

NEW ENGLAND FISHERY MANAGEMENT COUNCIL

Ecosystems Based Fishery Management Committee

I. STATUS

- A. Meetings: The EBFM Committee met via a remote session on July 21 and September 8, 2020. At both meetings, the committee reviewed and provided guidance on draft outreach materials developed by [GreenFinStudio](#) (GFS) and on the PDT's development of tangible worked example demonstration tools. The PDT met twice by webinar on July 14 and August 26 to develop the Tangible Worked Example demonstration tools.
- B. EBFM Public Outreach: The Council chose GFS as a science communicator to develop public outreach materials that the Council specified in a statement of work based directly on the advice of the [December 2019 MSE Steering Committee report](#). Working with [Eating with the Ecosystem](#) as a subcontractor, GFS has developed stakeholder profiles, two infographic fact sheets, and three workshop presentations, three stakeholder brochures, a glossary brochure, a Guide to the example Fishery Ecosystem Plan brochure, and is developing a 5-minute introductory video and a fourth presentation.

In response to the EBFM Committee's guidance and request, the PDT developed three Tangible Worked Example demonstration tools. Two are interactive programs, one is a four stock/two stock complex model that demonstrates the proposed ceilings and floors approach to manage catches of stock complexes and another four stock complex model that demonstrates the effect that biological and technical interactions have on stock complex biomass. A third product is a simplified document that describes the Hydra operating model with four scenarios to demonstrate how it can be used to evaluate tradeoffs between management objectives.

II. COUNCIL ACTION

Approve the EBFM public outreach materials as a foundation for the basis for future outreach workshops.

III. INFORMATION

1. EBFM process summary presentation by staff
2. Draft public outreach materials
 - a. GFS summary presentation of draft outreach materials (to be distributed)
 - b. Summary of stakeholder profiles
 - c. Infographic fact sheets
 1. What is Ecosystem-Based Fishery Management?
 2. The Georges Bank Ecological Production Unit
 - d. Workshop presentations

1. An Introduction to Ecosystem-Based Fishery Management
2. Science in Support of Ecosystem-Based Management
3. What are Catch Ceilings and How Are They Determined?
- e. Brochures
 1. Draft Guide to the eFEP (to be distributed)
 2. Glossary
 3. Commercial Fishermen and Seafood Dealers and Processors
 4. Commercial Pelagic and Recreational Fishermen
 5. Environmental Organizations and the General Public
- f. Example public outreach introductory video (to be distributed)
- g. Video viewing instructions for attendees
3. Tangible Worked Example tools
 - a. Summary Presentation on Tangible Worked Example tools
 - b. Hydra Operating Model plain language description with example scenarios
 - c. Description of the Kraken model with its intended purpose and how to use it
 - d. eFEP catch framework and video demonstration
 1. Demonstration of ecosystem-based catch advice
 2. FEP Catch Framework Video Demo
4. Presentation: Public Outreach Workshop Format
5. September 8, 2020 EBFM Committee meeting summary
6. Correspondence