

**U.S. DEPARTMENT OF COMMERCE  
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION  
NATIONAL MARINE FISHERIES SERVICE**

**SUMMARY MEETING REPORT**

**MARINE FISHERIES ADVISORY COMMITTEE  
Radisson Martinique Hotel  
New York, NY  
July 1-3, 2008**

The Marine Fisheries Advisory Committee (MAFAC or ‘the Committee’) met on July 1-3, 2008, at the Radisson Martinique Hotel in New York, NY. This was the second of two meetings in fiscal year 2008.

The agenda (**Attachment A**) was split into subcommittee work, informational briefings, and policy discussions. A special tribute was held in honor of Mr. Ralph Rayburn, a MAFAC member who passed away in January 2008.

Informational status reports were presented by NOAA Fisheries staff to the full Committee on: aquaculture; implementation of the Magnuson-Stevens Reauthorization Act; international fisheries issues; and legislative updates. A status report on marine recreational fisheries data collection programs was given to the Recreational Fisheries Working Group. Program briefings were provided on NOAA National Ocean Service and NOAA Fisheries Service interactions in the area of marine sanctuaries, marine managed areas and fisheries management, and climate change impacts and deliberations on creation of a NOAA Climate Service. Ms. Mary Glackin, NOAA Deputy Undersecretary, provided remarks to the full Committee on transition planning for the next administration.

Full committee policy discussions were held on: the recommendations from the MAFAC Charter Working Group; the Strategic Planning Committee draft MAFAC Transition Briefing Paper; seafood safety and quality program findings and recommendations; and ecolabeling and seafood certification findings and recommendations. A communications strategy was discussed for dissemination of the MAFAC report *Vision 2020: The Future of U.S. Marine Fisheries*. Several MAFAC administrative issues were addressed, most significantly the appointment of Mr. Tom Billy as the new MAFAC Liaison. The Committee concluded its business on July 3<sup>rd</sup> and set the next meeting for the week of November 10<sup>th</sup> in New Orleans, LA.

The meeting was open to and attended by several members of the public and NOAA-NMFS staff. The following is a synopsis of the Committee’s discussions and actions (numbers in parentheses correspond to page numbers of the daily transcript).

**Tuesday, July 1, 2008**

**9 AM – Meeting Convened**

Introductions, Opening Remarks, Review Agenda (Day 1 pgs. 4-39) Captain Tony DiLernia, MAFAC Liaison, called the meeting to order, and introduced Dr. Jim Balsiger, NOAA Fisheries Acting Assistant Administrator and MAFAC vice-chair, who welcomed the Committee and gave opening remarks. A roll call of members present and visitors attending the session was taken. This was followed by a review of the agenda.

MAFAC Administration (Day 1 pgs. 40-62)

Dr. Holliday, MAFAC Executive Director, reviewed several issues regarding MAFAC administration. During this meeting a new MAFAC Liaison would need to be selected by the Committee. The new member recruitment process was discussed as 11 vacancies are upcoming in October 2008.

MAFAC Charter Working Group (Day 1 pgs. 62-148)

Mr. Tom Raftican presented a report-out of the MAFAC Charter Working Group that was created at the December 2007 meeting. The workgroup met via teleconference in the spring and prepared recommendations for the July meeting. After a review of NOAA's three principal Advisory Committee Charters – MAFAC, Marine Protected Areas Federal Advisory Committee and the Science Advisory Board– the working group proposed changing the reporting structure, better accommodating upcoming vacancies, adding language dealing with members of the Marine Fisheries Commissions, Sea Grant, and regional fishery management councils. The changes proposed were distributed in advance in the annotated agenda. The Committee voted to accept the following proposed changes for inclusion in the Charter, and submit them for review and approval by the Department. (first page number in parentheses is motion, second page number is vote.)

1. Election of Chair and Vice-Chair by the voting members of MAFAC (p.78/80).
2. Elected chair and co-chair serve a term of 2 years, eligible for a one-year extension (p. 84/93).
3. The Assistant Administrator for Fisheries and NOAA Administrator will hold ex-officio positions (p. 110/111).
4. No more than one-third of the Committee's voting membership terms shall expire annually (p. 121/124).
5. MAFAC Chair to invite representatives of Regional Fishery Management Councils and regional Sea Grant universities from the locale of the meeting area to attend MAFAC meetings, at their own expense (p. 134/138).
6. Have the Executive Directors of the Atlantic, Gulf and Pacific Interstate Fisheries Commissions serve as non-voting *ex officio* members of MAFAC (p.139/142).
7. Add "production" to list of membership expertise criteria in Charter under "1.a. Experience in harvesting, processing, or marketing fish or fish products." to acknowledge experience and qualifications of the aquaculture industry (p.142/143).

## Subcommittee and Working Group Meetings

Strategic Planning Subcommittee (Day 1) – Mr. Jim Gilmore presented the draft Transition Paper

([http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/MAFAC\\_transition\\_document.doc](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/MAFAC_transition_document.doc)) prepared by members of the subcommittee and led a discussion of its pros and cons, and reviewed options for a way forward to competition. The subcommittee prepared to take up this discussion with the full Committee on the afternoon of Day 2.

Commerce Subcommittee (Day 1 pgs.148-249) - Mr. Tom Billy presided and the subcommittee first heard a status report by Dr. Michael Rubino, NOAA Program Manager for Aquaculture, on the latest issues in this area (pgs.148-205). Of particular note was the release of new report on the economics of offshore aquaculture. A copy was mailed to each member and is also available on the web at <http://aquaculture.noaa.gov/news/econ.html>.

This was followed by a subcommittee discussion of ecolabeling (pgs. 205-249), including references to the annotated agenda and background materials ([http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/MAFAC\\_Ecolabeling\\_Agenda\\_v2.doc](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/MAFAC_Ecolabeling_Agenda_v2.doc)). Discussion points included some recent data that indicated only a very small percentage of US consumers care about this issue, and that seafood purchases based on sustainability were a very small percentage of the total. Price and freshness seemed to be stronger purchasing criteria. This may explain the apparent absence of a premium price to harvesting and processing sectors for sustainably labeled products. There were some suggestions that it was unlikely that a branded seafood company would adopt a competing sustainability label on their product. However, there is a business requirement for an ecolabel in some markets, particularly the European Union and for some large US purchasers. In this case the choice of obtaining an ecolabel from a third party is a business-to-business investment decision. Further discussion was to be obtained during the full Committee session on this topic. There was strong agreement, however, that a broad NOAA campaign to talk about the sustainable nature of the US seafood supply was essential.

The last business of the day was the Recreational Fishing Working Group (Day 1 pgs. 249-283). Mr. Bob Fletcher convened the workgroup to hear a status report from Mr. Gordon Colvin, NOAA Fisheries Office of Science and Technology, on the current status of the Marine Recreational Information Program. Mr. Colvin presented a PowerPoint report to the working group

[http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/MAFAC\\_RecFish\\_update\\_\(June\\_2008\).ppt](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/MAFAC_RecFish_update_(June_2008).ppt)) that included the current status of the project's timeline; research and pilot studies progress; data management standards forthcoming in the fall of 2008; various technical estimation and survey design changes for approval in December 2008, and the new angler registry that goes into effect in January 2009. Mr. Fletcher responded that it appears that there is not much work being done on the west coast, and the perception is that a lot of money is being spent and is going other places, because they are not at our level of expertise or development of the survey. He suggested that at some point when you bring these other areas up to the level of the west coast, there needs to be some recognition that the west coast should then be given some

first opportunity to receive some funding over and above what they've been getting on their own over the years to do what they have been doing. Dr. Roberts requested Mr. Colvin get the email address of all the agents that work for Sea Grant in the coastal areas and send them the MRIP e-newsletter – Mr. Colvin agreed to do this.

At 4:09 p.m. the proceedings of MAFAC adjourned for the day.

### **Wednesday, July 2, 2008**

#### **9 AM – Meeting Convened**

##### Aquaculture Status (Day 2 pgs. 22-75)

Dr. Michael Rubino, NOAA Aquaculture Program Manager, briefed the full Committee on progress in the area of aquaculture, including milestone events in the creation and publication of the U.S. 10-year plan for aquaculture; the June 2007 national marine aquaculture summit; creation of a aquaculture line item in the NOAA budget; and progress on creating an Office of Aquaculture and centers of excellence for aquaculture science; and the marine aquaculture bill. Highlights were presented on four aspects of the 10-year plan: regulation; science; outreach/education; and international.

Discussion ensued on progress in fulfilling the aquaculture 10-year plan; status of aquaculture legislation in this Congress and beyond; news of the feeds workshop and the importance of resolving this question; the current investment climate for aquaculture and the range of return on investment periods for new aquaculture starts; and the federal role in supporting and advancing aquaculture.

Of particular note were the discussions on a way forward. Several members promoted a more effective use of NOAA's Sea Grant Extension Service in communicating to the public the growing gap in seafood demand and supply, and the opportunity for aquaculture to fulfill economic and community sustainability goals along the coasts while assuring food security. Mr. Simpson described a model approach for this that he and the late MAFAC member Mr. Ralph Rayburn were working on to formalize the Sea Grant cross-fertilization with fisheries. They had worked to establish in the Gulf a commitment for all the head Sea Grant extension agents to at least once a year come together at the same time and place the fisheries leaders have their meeting, that the two overlap and have cross-fertilization.

Mr. Billy suggested the best strategy for advancing aquaculture was a national initiative on the order of \$50-100 million that would cover the benefits of aquaculture, both from the perspective of demand for seafood in the future, and the health benefits of seafood. He strongly encouraged this be a major part of any transition documents prepared for the next administration.

Mr. Dewey emphasized the need for greater aquaculture planning efforts in state waters. He reiterated the need for NOAA to try to get aquaculture planning in state waters as a component of CZMA re-authorization. Some sort of comprehensive state planning effort that helped designate and zone for aquaculture could help address some of the coastal use conflicts.

Magnuson-Stevens Act Reauthorization (Day 2 pgs. 75-122)

Mr. Alan Risenhoover, Director of the NOAA Fisheries Office of Sustainable Fisheries, presented a briefing on progress in implementing the Magnuson Stevens Reauthorization Act. He provided a 6-page status report on new requirements that have a statutory deadline, new requirements without a deadline, and new requirements imposed by the agency to ensure effective execution of the statute

([http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/MSRA\\_One-and-a-half-year\\_ReportV2.doc](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/MSRA_One-and-a-half-year_ReportV2.doc)). An agency website portal to MSRA implementation is also available at <http://www.nmfs.noaa.gov/msa2007/>. However, he focused his remarks on the two most significant rules currently being processed: annual catch limits (ACLs), and revision and updating of agency procedures for compliance with the National Environmental Policy Act (NEPA). On ACLs, the latest status of the stocks report indicates NOAA has 41 stocks that are currently subject to over-fishing. A total of 17 percent of those stocks that we have data on are required to have annual catch limits in place by 2010. On NEPA, NOAA started with the CEQ regulations as a basis. They worked very closely with CEQ to make sure the proposed rule meets the current CEQ guidelines. The four major parts of this rule were content, documentation, public involvement and timeline. One outcome of the ensuing discussion highlighted the need for more funding to collect economic data and conduct economic research and analysis to support fishery management decisions and NEPA analyses, especially if LAP programs are to succeed.

International Fisheries (Day 2 pgs. 122-149)

Dr. Rebecca Lent, Director of the NOAA Fisheries Service Office of International Affairs, briefed the Committee on current events in her office. She covered four major topics:

- 1) International Magnuson-Stevens Reauthorization Act responsibilities;
- 2) Port access rule making;
- 3) The EU Certification Scheme; and
- 4) Swordfish petition. (see PowerPoint at

[http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/NMFS\\_IA\\_MAFAC\\_Presentation\\_Final\\_\(July\\_2008\).ppt](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/NMFS_IA_MAFAC_Presentation_Final_(July_2008).ppt)). Mr. Joner inquired about the status of the US/Canada Pacific Whiting agreement, in particular problems with the conflict of interest provision. Dr. Lent explained that commissioners are supposed to have an interest and knowledge of the industry, but they can't be in conflict of interest. That's problematic because people have to be in the business to understand it. Dr. Lent indicated she would provide an update to Mr. Joner.

Legislative Update (Day 2 pgs. 149-163). Mr. Sam Rauch, Deputy Assistant Administrator for NOAA Fisheries Service Regulatory Programs provided a legislative update briefing. See [http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/MAFAC\\_Legislation\\_Update\\_v2.doc](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/MAFAC_Legislation_Update_v2.doc). Regarding questions on the likelihood of passage of various bills, Mr. Rauch indicated it was the summertime and Congress was going to be dealing with election issues. If any of these bills had not already passed in one of the Houses so far (none of them that were talked about were), then chances of them being passed by the Congress before the end of the session are slim. It's not that it couldn't happen, but it's unlikely to happen.

Mr. Connelly noted there are a number of seafood bills out there. Most of them would transfer the seafood inspection program from the National Marine Fisheries Service to Agriculture. One of them, which is being developed by the Senate staff, would actually reinforce NOAA's role in seafood inspection and facilitate our work with FDA to do their health-related inspection. Mr. Connelly indicated that to move catfish and any other amenable species to USDA would essentially gut the seafood inspection program at NOAA. For the record, Mr. Connelly suggested some note be made that MAFAC is concerned about continuing efforts to move parts of NOAA into the USDA, particularly as it relates to seafood inspection or other programs. Mr. DiLernia requested a formal motion be presented upon returning from lunch. Mr. Billy requested the motion be delayed until the following day's discussion on seafood quality. However, no formal motion was ever made at this meeting on the issue.

#### MAFAC Liaison Election (Day 2 pgs. 164-173)

Mr. DiLernia opened the floor for nominations to elect a new Committee Liaison as Mr. Dilernia's term was expiring. A single nomination for Mr. Tom Billy to serve as Liaison was received and the Committee elected him to serve by acclamation.

Dr. Balsiger acknowledged the contributions of members whose terms were expiring in October and awarded them plaques of recognition for their service to NOAA and the Department as a MAFAC member over the last 6 years. Those honored were Mr. DiLernia, Mr. Dorsett, Mr. Fletcher, Mr. Forster, Mr. Gilmore, and Dr. Roberts (note plaques were subsequently mailed to Mr. Kramer and Mr. Leipzig who were not in attendance at this meeting). Ms. Tooley was also acknowledged for her contributions to the Committee as she was resigning from MAFAC in August to begin a new Secretarial appointment as a member of the New England Regional Fishery Management Council. On behalf of the Committee, Ms. Lowman paid tribute to and thanked Mr. DiLernia for his leadership and counsel as Committee Liaison.

#### Strategic Planning Subcommittee Report/ Vision2020 Working Group: Update/Roll Out (Day 2 pgs. 174-266)

Mr. Jim Gilmore, Chairman of the Strategic Planning Subcommittee, led the session to discuss the draft of the Transition paper prepared by his working group. The discussion of the next steps for Vision 2020, led by Mr. Randy Fisher, Executive Director of the Pacific States Marine Fisheries Commission, was undertaken concurrently since the two topics were closely related.

The draft Transition paper discussed the prior day by the Strategic Planning Subcommittee was considered by the chair and several Subcommittee members to be too long and vague on actions. During the Subcommittee deliberations the content and length continued to expand as additional ideas and topical areas were added.

The full Committee had a lengthy discussion to review the purpose of the document and agreed that the Transition document should focus on those aspects of the MAFAC Vision 2020 document that should be addressed right away, plus any emerging issues not adequately covered in the document such as the impact of record-high fuel prices on the fishing industry. The Committee acknowledged that all the topics mentioned in the document were important, but only a select few should be identified as the highest priority to bring to the attention of the new

administration, and that for each issue specific recommended actions or direction would make for a stronger product.

The next step that was agreed to was to convene a conference call of the subcommittee, and to work toward a paper that would then be submitted to the entire Committee for review and comment electronically, and be completed by this November. Mr. Connelly was in favor of having a one or two item type of transition paper, for example: “Here's something that if you want to make a difference, if you want to make the news, if you want to clearly and distinctly separate yourself from the last eight years, here are some things to focus on.” Mr. Fletcher suggested having a meeting of the Committee in December in Washington, and maybe devoting a day to taking what the Subcommittee comes up with, further polishing it, remitting to it and then sitting down with the transition team and sharing it with them, answer their questions and make sure that we're clearly communicating what we think are the important things for the first 100 days, or four years, or whatever. Mr. Dewey suggested it's worth having a footnote reference with each recommendation that takes them to the appropriate section of the Vision 2020 document for more information if they're interested.

Dr. Balsiger summarized the discussion of Vision 2020 “next steps” as a two-phase approach by MAFAC, where you brief career NOAA Leadership now (i.e., Mary Glackin, who is going to be the senior career person over in NOAA, and others at that level). And then, brief the new political appointees (new NOAA Administrator, Commerce Secretary, etc.), when they come in after the November election in January. Distribution of the document to Regional Councils, Hill members and the public was left to the discretion of NOAA and MAFAC “as appropriate.”

#### NOS/NMFS Interactions (Day 2 pgs. 266-321)

Ms. Margo Jackson, of the National Marine Sanctuaries (NMS) office with NOAA’s National Ocean Service, made a brief presentation on their program. She covered the statutory origins and background, current number and status of sanctuaries, the sanctuary designation process and recommendations from an Office of the Inspector General's (IG) Report, which was issued in February 2008. The IG looked at NMS programs, met with constituents across the country, visited many sites, met with people within government and externally and put out a report with recommendations. One of the recommendations was that while the sanctuary program collaborates with many partners, stronger coordination is warranted in some cases between NMFS and NMS. Specifically, the sanctuary program and NMFS need to develop and issue guidance on how to work together on a lot of specific matters dealing with fishery management in sanctuaries. In addition, sanctuary programs and NMFS senior officials need to bring the headquarters and regional leadership and staff together to discuss this guidance on working together. A “wiring” diagram comparison of the Sanctuaries Act and Magnuson-Stevens Act process for management was presented.

Mr. Connelly asked how conflicting mandates for “conservation” versus “conservation and management” in the two statutes is resolved, and the response suggested that ultimately the NOAA Administrator decides. Discussion ensued on the role of peer reviewed science in sanctuary designations, and the need to eliminate miscommunications and misunderstandings that have complicated policy decisions and created constituent uncertainty and mistrust.

Mr. Sam Rauch then presented a brief summary of Marine Protected Area designation process under the MPA Executive Order, and explained the draft framework that was out for public comment on the proposed designation process.

Next Meeting Time and Place (Day 2 pgs. 321-334)

Discussion ensued on the time and place of the next MAFAC meeting. It was decided that the next meeting should be held in New Orleans, LA the week of November 10<sup>th</sup>. The following meeting would be held sometime in the spring back in DC, exact date to be determined.

The proceedings adjourned at 4:47 p.m., to resume the following day.

**Thursday, July 3, 2008**

**9 AM – Meeting Convened**

Remarks by Mary Glackin, (Day 3 pgs. 6-38)

Ms. Mary Glackin, Deputy Undersecretary for Oceans and Atmosphere, addressed the Committee on the topic of transition to a new administration. With the preface that these are challenging times and it was very early in the FY 2009 budget, Ms. Glackin outlined six NOAA priorities:

- 1) Climate services - the delivery of science information to decision makers – for drought forecasts, coastlines, ocean resources (particularly climate change and the ESA; ocean acidification).
- 2) Coastal priority – creating better strategies at the coastline, more resilient, less vulnerable, perhaps requiring realignment of NOAA offices and/or directing their focus.
- 3) Oceans and marine life - meeting mandates, new challenges, Ocean Commission
- 4) Weather – improving forecast windows, urban wildfires
- 5) Transportation – mesoscale weather and air traffic; maritime transportation, especially in the Arctic
- 6) Infrastructure – ships, satellites, high performance computing, workforce

Ms. Glackin described several levels of transition materials being prepared by NOAA for the new administration, and she offered MAFAC the opportunity sometime in mid-to-late September to review six strategy papers under development,

Seafood Quality and Safety (Day 3 pgs. 38-165)

Mr. Don Kraemer, the Deputy Director of the Office of Food Safety at the Food and Drug Administration (FDA), gave prepared remarks to the Committee on the FDA's program on seafood safety ([http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008\\_07/docs/MFAC-Kraemer\\_written\\_remarks.doc](http://www.nmfs.noaa.gov/ocs/mafacc/meetings/2008_07/docs/MFAC-Kraemer_written_remarks.doc)). Their program includes research, inspection, compliance, enforcement and outreach. He described the inspection process for imported products, where US Customs notifies FDA of shipments, FDA then inspects, and releases the product for entry or detains it if there is evidence of adulteration. There are almost one million seafood entries per year into the US. FDA issues "import alerts" that inform FDA field staff of recent import incidences that suggest sufficient evidence may be associated with certain products or origins to



warrant closer inspection for adulteration or misbranding. There is a long history, a good one, of collaboration with the National Marine Fisheries Service. Many personnel have worked for both agencies over their careers, and there's a lot of institutional knowledge on both sides. The collaboration is in seafood research, law enforcement, standards development, inspection, and certification. Mr. Kramer concluded his remarks by saying he is confident that the food supply, and in particular, the seafood supply, that we have in the U.S. is among the safest in the world.

Mr. Tim Hansen, Director of the NOAA Fisheries Seafood Inspection Program, presented a briefing on how NOAA might want to position itself based on some of the problems and challenges seen in the seafood arena. (See [http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008\\_07/docs/EnhancingNOAAseafdsafefinal.ppt](http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008_07/docs/EnhancingNOAAseafdsafefinal.ppt)). In his remarks Mr. Hansen estimated as many as 25 or 30 percent of our seafood products have some labeling or economic fraud problem. His report included seven major findings, most with multiple options for consideration.

Dr. Usha Varansi, Director of the NOAA Fisheries Service Northwest Fisheries Science Center, informed the Committee of the unique capabilities and NOAA assets available whenever a question arises of either biological or chemical contamination of seafood. The Center has been engaged in this work for decades and provides access to ships, sampling capabilities, chain of custody and laboratory analyses that produce high scientific and public confidence in the results.

The ensuing discussion focused on various ideas and roles for improving seafood safety, including focusing on additional NMFS/FDA MOUs on research in addition to the inspection MOU currently under review. Mr. Kramer concluded that third-party certifications (ideally conducted by NOAA) would fit in best with FDA for their purposes of making regulatory decisions. Having NOAA feeding information as a third-party certifier into FDA fits entirely well within NOAA's existing role without duplicating any FDA functions, and it's going to dramatically improve FDA's success in its regulatory role. That is the focus of the inspection MOU.

Ms. McCarty made an original motion on page 149, and upon subsequent discussion modified it. It was seconded (see page 162) as follows :

**We recommend that NOAA develop a strategic plan for seafood safety based on input from our own seafood safety people and from FDA, with an emphasis on completing the MOAs with FDA, and emphasis on internal organization, economic fraud, and increased research into public confidence in seafood, and especially increased research into food safety technologies, and include the positives and the job well done of the current seafood safety program.**

The motion passed unanimously (p. 164).

Ec labeling and Seafood Certification (Day 3 pgs. 165-264)

The order of this agenda item was changed to begin at 1pm instead of 2pm. Dr. Mark Holliday, NOAA Fisheries Service Director of Policy and MAFAC Executive Director led the discussion.

He initiated the session with a Powerpoint primer on ecolabels (See [http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008\\_07/docs/ecolabel-2.ppt](http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008_07/docs/ecolabel-2.ppt)).

Mr. Connelly shared some market research results indicating that although US consumers may say that sustainability is an important factor in their seafood purchases, their actual observed market behavior suggested their purchases did not support this assertion. Discussion ensued on whether the problem trying to be solved was selling more fish, taking credit for a well-managed fishery or providing a less expensive alternative for the industry than a third-party certification. In each case the question was asked whether the solution was a federal ecolabel. In response to what is needed from NOAA, Mr. Billy suggested that one of the things that would serve everyone well is NOAA committing a significant amount of money to inform and educate the public about fishery management, the standards, and what that means in terms of sustainable fisheries, just a sizable effort in layman's terms, get professionals to figure out how to do this, not a boring government report, but a first-class, aggressive marketing campaign that over the next two or three years would teach the American public about what we have and how valuable it is and how effective it is. He asserted this could be the foundation for an ecolabel at some point, if there's support for that, but you don't need to do that necessarily right now.

Mr. Dewey made a motion and it was seconded as follows:  
That MAFAC recommend that NOAA not pursue ecolabeling, but instead make a substantial effort to improve public education efforts through FishWatch and other means regarding the status of U.S. fish and shellfish stocks and the health benefits of consuming them. (p. 210).

Ms. Simonds (Executive Director of the Western Pacific Regional Fisheries Management Council) was invited by Mr. Billy to discuss a proposal for labeling of American seafood products in NOAA managed fisheries. See:  
[http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008\\_07/docs/Simonds\\_Kaneko\\_Ecolabel\\_proposal.pdf](http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008_07/docs/Simonds_Kaneko_Ecolabel_proposal.pdf)

Her view was that U.S. marine capture fisheries are managed by NOAA under well described and defined criteria for sustainability, applying the best available science and ecosystem approach and the precautionary principle. With NOAA-generated stock assessments and efforts to address the ecosystem impacts, U.S. fisheries are managed for sustainability. The problem with the current proliferation of ecolabeling and ecoconsumer guide schemes, in her opinion, is that NGOs and not fishery scientists and managers are defining what constitutes responsible fisheries and sustainable seafood. The definition and standards should be set by those professionals that are actively engaged in the process of fishery management. For American fisheries, this means NOAA scientists and managers.

After further discussion Mr. Dewey withdrew his original motion and offered the following substitute which was seconded (p. 235):  
That MAFAC recommend that NOAA pursue the necessary authority to provide a label for use on fishery products that are managed sustainably, and then also make a substantial effort to improve public education efforts through FishWatch and other means regarding the status of U.S. fishery and shellfish stocks and the health benefits of consuming them.

A second and final substitute motion was made by Mr. Dewey, was seconded and was passed unanimously (p. 255):

**Move that MAFAC recommend NOAA provide a plan to provide a mark and/or other acknowledgment for use on or with domestic fishery products that are sustainably managed in accordance with U.S. national standards. Further, that NOAA make a substantial effort to improve public education efforts through FishWatch and other means regarding the status of U.S. fish and shellfish stocks and the health benefits of consuming them.**

Climate Change Impacts (Day 3 pgs. 256-311)

Dr. Steve Murawski, NOAA Fisheries Service Director of Scientific Programs and Chief Science Advisor presented remarks on climate change and creation of a NOAA Climate Service. [http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008\\_07/docs/MFAC\\_Climate\\_Discussion.ppt](http://www.nmfs.noaa.gov/ocs/mafac/meetings/2008_07/docs/MFAC_Climate_Discussion.ppt)

Six climate change issues relevant to living marine resources were identified:

- 1) Attribution of climate signals impacting ecosystems: long term change vs. natural variability
- 2) Ocean warming: impacts on distribution & productivity (phenology, production, invasives)
- 3) Impacts of loss of sea ice on living marine resources (at both poles)
- 4) Ocean acidification impacts on marine biota
- 5) Freshwater supply & resource management
- 6) Sea level rise (natural resource implications)

Dr. Murawski stated that by combining observations and modeling forecasts, and supported by the line offices, a NOAA Climate Service would provide our internal and external customers with the best science available on these pressing climate change issues.

**At 4:06 PM Thursday the Committee adjourned.**

All documents and transcripts associated with MAFAC meetings and deliberations are posted at [www.nmfs.noaa.gov/ocs/mafac](http://www.nmfs.noaa.gov/ocs/mafac).

**ATTENDANCE:**

**MAFAC**

Tom Billy	Randy Cates
John Connelly	Bill Dewey
Tony DiLernia	Chris Dorsett
Randy Fisher	Robert (Bob) Fletcher
John Forster	Catherine Foy
Jim Gilmore	Jim Balsiger
Mark Holliday	Steve Joner
Dorothy Lowman	Heather McCarty
John (Vince) O'Shea	Tom Raftican
Ken Roberts	Eric Schwaab
Larry Simpson	Mary Beth Tooley

**Absent Members:**

Rob Kramer  
Pete Leipzig

**NOAA/NMFS Staff:**

Gordon Colvin  
Lindsay Fullenkamp  
Mary Glackin  
Tim Hansen  
Christopher Holmes  
Margo Jackson  
Heidi Keller  
Michael Kelly  
Jessica Kondel  
Rebecca Lent  
Steve Murawski  
Sam Rauch  
Gary Reisner  
Alan Risenhoover  
Michael Rubino  
Usha Varanasi

**Members of the Public and other agencies:**

Phil Curcio  
Don Kraemer  
Stu Levenbach  
Gene Lockwood-Shabat  
Elaine Rayburn  
Rachel Rayburn  
Kitty Simonds



**(Attachment A)**  
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<b>Day 1 - Tuesday, July 1, 2008</b>			
<b>Time</b>	<b>Min.</b>	<b>Subject</b>	<b>Presenter</b>
9:00	15	<b>Introductions &amp; Opening Remarks</b>	Dr. Jim Balsiger, Acting Assistant Administrator for NOAA Fisheries
9:15	30	<b>Agenda Review:</b> Overview of Plenary, Subcommittee, and Working Group Agendas for the Meeting	Tony DiLernia, MAFAC Liaison
9:45	30	<b>Ralph Rayburn Tribute</b>	Tony DiLernia, MAFAC Liaison
10:15	15	Break	
10:30	30	<b>MAFAC Administration:</b> - Election of Committee Liaison - 2008 New Member Nomination Process	Mark Holliday, NMFS Policy Office
11:00	60	<b>Report – Charter Working Group - Findings and Recommendations</b> on MAFAC Charter	Tom Raftican,
12:00	90	Lunch	
1:30 – 4:00		<b>Subcommittee and Working Group Meetings:</b>	
	1:30-3:00	1. Strategic Planning Subcommittee (Transition Paper)	Jim Gilmore, Strategic Planning Subcommittee
	1:30-3:00	2. Commerce (Aquaculture, Ecolabeling and Seafood Safety/Quality)	Tom Billy, Commerce Subcommittee
	3:15-4:00	3. Recfish (Recreational Improvement program)	Bob Fletcher, RecFish Working Group
4:00		Adjourn	

<b>Day 2 – Wednesday, July 2, 2008</b>			
Time	Min.	Subject	Presenter
9:00	30	<b>Update Briefing – Aquaculture</b> Looking ahead	Michael Rubino, NOAA Aquaculture Program
9:30	45	<b>Update Briefing – MSRA Implementation</b> Status, incl. NEPA, ACL rules	Alan Risenhoover, Director, Office of Sustainable Fisheries
10:15	15	Break	
10:30	45	<b>Update Briefing – International</b> IUU, rulemaking, Report to Congress	Rebecca Lent, Director, Office of International Affairs
11:15	45	<b>Legislative Update</b>	TBD
12:00	60	Lunch	
1:00	30	<b>Vision 2020 Working Group: Update/Roll Out</b>	Tony DiLernia, Vision 2020 Working Group
1:30	75	<b>Strategic Planning Subcommittee Report – Present Draft of a MAFAC Transition paper</b>	Jim Gilmore, Chair, Strategic Planning Subcommittee
2:45	15	Break	
3:00	90	<b>NOS/NMFS Interactions: Monuments, Sanctuaries &amp; Marine Managed Areas – (IG report; fishing regulations; Framework/Gap analysis status report)</b>	Sam Rauch, Deputy Assistant Administrator for Regulatory Programs Margo Jackson, NOS Sanctuaries Program
4:30		Adjourn	

<b>Day 3 – Thursday, July 3, 2008</b>			
Time	Min.	Subject	Presenter
9:00	30	<b>Remarks by Mary Glackin, NOAA Deputy Undersecretary</b>	
9:30	150	<b>Seafood safety and quality – Follow up; Findings and recommendations</b>	Tom Billy, Commerce Subcommittee Tim Hansen, Director, NMFS Seafood Inspection Program Don Kraemer, FDA
12:00	60	Lunch	
1:00	60	<b>Climate Change Impacts &amp; NOAA Climate Service</b>	Steve Murawski, Director Scientific Programs and Chief Science Advisor
2:00	90	<b>Ecolabeling and seafood certification - Follow up; Findings and recommendations</b>	Tom Billy, Commerce Subcommittee
3:30	15	Break	
3:45	45	<b>Review of Action Items, Next Steps; Time and Place Fall Meeting</b>	
4:30		Adjourn	