

MEMORANDUM

FROM: Tom Balf
TO: EBFM Committee and Plan Development Team
DATE: March 10, 2022
RE: Criteria for Prioritization of EBFM Outreach

Goal: The primary goal of outreach for this project is to connect to fishermen or stakeholders involved in fishing on Georges Bank (GB).

Database: The primary database comes from the NESC and provides vessels fishing on GB. In addition to that data, we have data from GARFO for all permitted vessels, permitted dealers/processors, as well as data about relevant organizations and individuals gathered by Andy Applegate and Tom Balf.

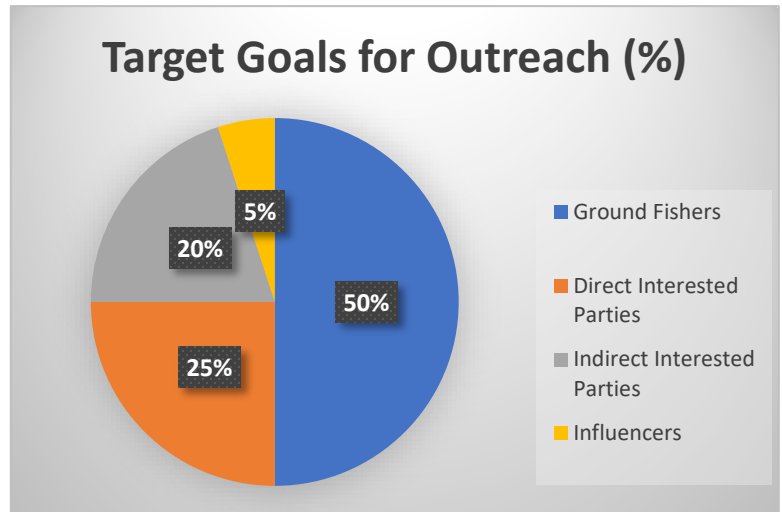
Criteria to consider for Outreach:

1. Gear Type/Type of Fishing on GB
 - a. Based on GB fishing data, the breakdown is as follows
 - i. Scallop dredge (332)
 - ii. Trawl (92)
 - iii. Lobster Trap (46)
 - iv. Hand Gear (31)
 - v. Gillnet (14)
 - vi. Other (38)
 - b. Scallops/Traps = 68%
 - c. Trawl/Hand Gear/Gillnet Only = 25% of the database, or 137 fishers
2. Geography/Distribution – State and fishing port
 - a. Based on GB fishing data for NE, and excluding scallop dredge and lobster trap data, the State breakdown is as follows
 - i. MA (93) – 68%
 - ii. RI (14) – 10%
 - iii. ME (12) – 9%
 - iv. NJ (6)
 - v. NY (4)
 - vi. NC, MD, CT, VA (8)
 - b. Based on GB fishing data for NE, and excluding scallop dredge and lobster trap data, the City (Principal Port) breakdown is as follows
 - i. New Bedford (22)
 - ii. Chatham (20)
 - iii. Gloucester (16)
 - iv. Boston (12)
 - v. Point Judith (11)
 - vi. Portland (11)
 - vii. Harwich/Harwich Port (8)

- c. If include “all fishers on GB,” key additional fishing ports for workshops might include:
 - i. Cape May
 - ii. Montauk
 - iii. Newington
- 3. Recreational Fishermen
 - a. State distribution
 - b. Note: Andy may be able to access # of anglers by state, filtered for GB
- 4. Seafood Dealers/Processors
 - a. State distribution
 - b. “Sustainability” expressed part of core values or mission
 - c. Note: Andy may be able to match vessel trips with vessel permit with dealer permit to identify which dealers/processors handle GB harvested stocks
- 5. Age/Next Generation
 - a. No way to obtain data, except to ask commercial and recreational fishing associations for “recommendations” of younger fishers to contact directly
- 6. Stakeholder Group representation
 - a. NGOs with relevant interest, experience, or participation in Georges Bank or northeast ocean issues
 - b. Scientists (experience with GB or ecosystem work, or both)
- 7. “Influencers” – in engaging others or promoting the eventual workshops and seeking recommendations for who to speak to, based on above criteria (e.g., trade representatives, Sector managers)
- 8. Big Thinker – willingness to think “outside the box”
 - a. Preferred that experience in fishery management or Northeast, but may be in alternate field (e.g., forestry, economics, community planning)

Target Goals for Outreach (~60 people)

- 1) 50% fishermen or ~ 30 fishers (boat captains or owners)
 - a) 80% trawl, gill, or line
 - b) Distribution consistent with above percentages regarding state and port
- 2) 25% Direct “interested parties” or ~ 15 individuals
 - a) Recreational Fishers
 - b) Fish Dealers/processors (will prioritize larger processing companies)
 - c) Commercial Fishing Association Reps from multiple states
- 3) 20% Indirect “interested parties” - ~ 12 individuals
 - a) Scientists
 - b) NGOs
- 4) 5% Influencers and Big Thinkers - ~ 3-4 individuals



Comments about Outreach Prioritization and Strategy

The goal of the outreach and phone discussions is threefold:

1. Gauge participants’ familiarity with EBFM generally and with the communication and outreach materials developed by the Council.
2. Solicit information from the participants to inform the development of workshop materials including, but not limited to, their grasp of the concepts, their fundamental questions, their concerns, and their “hopes” for how this alternative management system could work
3. Create an interest and a “buzz” for EBFM and an “agency” for attending workshops later in the year.

Further comment on “buzz” – any buzz is likely to be generated by a belief that this alternative management approach is: (a) feasible and legally allowable; (b) beneficial to stakeholder’s interests; and/or (c) connected to a larger and innovative way of thinking. If we can generate a “buzz” it will likely express itself in different ways. For fishermen, it might be talk on the radio or the dock. For indirect stakeholders, including commercial fishing representatives, NGOs, scientists, and influencers, it may be downloads from the EBFM website, or mention in newsletters, commentary on social media or linked in, and attendance at workshops.