oregon Salmon Commission is working for you by participating in:
-Promotion through Seafood Oregon, trade shows, point of sale materials, brochure (enclosed), contract with The Seafood Steward for TV, radio and in-store demonstrations;
-Education/Communication through the *Tagline*, web site, scholarships, meetings, troller video, quality standards;
-Regulatory through contracts with Don Stevens and Jerry Reinholdt who attend meetings to help set the seasons and track issues, monitoring legislative issues, working with state agencies.

Seafood Burgers

What began as an interest on the part of Korean fast food corporations for something new and different on the menu has blossomed into any array of Oregon seafood products that just might interest domestic consumers as well. Salmon burgers, shrimp burgers, and Dungeness crab burgers have been created by the resident chef of the Food Innovation Center (FIC) in Portland – a product development facility jointly run by Oregon State University and the Oregon Department of Agriculture.

The FIC chef also created a twice-baked potato that includes Oregon salmon, pink shrimp, and Dungeness crab in addition to other local commodities – dairy products in the form of cheese and sour cream as well as the potato itself. While the burgers are definitely targeted to a fast food restaurant, the seafood potato may be better aimed at a white tablecloth restaurant or institutional dining.

OR Dept of Agriculture – Sept. 22, 2004 Story of the Week

Seafood Oregon Marketing Campaign

The October 2004 issue of Hospitality News featured an article about the Brand Oregon seafood marketing campaign. In April, the Brand Oregon office launched the Oregon Wild Seafood campaign with a series of radio ads, billboards, retail point-of-sale materials and restaurant promotions. This was the first time the state's four seafood commodity commissions (salmon, trawl, Albacore tuna, and Dungeness Crab) had worked together on an in-state promotion.

Restaurateurs and retailers commend the seafood marketing effort, saying it has raised awareness within their establishments about the freshness of locally-caught seafood, especially for consumers concerned about farm-raised salmon and food safety issues.

4 SPREAD RELIEF?

The Oregon Salmon Commission has entered into discussions with ODF&W's Interjurisdictional Fisheries Division concerning the 4-spread rule.

The parties agree there are few coho encounters until mid to late May.

With the new emphasis on rockfish avoidance and salmon troll being the only commercial gear aside from Shrimp Trawl allowed to fish in the Rockfish Conservation Area (RCA), it is not clear which action would provide the most relief to Oregon Salmon trollers. Initial analysis shows that maintaining the 4-spread rule produces a reduction in encounters of rockfish as well as coho. Choices are maintaining the 4-spread rule or going back to traditional gear configurations for the spring season.

It should be noted that if relief is provided in March, April and part of May, it will most likely equate to a couple of additional days closed in July or August. No decision has been made yet.

Derelict Crab Pots

Derelict crab pots have caused salmon trollers anguish and lost troll gear over the years. Several fishermen have expressed concern and want to work to solve the problem. The Crab Commission agreed to meet with members of the Salmon Commission and see if a reasonable solution to the problem can be developed. Al Pazar, Al Gann, and Gene Law from the Crab Commission, Darus Peake of the Salmon Commission and John Alto, salmon troller, will work on this issue.

This is a great example of fishermen working together to solve problems. We will keep you up to date as information becomes available.

Commissioner Takes Reporter to Sea

Pacific City doryman Ray Monroe (Oregon Salmon Commissioner) was featured in a November 2004 National Fisherman article by Susan Chambers. She joined him for fishing out of Charleston and experienced a day of deciding whether to fish for tuna or salmon, conversation over the radio with fellow fishermen, encounters with sharks, and learning about the salmon industry.

Thank you Ray for helping to educate the public about our fishery.

Vessel Monitoring Systems And West Coast Salmon Trollers

At the September 2004 Pacific Fishery Management Council (PFMC) meeting in San Diego, the Groundfish Advisory Subpanel (GAP) identified two additional alternatives for consideration by the PFMC. These alternatives address the requirement concerning Vessel Monitoring Systems (VMS) and West Coast Salmon Trollers.

The number of alternatives to go out to the public for review has been provided to the PFMC, but is incomplete at this time. A series of public hearings to discuss fishermen's concerns with Vessel Monitoring Systems is being planned and will occur prior to the PFMC meeting in March 2005. No dates for the hearings have been published yet.

The GAP added the following alternatives which were approved to go into the package for Public Review by the Ad Hoc Vessel Monitoring System Subpanel in October 2004:

"GAP Alternative 6 - Majority View
Any vessel engaged in a commercial fishery to which a Rockfish Conservation Area (RCA) restriction applies must carry a VMS unit.

The GAP believes that this is a simple and straightforward way of maintaining the integrity of the RCA, which is the primary reason for requiring VMS units. Under this alternative, crab, salmon and shrimp vessels would be excluded and would continue to operate under the existing declaration system unless those vessels are also used to take groundfish. Once they are employed as groundfish vessels, and are thus restricted by an RCA requirement, they will have to carry an operable VMS unit.

GAP Alternative 7 - Minority View
Any vessel engaged in a commercial fishery to which an RCA restriction applies must carry a VMS unit, with the following exceptions:
(1) Vessels less than 12 feet in overall length.
(2) Vessels which fish only in state waters.

A minority of the GAP believes these exceptions will prevent a cost burden being imposed on small vessels and on vessels that only fish near shore.

The majority of the GAP expressed the concern that some RCA boundaries extend into state waters and that if we want to maintain the integrity of the RCA, there should be no exceptions of this nature."

2004 Troll Salmon Lottery Winners

John Todd	OR	50'	Gary Almendinger	OR	18'	Robert Schones	OR	18'
Richard Camp	CA	36'	Larry Willamson	WA	38'	Craig Praus	OR	33'
Wade Lester	OR	19'	Harvey Cosky	WA	63'	Trygue Fransen	OR	21'
Wayne Butler	OR	37'	David Hazen	OR	19'	Perry York	OR	28'
Steve Hatfield	OR	31'	Roxanne Hornick	OR	22'	Lee Ivrasevich	OR	40'
Roger Eastman	WA	37'	Corie McGranahan	OR	32'	Robert Hall	OR	34'
Blair Miner	OR	48'	David Kosta	OR	16'	Craig Tauton	OR	28'

Oregon Salmon Commission
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Commissioners

Mark Newell • Chairman • Newport (Processor)
Al Ritter • Vice Chairman • Newport (Fisherman)
Kevin Bastien • Sec/Treas • Newport (Fisherman)
Ray Monroe • Pacific City (Fisherman)
Barry Nelson • Winchester Bay (Fisherman)
Darus Peake • Garibaldi (Fisherman)
John Warner • Charleston (Processor)
Jeff Reeves • North Bend (Fisherman)
Dwight Collins • Eugene (Public Member)

Check It Out! www.oregonsalmon.org
Website of the Oregon Salmon Commission
Comments are always welcome!

Calendar Dates to Remember:
Early March 2005 – OSC Budget Meeting
March 2005 – Salmon Industry Group Meeting

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Tagline is the official newsletter of the
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Display Salmon at Long Beach Show