

MARINE FISHERIES  
ADVISORY COMMITTEE MEETING

Tuesday,  
July 25, 2006

Courtyard Marriott - Downtown  
Lake Union  
Seattle, Washington

MEETING ROSTER

CHAIRMAN:

DR. WILLIAM HOGARTH, Assistant Administrator for  
NOAA Fisheries Service, and MAFAC Vice Chair  
(Telephonically)

DR. JIM BALSIGER, Senior Policy Advisor, NOAA  
Fisheries Service, (Acting for Dr. Hogarth)

MEMBERS PRESENT:

TOM J. BILLY

LAUREL G. BRYANT Federal Officer

BILL DEWEY

CAPTAIN ANTHONY D. DiLERNIA (Committee Liaison)

CHRIS DORSETT

ROBERT FLETCHER

JOHN FORSTER

CATHERINE L. FOY

STEVE JONER

PETER P. LEIPZIG

DOROTHY M. LOWMAN

HEATHER D. McCARTY

MARY BETH NICKELL-TOOLEY

TOM RAFTICAN

RALPH RAYBURN

DR. KENNETH J. ROBERTS

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ERIC C. SCHWAAB

CONSULTANTS TO MAFAC - Non-Voting Members:

RANDY FISHER, Ex. Director, Pacific States Marine Fisheries Commission

CAPTAIN JOHN V. O'SHEA, Ex. Director, Atlantic States Marine Fisheries commission

LARRY SIMPSON, Ex. Director, Gulf States Marine Fisheries Commission

NOAA STAFF:

RACHEL BUTZLER, Office of Sustainable Fisheries, Intern

LINDA CHAVES, Senior Advisor, Seafood Industry Issues

WALT DICKHOFF, Northwest Fisheries Science Center

KERRY GRIFFIN, Office of Habitat Conservation

BOB IWAMOTO, Northwest Fisheries Science Center

REBECCA LENT, International Affairs, NOAA Fisheries Service

FRANK LOCKHART, Northwest Regional Office

MIRIAM McCALL, Office of General Counsel

RICK METHOT, Office of Sustainable Fisheries

CHRIS MOORE, Office of Sustainable Fisheries

KATE NAUGHTEN, NOAA'S Aquaculture Program

RACHEL O'MALLEY, Office of Sustainable Fisheries

SAMUEL RAUCH, Deputy A.A. for Regulatory Programs

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MICHAEL RUBINO, Director, NOAA's Aquaculture  
Program

DR. MIKE RUST, Northwest Fisheries Science Center -  
Manchester Lab

ATTENDING GUESTS AND PUBLIC:

BRIAN ATLEE, Alaska Sea Grant

SHANNON DAVIES, The Research Group

MARY HOPE KATSOUROS, President, Fish for the Future  
Foundation

TERRY KLINGER, University of Washington and Chair  
of the Olympic Coast National Marine Sanctuary  
Advisory Council

MICAH McCARTY, Makah Tribal Council

DON McISAAC, Pacific Fishery Management Council

BRUCE MOREHEAD, Ocean Associates

ANNE MOSNESS, Institute for Agriculture & Trade  
Policy

SEAN NEPPER, Troutlodge IWC

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1 SEATTLE, WASHINGTON TUES., JULY 25, 2006  
2 8:10 A.M.

3 --oOo--

4 CHAIRMAN BALSIGER: Good morning.  
5 Thanks for showing up right on time. Bill Hogarth,  
6 who wanted to be here, was unable to. He's  
7 standing by with only ten minutes before he has to  
8 go see the Secretary of Commerce, so we're going to  
9 dial him up right away. We have a few little  
10 introductory things to do, to go around the table.  
11 But just since Bill has such a short period of  
12 time, as soon as we get him on the phone, we'll  
13 skip right to his initial remarks.

14 And -- well, Laurel said she was going  
15 to dial the number, but she went in the hall, so I  
16 don't know if that's how you dial it or if she lost  
17 track of the assignment already.

18 (Pause.)

19 While they're dialing, I'll mention  
20 that these microphones are to record things.  
21 They're not amplifying. So if they don't seem like  
22 they're working, don't touch them because they'll  
23 get unconnected. They're just recording your  
24 voice. We have to speak up.

25 (Pause.)

26 Good morning, Bill.

27 CHAIRMAN HOGARTH: Good morning.

1 CHAIRMAN BALSIGER: It's a full crowd  
2 here, so we're standing by for your words of  
3 wisdom.

4 CHAIRMAN HOGARTH: Well, I hope you can  
5 hear me because I'm having a hard time hearing you.

6 MR. FLETCHER: Loud and clear, Bill.

7 CHAIRMAN HOGARTH: All right. Well,  
8 look. First off, I really apologize for not being  
9 there because I take MAFAC very seriously and I  
10 think this meeting is one that I really wanted to  
11 be out on account of things that we're undertaking.

12 But I spent most of yesterday dealing  
13 with the Secretary and the West Coast Delegation on  
14 Salmon, and it looks like that will continue on the  
15 Hill most of tomorrow. And then Thursday we have a  
16 hearing on striped bass. So it ended up being a  
17 week of full activity on the Hill before the House  
18 leaves Friday night. So I really do apologize, but  
19 I think you're in capable hands with Jim and Laurel  
20 and Sam Rauch.

21 And we all I think are on the same page  
22 before they left to come out as to, you know, what  
23 we need to do.

24 I do want to say that this -- the --  
25 what we're going to do with the 2020 -- the  
26 "Vision" -- is extremely important in the fact that

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1 -- well, for lots of reasons, but particularly the  
2 commercial industry right now feels like that I  
3 think everybody has sort of given up on them. They  
4 don't see much of a future. And, you know, just  
5 everything they feel like is on the down trend for  
6 them and don't see much of a future, and I think we  
7 have to really work very hard to get them to  
8 participate and come to the regional meetings and  
9 to provide input.

10 I did ask Mary Hope, who will be  
11 staffing this, along with Laurel from us, to try to  
12 set up a website that we could put out to the  
13 public to give us comments and so Mary Hope has  
14 agreed to do that. I plan to put out a news  
15 release next week after you all meet and go over --  
16 we're going to go forward with this to get this out  
17 so that the public will know what we're doing, the  
18 time frame, and how they can be involved in the  
19 process.

20 I know the Admiral is very happy that  
21 we're doing this and feels like this is one of the  
22 things we need to do.

23 I know you're also discussing  
24 aquaculture. It continues to be one of our top  
25 priorities. It just appears from everything going  
26 on right now that I'm not sure that aquaculture's

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1 going to even be introduced this year. In fact, I  
2 would probably bet my year's salary that it won't  
3 be introduced because the House is leaving Friday,  
4 they'll be back for 12 days in September, and  
5 everything is uncertain after September as to what  
6 may be done or not be done. Even if they meet, it  
7 may be for a very few days.

8 So -- but we need to keep moving and  
9 keep getting ourselves in line for aquaculture and  
10 how we'll move forward.

11 And so -- also I think the other  
12 important issue for you all to discuss is the  
13 recreational fishing data review. We have got to  
14 move forward with the NRC's (National Research  
15 Council's) report, how we implement this and how we  
16 can improve the collection of recreational data.

17 We've asked for the NRC report, we've  
18 got it, we've got to review, we've got a lot of  
19 recreational fishermen who are not happy with the  
20 process, and so we've got to make sure that we can,  
21 you know, find a system that we can use. And I  
22 think the sooner solved, the better, but we don't  
23 need to do it without getting good input and making  
24 sure that whatever we put in place does the job and  
25 we have buy-in. And I think it's going to be very  
26 difficult to get the buy-in that we need. So --

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1 but we have to work hard on that.

2 So there are a lot of big issues.  
3 There are, I think, a lot of possibilities for  
4 MAFAC and you all's involvement, and we do value  
5 your involvement and your -- and your help on these  
6 issues and your advice on these issues.

7 And so I'd just like to say I'm sorry  
8 I'm not there. I look forward to talking to Tony  
9 when you all get through from his perspective and  
10 as we move forward.

11 So if there are any questions, I'll try  
12 to answer them, but I just did want to take time to  
13 just say -- to apologize and not much I can do  
14 about it but, you know, just let you know that I'm  
15 -- I'd rather be there than what I'm doing. I can  
16 tell you that. But it doesn't seem to work. You  
17 have to do what they tell you to do.

18 So if there are any questions -- I know  
19 -- like I say, we talked at length before Jim and  
20 Sam left and Laurel left, and so -- but we're just  
21 ready to hear from you.

22 MR. RAYBURN: We've never had beer this  
23 early in the morning, Bill. It's good you're not  
24 here.

25 (Laughter.)

26 CHAIRMAN HOGARTH: Lord help us. But I

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1 don't know -- I think the agenda's pretty  
2 straightforward. Aquaculture -- I think you've got  
3 the business report, the business strategy, and  
4 that's something that we need to really make sure  
5 that we've got the best foot forward we can put.  
6 You know, like I say, the Vision I think is  
7 extremely important because, you know, the  
8 recreational is growing, the recreational is  
9 concerned about a lot of the quotas and the  
10 allocation issues and, you know, commercial is  
11 concerned about do they have a future. Then when  
12 you put aquaculture in the middle of it, they  
13 continue to look at imports in our trade deficit, I  
14 think we do have some real challenges and I think  
15 it's important to sort of have a game plan for the  
16 future as to where we and the public see us going  
17 in fisheries. And it's too important, as you all  
18 well -- you've heard me say so many times -- it's  
19 too important to this country and to the economy  
20 not to have a real plan to move forward.

21 Okay?

22 MR. RAYBURN: Bill, could I ask a  
23 question? It's Ralph.

24 CHAIRMAN HOGARTH: Yeah.

25 MR. RAYBURN: I've been trying to  
26 figure out how to frame the question. It's on the

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1 Vision 2020. And what I'm trying to -- and maybe  
2 we'll get to that in our discussion, but I just --  
3 are we supposed to be in that projecting under the  
4 current climate, the current situation, the current  
5 regulatory regime what the fisheries will look like  
6 in, you know, 15 years out, in 2020? Are we  
7 supposed to develop what we would -- what we think  
8 would be the best position for the fisheries to be  
9 at in 2020 and some recommendations on how to  
10 achieve that vision?

11 CHAIRMAN HOGARTH: That's the latter.  
12 I think we need -- the climate we're in now, I  
13 think if you talk to most people, are not real  
14 happy. I think they feel -- the commercial guys  
15 feel like that they do not make -- can't make a  
16 living; they don't see a future. I think we need  
17 to look at what is the best climate. How can we,  
18 you know -- how do we envision fisheries in the  
19 U.S. being operated, managed, or whatever? You  
20 know, I keep saying we need to operate as a  
21 business, but most actual fishermen are not making  
22 much money, you know. I think our processors do  
23 much better but our, you know, rank and file  
24 fishermen are not making a living.

25 Is there any way -- we need to look  
26 forward as to how we can make this a business, how

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1 these people can have more control over how they  
2 fish, so to speak, how can we make it sustainable,  
3 how can we make it so that they can control the  
4 markets better rather than flood the market eight  
5 days out of the month like we do red snapper.  
6 We're moving it through now but, rather than  
7 flooding it with eight days and then it's shut  
8 down.

9 We need to try to look at how we keep  
10 the markets open, how we keep, you know, the  
11 charter boats operating, you know, nine or ten  
12 months out of the year rather than in some  
13 instances four or five months. We need to look at  
14 it as a business. You know, what changes need to  
15 take place? If we need to change things we have in  
16 place here that we control, it's one thing. We  
17 tried to look at some of this in Magnuson, you  
18 know. If we need to go back to the Hill, then I  
19 think we go back to the Hill. I think we need to  
20 have a game plan that we can sell and whatever it  
21 takes to implement that, we need to do it.

22 By the way, Magnuson is also not going  
23 anywhere. The House -- we're still working and  
24 there's a slight chance that the House -- well, I  
25 don't think there's any chance of it now 'cause  
26 they're leaving Friday. We were trying to get it

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1 back on the calendar for this week. It's not on.  
2 Now it looks like we may have a slim chance of  
3 getting it back on the agenda for September. But  
4 being there for 12 days, it's -- and they haven't  
5 done budgets and several other things, whether  
6 we'll get it through or not, I -- I have talked to  
7 Senator Stevens a little bit and will talk to him I  
8 guess Friday again to see if there's any way we  
9 could attach it to something else and see if we  
10 could get it through without having to have a  
11 separate House bill. But I'm really concerned that  
12 Magnuson is not going where it needs to go and it's  
13 extremely important I think to have the Magnuson  
14 bill and we need to try to do what we can to get  
15 the House people to let it move. But it appears  
16 that the environmental groups have pretty much  
17 bogged that down, not liking the rebuilding time  
18 frame, and so we're trying to see if there's any  
19 way we can get it off in the House, but at least  
20 get it to a conference because we think the Senate  
21 bill is good and parts of the House is good, but  
22 right now we don't even have a Magnuson.

23 And if it doesn't get done this year,  
24 then we have to start all over next year, which  
25 will not be very good. So, you know, if this  
26 doesn't go through, one of the options, I guess, is

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1 to go back and look at National Standard 1, which I  
2 dropped because I thought the House was going -- I  
3 mean, the Senate and House was going to do a  
4 Magnuson.

5 So we'll have to see where we go. But  
6 now back to your original -- your question, Ralph,  
7 we need to look out of the box, so to speak, and,  
8 you know, how would you have -- if you were a CEO  
9 of fisheries for the U.S., how would you manage  
10 this as a business and how would you operate it is  
11 really what I'm looking at.

12 MR. RAYBURN: If I could follow up.  
13 What -- the other aspect of that, Bill -- this is  
14 Ralph again -- is what relation does the business  
15 aspect of the fisheries and the preservation of the  
16 coastal fisheries' community, how do those two  
17 things weigh into what you see that's -- the vision  
18 of the Agency should be? Because it seems like,  
19 you know, response to coastal disasters and stuff  
20 is more of a coastal community, fishing community  
21 resiliency issue and not so much the actual  
22 fisheries.

23 So how do you balance business and  
24 coastal community, fishery community in light of  
25 the objectives of the Agency?

26 CHAIRMAN HOGARTH: Well, I think --

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1       Ralph, I think, you know, I guess we look at the  
2       fishing community, because we think that is the  
3       infrastructure that's necessary to advise both  
4       recreational and commercial fishing. If we lose  
5       the infrastructure of the communities, I think we -  
6       - you know, we'll have a tough time.

7                 And so I think -- I think -- my  
8       personal opinion is all of that is sort of part of  
9       being the CEO who's going to operate fisheries.  
10      How do we maintain an infrastructure, how do we  
11      maintain the community structure with, you know,  
12      ice houses. I heard last week, for example, on the  
13      West Coast they can't even afford to have ice  
14      anymore. The last ice plant went out because it  
15      didn't make enough money to operate with the small  
16      fisheries that we have anymore.

17                So, you know, I think it goes through -  
18      - the marine supply companies were saying, Fifty  
19      percent of my business is coming from commercial  
20      fishing and I've lost, you know -- of that 50  
21      percent, I've lost 45 percent of it.

22                So I think it's a big -- the big  
23      picture that we really have to look at, but one --  
24      the main aspect that we operate would be, you know,  
25      the fishing -- but I think, in looking at it, we  
26      have to be -- recognize that these other parts of

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1 the infrastructure are extremely important and I  
2 think have to sort of talk about that and make some  
3 type of recommendations on the importance and the  
4 needs.

5 But I think disasters have come a  
6 little tough right now. I think we -- I don't know  
7 how we're going to deal with disasters in the  
8 future because I think what's happening is that the  
9 fishermen are hanging on by threads and so far in  
10 debt, most of them, that when a disaster comes,  
11 they have no way out and, you know, they're just --  
12 that's just sort of the straw that breaks.

13 And that's one of the big issues that  
14 we have is if there are more -- if you're operating  
15 a business and there are more -- making money, can  
16 they keep -- you know, keep their boats in repair,  
17 keep insurance, build a little nest egg so if they  
18 have a small disaster, it doesn't, you know, break  
19 them totally. And I think that's what we're seeing  
20 now -- that you can't hang on by a shoe string in  
21 this business that's pretty costly.

22 I mean, most of these vessels probably  
23 pay 5- to \$10,000 a year just for insurance and  
24 maintenance type things, and they're not being  
25 maintained and that's what bothers me, I guess.

26 The day I left Newport, Coos Bay last

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1 week, I think the next day three fishermen on one  
2 boat had given up on salmon trying to go way  
3 offshore to fish for tuna in a 38-foot boat, had to  
4 be rescued. So the safety aspect is something else  
5 I think we really have to become more -- recognize  
6 more as we manage.

7 MR. RAYBURN: Thank you.

8 CHAIRMAN HOGARTH: Okay.

9 CHAIRMAN BALSIGER: Thanks, Bill. This  
10 is Jim. Can you hear me?

11 CHAIRMAN HOGARTH: Yeah.

12 CHAIRMAN BALSIGER: I'm not sure how  
13 much time you have, but I -- before you leave, we'd  
14 as a group in your presence like to recognize the  
15 trip to the shellfish farms yesterday. Bill Dewey  
16 put on a fabulous show and a very hospitable lunch,  
17 and I missed it and you missed it, but I think we  
18 ought to pat him on the back.

19 (Applause.)

20 CHAIRMAN HOGARTH: I think those guys  
21 have really shown here what you can do with  
22 aquaculture and I think, you know, I was impressed  
23 when I went there several years ago, before I even  
24 left North Carolina, trying to learn what they were  
25 doing to see if we could utilize some of it in  
26 North Carolina. And I think they really -- they're

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1 doing a lot of good work.

2 Folks, I do have to run. I'm supposed  
3 to be at 11:30 at another place that's about 15  
4 minutes from here, so if you need me during the  
5 week, holler. I look forward to getting the report  
6 from when you get back, and Tony hasn't said  
7 anything. I hope he's there and in rare form  
8 because he's got a lot of work to do this week.

9 MR. DiLERNIA: Oh, yeah. We'll take  
10 care of it.

11 CHAIRMAN HOGARTH: Okay. All right.  
12 And I'd like to say Mary Hope is there. She's  
13 staffing the 2020 and also we look to her to --  
14 when you talk about the sustainable fisheries  
15 leadership awards, we will probably -- we'd like to  
16 use her foundation to go out and advertise and so  
17 we can make sure that it looks like it's -- make  
18 sure that it is impartial and unbiased. We want to  
19 make sure that it does and we can have what NOS did  
20 with the Sanctuaries, that a law will still be  
21 involved and doing the videos and making sure it  
22 comes off. But we want to make sure that we get  
23 wide support for it, wide distribution, and then  
24 that MAFAC has a lot of people to review when we  
25 look at the awards.

26 So thanks a lot and, please, if you

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1 need anything, give me a holler.

2 MR. RAYBURN: Thanks, Bill.

3 CHAIRMAN BALSIGER: Thanks, Bill.

4 CHAIRMAN HOGARTH: All right. Bye-bye.

5 CHAIRMAN BALSIGER: Okay. With that  
6 start, at the very front here, before we do  
7 introductions, I'd like to mention Steve Joner, who  
8 works with the Makah Tribe has a few words to say  
9 and introduce a man.

10 MR. JONER: Sure. Well, I'm one of the  
11 I guess three-host members, along with Bill and  
12 John, although I think I live farthest away. I  
13 live about seven miles west of you, so you should  
14 be doing this. Anyway, it's traditional  
15 for the tribe, the host tribe of the area, to give  
16 a welcome and the host tribe for the City of  
17 Seattle is Mukelshoot (ph), and I checked with them  
18 and they said no. You guys do it. Go ahead.  
19 That's part of the protocol.

20 So I asked Micah McCarty -- Micah is  
21 here this morning -- he's on the Makah Tribal  
22 Council, and he's going to give a welcome and  
23 blessing to our time this week and then you all  
24 probably know we're going to visit Manchester  
25 tomorrow where we hope to have a good time around a  
26 sockeye salmon dinner and some traditional Makah

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1 songs and dances and it's going to be a tough act  
2 to follow Bill, but we'll do our best.

3 Micah.

4 MR. McCARTY: Thank you, Steve. Well,  
5 I was thinking a lot about what I'd say, but I  
6 think I'm just going to go ahead and share a little  
7 bit of what I've been thinking about most  
8 importantly.

9 As a treaty tribe, we often are  
10 reiterating and sounding like broken records among  
11 ourselves about what it means to be a treaty tribe.  
12 And, first of all, I'd like to thank you all for  
13 the important work that you're doing because, in my  
14 view, it's an important aspect of maintaining  
15 treaty rights. I'd like to first share with you a  
16 perspective on American democracy that the founding  
17 fathers of the United States of America had entered  
18 into negotiations with the Iroquois confederacy and  
19 those negotiations were apparently aimed at  
20 articles of the confederation. So a lot of the  
21 words of the founding documents of this nation have  
22 been in part influenced by the American philosophy.

23 And so just with that in mind, I'd like  
24 to share a little bit more about how this whole  
25 American democracy came to this area. And with the  
26 United States being very young and having a destiny

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1 to manifest, being the manifest destiny, there was  
2 important interest in securing title to the land  
3 out here, particularly with competition from  
4 foreign powers. It was -- in 1790, there was a  
5 Spanish fort in Neah Bay and that Spanish fort was  
6 put there to monitor the British trading activity  
7 in the vicinity.

8 The Spanish had a much stronger  
9 presence on Vancouver Island and they were doing a  
10 lot of trade there and what the British were up to  
11 in the area, to the back door of this trading post,  
12 was very important, so there was a Spanish port  
13 placed in Neah Bay. Russians had come down. The  
14 French, obviously the British were around. And so  
15 for a fledgling United States Department of -- or  
16 State Department, securing the title out here and  
17 safeguarding a settlement was very important.

18 And so among some of the things in  
19 preparation to gain title was the recognition of  
20 preexisting rights to the Natives, particularly  
21 with title to the land. And then, therefore, once  
22 successful treaty negotiations were taken care of,  
23 then the United States could turn to the  
24 international interest and say, We have legitimate  
25 title from the original occupants.

26 And, you know, it was a very strong

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1 message that the United States was able to achieve  
2 and, therefore, the current foundries that we have  
3 out here on the West Coast are a major part of that  
4 act.

5 So oftentimes I hear rhetoric about  
6 treaty rights and how they're archaic and how we  
7 need to move on and some of the things about  
8 special rights of Native American peoples, but I  
9 think it's often done with -- some of these  
10 comments are often coming from an ignorant  
11 perspective on things that were not necessarily put  
12 into the history books that we grew up with.

13 So, with that in mind, I just wanted to  
14 let you know that there's an aspect of history and  
15 a relevance to treaty rights that I think is  
16 important to understand and share with people that  
17 may not have already understood that.

18 So thank you for that. And also would  
19 like to share with you the namesake of this town.  
20 The City of Seattle is named after a chief named  
21 Seatt (ph) and, along with Muckleshoot, Seatt's  
22 parents were Duwamish and Suquamish. Seatt's  
23 mother was from the Duwamish Tribe, which is at the  
24 south end of Elliott Bay here where the Duwamish  
25 River comes out, and his father was from Suquamish,  
26 which is a ferry boat ride over across to

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1 Bainbridge Island and behind there is the Suquamish  
2 Reservation.

3           And the Chairman of the Suquamish Tribe  
4 had asked me at another conference he wasn't able  
5 to make to just reiterate that Seattle has always  
6 been a very international location with several  
7 tribes in the city having overlapping territories  
8 and, through intermarriages, there is sort of a  
9 melting pot, if you will, of local tribal interest  
10 and language groups.

11           So with that in mind, I'd like to share  
12 with you a prayer song that is consistent with our  
13 ancestors and, with that in mind, I'd also just  
14 want to share that the oral history that we pass on  
15 in the songs and the dances that you'll be  
16 witnessing tomorrow, those are all connected with  
17 what we consider the spiritual interconnectivity  
18 with our treaty rights.

19           The treaty rights are traditional  
20 resources and our culture is based on the  
21 relationship that we've always had with these  
22 resources. And the -- the longevity of all this  
23 and what I would call the integrity of our oral  
24 history is the living breath of our ancestors. And  
25 so it's only fitting that this song is a homage to  
26 our ancestors.

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1 (Prayer song performed by Mr. McCarty.)

2 Thank you.

3 CHAIRMAN BALSIGER: Thank you very  
4 much. Thank you. That was good.

5 Let's see. Just a few comments and  
6 we'll perhaps go on and introduce ourselves.

7 This is Frank Lockhart, who's here on  
8 behalf of Bob Lohn, who is the Regional  
9 Administrator for NOAA Fisheries in this region.  
10 Bob's busy but Frank's here, so we've got lots of  
11 hosts and help here.

12 MR. LOCKHART: I have just a quick  
13 welcome to Seattle. This is where the Northwest  
14 Region is headquartered and I'm the Assistant  
15 Regional Administrator for Sustainable Fisheries  
16 and work with the Council a lot on salmon harvest  
17 management and groundfish harvest management and we  
18 -- this is a unique region in that we do have the  
19 treaty tribes and, as co-managers, we work with  
20 them quite a bit. And so I'm very glad that the  
21 Makah are here and giving you an idea of kind of  
22 the unique nature of fisheries here.

23 And so, with that, I think I'll just  
24 say welcome again. Bob wishes he could be here,  
25 but there were some other things that he couldn't  
26 get out of. There's a lot of salmon litigation

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1 going on and there were a couple of things that he  
2 had to be present for down in Portland.

3 So, anyway, welcome and I look forward  
4 to meeting people here that I haven't met yet and  
5 reacquainting myself with a few that I haven't seen  
6 for a few years. So, anyway, welcome again and  
7 thanks for coming.

8 CHAIRMAN BALSIGER: Thanks, Frank. And  
9 in terms of us guys up here at the end of the  
10 table, we've got a couple of staff changes in  
11 fisheries since the last MAFAC meeting. Where were  
12 we?

13 MS. BRYANT: In Fort Lauderdale.

14 CHAIRMAN BALSIGER: Fort Lauderdale.  
15 That's where we were. I was at that time acting as  
16 the Deputy for Regulatory Affairs. Since that  
17 time, Sam Rauch has been -- become our permanent  
18 Fishery Service Deputy for Regulatory Affairs, so  
19 he'll be in that position for a while.

20 Dr. Rebecca Lent had been the previous  
21 deputy. I filled in for six months or so and now  
22 Sam's in charge of that. And so until next March  
23 or April or so when I intend to go back to Juneau,  
24 I have a different title which I'm still working  
25 on. It's probably like the sacrilegious potentate  
26 for all things domestic in the absence of Vuldar

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1 (ph). And so it doesn't exactly roll off the  
2 tongue or I'd give you the acronym.

3 But, anyway, I'm pleased to be able to  
4 help out here as much as I can. Bill's pretty  
5 busy, as you can tell, and so I'm just trying to  
6 pick up some pieces

7 We've also -- if you've looked through  
8 the agenda this morning, at the last MAFAC meeting,  
9 there was a conscious effort to try to narrow the  
10 focus of MAFAC agendas so we'd get more done on  
11 fewer issues. And this agenda, I'll just mention,  
12 has two main focuses. One is aquaculture and the  
13 other is the 2020 Vision document.

14 Nonetheless, there's a whole bunch of  
15 other pieces on here which we don't intend to take  
16 a lot of time but they're sort of head's up issues  
17 that have come up in the past couple of weeks,  
18 things that I think that MAFAC may be interested in  
19 and, if they are, we can put them on the agenda for  
20 future meetings and spend some time on them. But  
21 for right now, they tend to be 15- or 20-minute or  
22 sometimes half an hour introductions of different  
23 topics that have come to our attention that may  
24 pique your interest.

25 We think there will be time -- you  
26 know, but the main two issues are aquaculture and

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1 the 2020 document. We'll have a lot of time to --  
2 in the subcommittees -- that we call them  
3 subcommittee groups to work on those things.

4 I think I probably won't mention much  
5 more right now. Let's see. Let's go around the  
6 room and introduce ourselves first since there are  
7 few new people and one brand new MAFAC member,  
8 looking forward to working with her.

9 So I'm Jim Balsiger. We met Frank  
10 Lockhart, so let's go over here.

11 MR. JONER: Well, again, I'm Steve  
12 Joner with the Makah Tribe. I live in Port  
13 Angeles, Washington. And I don't want to exceed my  
14 limit here, but Mike Rust is here from the  
15 Northwest Science Center and he's going to talk  
16 today about stock enhancement. We saw a brilliant  
17 example of shellfish aquaculture yesterday down in  
18 the Shelton area, and one of the other aspects of  
19 the general term "aquaculture" is stock enhancement  
20 of wild populations, which is sorely and  
21 desperately needed here on the West Coast.

22 We're really walking a tightrope.  
23 We're trying to manage our fisheries around some of  
24 these overfished populations, some of which would  
25 take over a hundred years to rebuild with the very  
26 restrictive fisheries we now have. So, anyway, I'm

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1 very happy to see Mike here this morning and have  
2 that on the agenda because that's something that  
3 the Makah Tribe as well as many other parties here  
4 in the Northwest have done successfully with  
5 conservation and hatcheries for salmon and so this  
6 is a big event for us this morning to have this on  
7 the agenda.

8 MR. SCHWAAB: Eric Schwaab with the  
9 Association of Fish & Wildlife Agencies out of  
10 Washington, D.C. I guess I've sort of dropped the  
11 ball in not alerting Laurel to the fact that we  
12 have gone through a name change over the last few  
13 months and we dropped the "International" from our  
14 name, although it doesn't affect our mission at  
15 all. We represent state Fish & Wildlife agencies  
16 all across the country. All 50 states are members.

17 MS. LOWMAN: Dorothy Lowman. I'm a  
18 consultant based in Portland, Oregon and I do a  
19 variety of projects, but they tend to have the  
20 theme of dedicated access privileges. I've been  
21 working on -- for environmental defense on these  
22 kinds of issues off the West Coast and I've been  
23 working with a non-pollock, non-AFA catcher  
24 processors in Alaska on those also.

25 MR. O'SHEA: Good morning. Vince  
26 O'Shea, Atlantic States Marine Fisheries

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1 Commission, and I'm an advisor to MAFAC. Thank  
2 you.

3 MR. ROBERTS: Ken Roberts, Louisiana  
4 State University. Resource economics is my  
5 background and I'm proud to say I've turned in my  
6 retirement papers. October 31st -- and I'm very  
7 proud to say that my university chancellor who I  
8 work for still thinks fisheries is important in an  
9 Ag. school. My new vice chancellor replacement  
10 will be Secretary of Department of Wildlife &  
11 Fisheries, Dwight Langer, Northern Louisiana, so  
12 we've got a Cajun in charge and he's a fisheries  
13 person in the vice chancellor's slot, so I'm very  
14 proud of the fact that my university thinks that  
15 highly about fisheries.

16 MR. LEIPZIG: I'm Pete Leipzig with the  
17 Fishermen's Marketing Association. I represent  
18 groundfish and shrimp trawl fishermen in Washington  
19 and Oregon and California, and I'm based out of  
20 Eureka, California.

21 MS. TOOLEY: My name is Mary Beth  
22 Tooley and I'm from Camden, Maine, East Coast  
23 Ecologic Association. Our vessels are fishing in  
24 the Northeast for herring and mackerel.

25 MR. BILLY: Tom Billy. I'm President  
26 of International Food Safety Consultants, and a

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1 long-time federal career here, been 23 years with  
2 NOAA.

3 MR. RAYBURN: I'm Ralph Rayburn. I'm  
4 the Associate Director of the Texas Sea-Grant  
5 Program and operate the Sea-Grant Extinction  
6 Program for Texas.

7 MR. FISHER: I'm Randy Fisher with  
8 Pacific States Marine Fisheries Commission out of  
9 Portland, Oregon.

10 MR. RAFTICAN: Tom Raftican with the  
11 United Anglers of Southern California and United  
12 Anglers representing recreational anglers in  
13 California.

14 MR. MOORE: I am Chris Moore. I work  
15 for NOAA Fisheries in Silver Spring. I'm the Chief  
16 of the Partnerships and Communications Division.

17 MR. RUST: I'm Mike Rust with the  
18 Northwest Fisheries Science Center where I'm  
19 assigned. Steve's already talked about me, so I  
20 don't need to say any more.

21 MR. RUBINO: Michael Rubino. I'm the  
22 Manager of NOAA'S Aquaculture Program. You'll hear  
23 more from me later this morning.

24 MR. SIMPSON: Larry Simpson, Executive  
25 Director of the Gulf States Marine Fisheries  
26 Commission, and I'm one of your advisors.

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1                   MR. FLETCHER: I'm Bob Fletcher, the  
2                   President of Sportfishing Association of  
3                   California. I represent about 150 commercial  
4                   passenger fishing vessels in Southern California  
5                   and the live bait harvesting industry in Southern  
6                   California.

7                   MR. FORSTER: I'm John Forster. I've  
8                   worked in the aquaculture industry all my life, and  
9                   the last 21 years of that have been spent here in  
10                  Washington.

11                  MS. FOY: I am your new member. I'm  
12                  Catherine Foy. I was busy last time you were in  
13                  Fort Lauderdale, having a baby boy, so please  
14                  forgive my absence. You probably wouldn't have  
15                  wanted me there anyway. I am a marine ecologist by  
16                  training and more recently a marine mammal  
17                  biologist. I'm the Steller Sea Lion Project  
18                  Manager for the Aleutians East Borough. There's a  
19                  very, very commercial fishery area of the world  
20                  that's almost exclusively there. Their entire  
21                  income comes from commercial fisheries in that  
22                  area.

23                  So most recently, I have started  
24                  working on coordinating an EIS because we have an  
25                  oil and gas lease coming up in the borough, so they  
26                  want to make sure that their commercial fishery and

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1 subsistence fishery interests are protected.

2 MS. O'MALLEY: Hi. I'm Rachel O'Malley  
3 from NOAA's Office of Sustainable Fisheries.

4 MR. DORSETT: I'm Chris Dorsett with  
5 the Ocean Conservancy's Gulf of Mexico Regional  
6 Office in Austin, Texas.

7 MS. McCARTY: I'm Heather McCarty. I'm  
8 from Juneau, Alaska. I'm a consultant with  
9 commercial fisheries, but I also work with the  
10 University of Alaska School of Fisheries and Ocean  
11 Sciences running a research program that's funded  
12 by industry, by the At Sea Processors Association.

13 One of my major clients is a large  
14 processor in Kodiak. I also work with fishermen's  
15 groups and I also represent a CDQ group, community  
16 development quota group, in the middle of the  
17 Bering Sea.

18 MR. DEWEY: And good morning. I'm Bill  
19 Dewey with Taylor Shellfish Company here in  
20 Washington State, another new MAFAC member.  
21 Looking forward to that involvement. I got my  
22 degree in shellfish biology and fisheries  
23 management, Bachelor's degree, from UW here in  
24 Seattle back in 1981 and have worked in the  
25 shellfish industry since. And welcome to Seattle  
26 and sorry to those who couldn't make yesterday's

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1 tour and hope everyone that did has recovered. It  
2 was a long day I think for everybody.

3 Thank you.

4 MR. RAUCH: I'm Sam Rauch. I'm the, as  
5 Jim said, the new Deputy Assistant Administrator  
6 for Regulatory Programs.

7 MR. DiLERNIA: And I'm Tony DiLernia.  
8 I'm a faculty member with the City University of  
9 New York, Kingsborough Community College. I run  
10 their Maritime Program and I also have -- been  
11 doing charter boat business in New York for about  
12 30 years.

13 MR. BRYANT: And I'm Laurel Bryant,  
14 Executive Director for MAFAC, and I'm also from  
15 Seattle, born and raised, and a UW alumni, so it's  
16 great to always be home, so I get to welcome  
17 everybody to my hometown, too.

18 CHAIRMAN BALSIGER: Dr. McIsaac.

19 MR. McISAAC: I'm Don McIsaac. I'm the  
20 Executive Director of the Pacific Council. Our  
21 office is in Portland, Oregon.

22 MS. BUTZLER: I'm Rachel Butzler and  
23 I'm with Sustainable Fisheries in Silver Spring,  
24 Maryland.

25 MR. GRIFFIN: I'm Kerry Griffin. I  
26 work for NOAA's Office of Habitat Conservation and

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1 I staff aquaculture issues for that office, which  
2 is why I'm here.

3 MR. McCARTY: And I'm Micah McCarty.  
4 Couple of things. My dad's out fishing right now  
5 for salmon and we think there's a lot of important  
6 work coming up and we're watching closely with what  
7 Mike Rust has been able to achieve, and we're  
8 hopeful that as our reliance on salmon shifts to  
9 more marine fish, that we're also able to come up  
10 with ways of being responsible stewards.

11 MS. KLINGER: I'm Terri Klinger from  
12 the University of Washington. I'm also the Chair  
13 of the Olympic Coastal National Marine Sanctuary  
14 Advisory Council, and Steve invited me I think in  
15 that capacity. The Advisory Council is interested  
16 in just learning more about how fisheries are  
17 managed within the sanctuary and, as you know, the  
18 sanctuary is fully within the treaty drives. We  
19 have the pleasure of working with Steve and Mike  
20 and other travel biologists. So thank you for  
21 coming here.

22 MS. CHAVES: Linda Chaves. I'm Senior  
23 Advisor on secret industry issues to Bill Hogarth,  
24 and I worked in Silver Spring for many, many years  
25 but I've gone back to Seattle.

26 MR. MOOREHEAD: Good morning. Bruce

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1 Moorehead. I'm a consultant with Aquaculture  
2 Program.

3 MR. LEE: Good morning. I'm Brian Lee,  
4 Alaska Sea-Grant. I'm a director there as part of  
5 the college program, the NOAA program, and Ralph  
6 Rayburn asked me to come and it's a pleasure to be  
7 a guest here and I enjoyed the field trip yesterday  
8 and looking forward to discussions of aquaculture  
9 and fisheries. I'm (indiscernible) Sea-Grant on  
10 seafood science and technology. Ralph is in  
11 fisheries. We have an aquaculture group and we've  
12 aggregated that into a important sustainable  
13 fisheries and safety -- food safety initiative on  
14 behalf of Sea-Grant. So we are looking forward to  
15 kind of coordinating and talking and networking  
16 here.

17 So thank you for having me.

18 MS. KATSOUROS: I'm Mary Hope  
19 Katsouros. I'm President of Fish For the Future  
20 Foundation, which is dedicated to re-educating the  
21 American public for the importance of and the need  
22 for a vibrant, healthy, sustainable fishing  
23 industry.

24 I also have a (indiscernible).

25 MR. DAVIS: Shannon Davis from a  
26 consulting firm called the Research Group out of

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1 Corvalis. We do fishery description projects.

2 CHAIRMAN BALSIGER: Okay. I think  
3 that's it. Laurel, do you have any words of wisdom  
4 before we kick off?

5 MS. BRYANT: Only thing I want to  
6 remind folks that if you're not a MAFAC member,  
7 whether that means you're staff, visiting public,  
8 guests, please make certain that you sign in during  
9 this. This is a public meeting and we want to make  
10 certain that we keep those records straight. So  
11 I'd appreciate that.

12 AUDIENCE MEMBER: Where is the sign-in  
13 sheet?

14 MS. BRYANT: It's actually out front on  
15 that table. So at breaks or whatever, but I just  
16 want to make certain that we get everyone's name  
17 and affiliation down. It would be great.

18 CHAIRMAN BALSIGER: Okay. I don't know  
19 if you have any control over this, but does  
20 everyone like the temperature in here? Too cold?

21 UNIDENTIFIED SPEAKER: Sounds like it's  
22 just right.

23 CHAIRMAN BALSIGER: Is there a  
24 consensus? Do we like it? Okay. I guess we like  
25 it.

26 MR. JONER: We're making up for

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1 yesterday. We're still trying to --

2 CHAIRMAN BALSIGER: Okay. So now what?

3 MS. BRYANT: We're going to need to get  
4 Rebecca on line for your bottom --

5 CHAIRMAN BALSIGER: Do you want me to  
6 go up there?

7 MS. BRYANT: And I think you're going  
8 to need to go up there because Rebecca couldn't  
9 hear. They just can't hear anything and there's no  
10 phone jack. That's the only thing we've got.

11 CHAIRMAN BALSIGER: Okay.

12 (Pause.)

13 CHAIRMAN BALSIGER: So we're going to  
14 get Rebecca Lent on line and we're going to quickly  
15 do this United Nations high sea bottom trawling  
16 issue.

17 (Pause.)

18 CHAIRMAN BALSIGER: Everybody ready to  
19 hear bottom trawling. Rebecca, do you want to say  
20 some words about background on this before we  
21 quickly go through the PowerPoint?

22 MS. LENT: Well, I think as a number of  
23 folks probably know, United Nations bottom trawling  
24 has been a big issue. We've been trying to follow  
25 that closely and make sure that any commitments we  
26 make internationally are consistent with what we

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1 are doing domestically. And Jim was able to sit in  
2 on a briefing the other day with State Department,  
3 who has the lead on U.N. issues, and we suggested  
4 that Jim give you all an update so that we have a  
5 good -- a good opportunity there with MAFAC to  
6 share this with you.

7 So take it away, Jim.

8 CHAIRMAN BALSIGER: Okay. Thanks. As  
9 Rebecca said, I sort of -- well, Rebecca invited me  
10 to a meeting that she had with the State Department  
11 when they were talking about this and I don't know  
12 much about State Department issues but I spent 30  
13 years in the council system and I know the  
14 stakeholders don't like to be surprised. So I said  
15 we should start involving people and it just  
16 coincidentally happened that MAFAC was meeting this  
17 week. So this is just a head's up informational  
18 thing and, again, questions -- if you want to  
19 pursue it more, we can talk about it more, but  
20 let's look quickly at these slides.

21 I think that you all have copies of  
22 this, I understand, but you can turn them off, I  
23 guess, unless -- well, other people want -- can you  
24 take notes? Do you care? You have it.

25 Okay. This slide points out that in  
26 2004 there was a United Nations General Assembly

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1 resolution where the states agree to review within  
2 two years progress taken in response to the request  
3 looking at fishing on the high seas, to put it very  
4 briefly.

5 The United States has been an  
6 international leader in protecting vulnerable  
7 marine ecosystems within the EEZs, and I think most  
8 people probably are familiar with the work that's  
9 been done in the North Pacific Council, the Pacific  
10 Council, and the New England Council where  
11 vulnerable bottom types such as corals have been  
12 protected under the Magnuson Act under EFH and the  
13 HAPCs and it's sort of a model for what the United  
14 States would like to push through the United  
15 Nations.

16 So fishers beyond the EEZs now must be  
17 -- U.S. fishermen must be permitted under the High  
18 Seas Compliance Act -- they have to have High Seas  
19 Fisheries Compliance Act permits and they're  
20 subject to conditions under both the Endangered  
21 Species Act and under NEPA.

22 Internationally, the inter-agency  
23 processes work with the State Department and the  
24 NOAA international offices and the NOAA Fisheries  
25 International Office, which is where Rebecca Lent  
26 sits. So we have this potential proposal that

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1 would include freezing the footprint of bottom  
2 trawling on the high seas where there are no  
3 management agencies in place.

4 It would require environmental  
5 assessments for new bottom trawling activity. This  
6 would not impact U.S. fishers in the U.S. fishing  
7 zones because all of the U.S. EEZs are subject to  
8 management by regional fishery management  
9 organizations, which everyone knows here in this  
10 country are the councils working with the Secretary  
11 of Commerce.

12 MS. LENT: Again, this is Rebecca. Let  
13 me just clarify that all of this U.N. stuff only  
14 applies to high seas and there's slight differences  
15 whether it's an area -- or a fishery covered by an  
16 RFMO or not. Thanks.

17 CHAIRMAN BALSIGER: That's -- thank  
18 you, Rebecca. And so just to clarify that, we're  
19 only talking about high seas beyond the EEZs of  
20 every country and where there are high seas areas  
21 that are managed by some organization, the idea  
22 would be to have those managing organizations set  
23 the management rules. But on the high seas, where  
24 there are no management organizations in place,  
25 this is where this would apply should it go through  
26 the United Nations Assembly.

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1 So we're --

2 MR. SIMPSON: Jim, can you give me an  
3 example of a bottom trawling fishery in the high  
4 seas?

5 CHAIRMAN BALSIGER: I think that --  
6 Rebecca, is it accurate that we believe that there  
7 are no bottom trawling fisheries operating in the  
8 high seas right now?

9 MS. LENT: By the United States, yes.  
10 That's what we have understood from our regional  
11 administrators and our fishing industry.

12 MR. SIMPSON: Okay.

13 CHAIRMAN BALSIGER: And do we have  
14 other -- are we aware of other nationalities with  
15 bottom trawling operations in the high seas right  
16 now?

17 MS. LENT: Yes, sir. One example would  
18 be some of the orange roughy type fisheries that  
19 are outside the CAMLR (ph?) area.

20 CHAIRMAN BALSIGER: So --

21 MR. SIMPSON: This doesn't apply to  
22 things like mining; right?

23 MS. LENT: No. This is just bottom  
24 trawling fishing.

25 MR. DiLERNIA: Rebecca, Tony DiLernia.

26 MS. LENT: Hi, Tony.

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1                   MR. DiLERNIA: Hi, Rebecca. What about  
2 some of the activities in the New England area on  
3 the NAFO? Would -- isn't there a -- I think  
4 there's a squid fishery that goes on, a U.S.  
5 fishery, although I think that's big water -- but  
6 there was some -- I thought there was also some  
7 bottom trawl activity outside of 200 miles that was  
8 regulated by the NAFO group.

9                   MS. LENT: Yes, but our understanding  
10 is there wouldn't be any U.S. folks involved in  
11 that but, Tony, if you have other information or  
12 others there, we'd appreciate hearing about that.  
13 And, in any case, that would be regulated under  
14 NAFO.

15                   CHAIRMAN BALSIGER: So I think the  
16 premise here is that outside of the EEZs of any  
17 country and in areas where there is no management  
18 body, --

19                   MR. DiLERNIA: Okay.

20                   CHAIRMAN BALSIGER: -- that's where  
21 we'd have this work. So if NAFO is regulating some  
22 area, then we're not worried about that. The  
23 response -- we'll work with that responsible group  
24 to try to have that international management agency  
25 also protect vulnerable bottom types if they exist  
26 there, but this particular -- through the United

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1 Nations program wouldn't apply there.

2 MS. LENT: Well, Jim, let me just  
3 clarify. I think in some cases such as NAFO and  
4 NEAFC, there has indeed been some analyses and some  
5 control which would be consistent with what this  
6 proposal calls for. Even where there are RFMOs,  
7 the idea is don't go beyond where you're bottom  
8 trawling now unless you have good evidence that it  
9 wouldn't have an impact.

10 CHAIRMAN BALSIGER: Anything else?

11 MS. LENT: Thank you. Go ahead. I'll  
12 try not to interrupt you again.

13 CHAIRMAN BALSIGER: No, please do. But  
14 that's the end of my -- that's the end of your  
15 presentation you gave me, so, again, it was a  
16 head's up. We wanted to make sure that people knew  
17 that, through the United Nations -- I think that's  
18 starting next month, is it not, Rebecca, that the  
19 U.S. will be pursuing this?

20 MS. LENT: Early October and late  
21 October, November will be the U.N. General Assembly  
22 Fisheries part of the discussion.

23 CHAIRMAN BALSIGER: Any other  
24 questions? If not --

25 MR. DiLERNIA: Rebecca, will you be in  
26 New York at that time?

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1 MS. LENT: Actually, this is headed up  
2 by the State Department and Liz English and Pat  
3 Moran of my staff will be there, Tony.

4 MR. DiLERNIA: Okay. Thank you.

5 Okay. We have some questions, Rebecca.  
6 I see -- first Pete Leipzig and then Ralph Rayburn.  
7 Pete.

8 MR. LEIPZIG: Well, you mentioned an  
9 orange roughy fishery and I'm just curious as to  
10 any attempt to do an inventory of the fisheries  
11 that -- where this is occurring?

12 MS. LENT: The U.N. did prepare a  
13 report on bottom trawling that sort of globally --  
14 what the different countries were doing within  
15 their EEZs and beyond. Liz, can you comment on  
16 that?

17 MS. ENGLISH: Yes. That was -- that  
18 was state submissions on actions they've taken to  
19 protect marine ecosystems from bottom fishing. Are  
20 you talking about an inventory of the orange roughy  
21 stocks themselves?

22 MR. LEIPZIG: No. I'm talking about an  
23 inventory of where bottom trawling is occurring  
24 outside of any EEZ and outside the authority of any  
25 management organization.

26 MS. ENGLISH: Yeah. That was the

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1 report that was just put out by the Secretary  
2 General. You can find that report -- and I can  
3 pass that website on -- on the "Law of the Sea."  
4 If you just type in Google "Law of the Sea," you'll  
5 find -- that's the U.N. site and the report's  
6 there.

7 MS. LENT: But we'll get that to you  
8 all at MAFAC so Rachel or Laurel can write that up  
9 on the board.

10 MR. LEIPZIG: Okay. Thank you.

11 MS. LENT: Thank you, Pete.

12 MR. DiLERNIA: We have a second  
13 question, Ralph Rayburn. Ralph.

14 MS. LENT: Hi, Ralph.

15 MR. RAYBURN: Hi, Rebecca. How are  
16 you?

17 MS. LENT: Rockin' and rollin'.

18 MR. RAYBURN: I bet you are. It seems  
19 like there's more and more emphasis on the  
20 international aspect of it. I was wondering  
21 whether it would be of interest for you all at  
22 MAFAC to consider a working group or maybe an ad  
23 hoc subcommittee on the international field to give  
24 you more direct contact with the subcommittee and  
25 work with MAFAC that way, or -- have you all  
26 thought about that?

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1 MS. LENT: As the International Office  
2 Director, I would welcome that. I think that would  
3 be a fabulous idea. We'll leave it up to the folks  
4 who run MAFAC to see if they're willing to consider  
5 that.

6 MR. RAYBURN: Okay. Thanks.

7 MS. LENT: Thanks, Ralph.

8 CHAIRMAN BALSIGER: By the way, you  
9 guys run MAFAC.

10 MR. RAYBURN: Oh, no. I just was  
11 curious from Rebecca 'cause it seems more and more  
12 that that's -- there's some emphasis there and so  
13 if MAFAC could establish some kind of a knowledge  
14 base, it might help in the process.

15 MS. LENT: That would be great.

16 MR. RAYBURN: Absent another advisory  
17 group that you make.

18 MR. DiLERNIA: Are there any other  
19 questions for Rebecca? Jim?

20 CHAIRMAN BALSIGER: No. We're good.

21 MR. DiLERNIA: Thanks.

22 MS. LENT: Well, Jim, as the U.N.  
23 meeting progresses, we'll be happy to provide  
24 updates to MAFAC.

25 CHAIRMAN BALSIGER: Thank you.

26 MS. LENT: Thank you, folks.

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1 MR. DiLERNIA: Thanks a lot.

2 MS. LENT: Thanks, Jim.

3 MR. DiLERNIA: Okay. Next is budget  
4 summary.

5 CHAIRMAN BALSIGER: Okay. We have just  
6 a few slides on the budget here. Both the '06  
7 supplemental from our perspective is all hurricane  
8 stuff for the Gulf of Mexico that we'll page  
9 through at a very high level.

10 So the next slide, please. That's hard  
11 to see. So the top part of this table here is the  
12 hurricane supplemental -- I think everyone can see  
13 those numbers. It's not a dark problem, is it?

14 MS. BRYANT: This is in the pocket of  
15 your binder, in the front pocket.

16 CHAIRMAN BALSIGER: And you have copies  
17 of this.

18 MR. DiLERNIA: Just came in this  
19 morning, so it's not -- hasn't been three-hole-  
20 punched.

21 CHAIRMAN BALSIGER: So the top table --  
22 look at the last column on the right. After  
23 working through the requests from the President and  
24 what the House and the Senate did, this is how much  
25 money we ended up with. For a while, we were  
26 hoping, as you can see under the '06 Senate mark,

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1 we might be getting as much as a billion dollars  
2 for this, but it ended up being \$118 million, some  
3 money from agriculture, some construction funds,  
4 which is what the PAC part is. ORF is operations  
5 and research, basically, and some facilities. PAC  
6 is a construction fund. So we got a total of \$188  
7 million run through the fisheries budget for the  
8 hurricane supplemental.

9 On the next -- can we go to the next  
10 slide before we look at that bottom part. This  
11 shows basically where the 118 million -- or 188  
12 million for the hurricane supplemental went.  
13 Hundred and eighteen million in ORF was 90 million  
14 oyster, shrimp, survey. You can read those  
15 numbers. Five million for industry assistance, 20  
16 million went to NOAA NOS, National Ocean Survey for  
17 Maps, updated charts because of changes in  
18 (indiscernible) and that kind of stuff, two million  
19 for ports, a million dollars for NOS tide gauges,  
20 and a \$38 million transfer from agriculture went  
21 largely to oyster receding rehabilitation and  
22 restoration, and the construction account, the \$32  
23 million, 20 million of that for Pascagula Lab  
24 reconstruction, which was wiped out by the  
25 hurricanes and 12 million for -- let's see -- NMAO  
26 is our group that runs the ships and the planes.

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1 UNIDENTIFIED SPEAKER: Marine & Navy  
2 Aviation Operation.

3 CHAIRMAN BALSIGER: That's it -- Marine  
4 & Aviation Ops.

5 Okay. The next slide shows the  
6 fisheries component a little bit more specifically,  
7 the \$132 million in the supplemental went to the  
8 Gulf States Marine Fish Commission. Laurel may  
9 want to talk about that. Otherwise, it's divided  
10 up largely by the states in that manner.

11 And then we got a little bit of that  
12 money went to Maine and Massachusetts for red tide  
13 research and a little bit for cooperative -- our  
14 end of the cooperative research.

15 Any questions on that supplemental  
16 part? Yes, please, Chris.

17 MR. DORSETT: Chris Dorsett. I was  
18 wondering about the timing of the distribution of  
19 funds and, Larry, is this, are the states -- did  
20 you just hand the money over to the states or are  
21 they applying for -- essentially submitting a  
22 proposal, We're going to do these things with it?

23 MR. SIMPSON: Yeah. It's, first,  
24 timing. As of last Tuesday, we finalized the  
25 cooperative agreement, the large package which  
26 includes all five of the Gulf states, in the

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1 Commission's activities. Also, the .8 million that  
2 the Commission's getting, which is spread out --  
3 this is all spread out in the five years -- is not  
4 part of the disaster money that's coming out of  
5 Memphis. So there's no --

6 All right. So that Tuesday, we  
7 finalized it. As of last Friday, I think, Chris,  
8 the package left the Southeast Regional Office to  
9 go to Headquarters. It's being reviewed now for  
10 legal and grants and, when that award occurs, it  
11 will then allow the release of money by the  
12 Commission to each of the five states through sub-  
13 awards. The sub-awards are definitive work,  
14 outlined with detailed cost element breakdowns and  
15 budget.

16 MR. DORSETT: Thank you.

17 MR. SIMPSON: When the money will  
18 actually go to an event in the state, there are  
19 some pre-award costs which have been -- which are  
20 allowed up to 90 days prior to approval. I know  
21 that in the State of Mississippi, they've already  
22 contracted to purchase culture material for oyster  
23 rehabilitation, so some of the money in  
24 technicality is already being spent, but gonna be  
25 paid at a later date. When it actually is awarded  
26 and occurs, I'll know about it probably a day

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1 before. It will be in the paper and some several  
2 Senators will announce it. Then we'll go about and  
3 do our work.

4 It's probably -- it's going to be  
5 spread out over five years, though, Chris.

6 MR. FISHER: That's a typo on Florida,  
7 isn't it?

8 MR. SIMPSON: Yes.

9 MR. FISHER: What are they getting? --  
10 about four, five?

11 MR. SIMPSON: Well, the numbers are not  
12 precisely correct. Florida, four million; Alabama,  
13 28 million; Mississippi, 35 million; Louisiana, 50  
14 million; Texas, three million.

15 MR. FISHER: That's before the  
16 cooperative search entity; right?

17 MR. SIMPSON: Yeah. This is just  
18 fishery stuff. That's -- that totals 128 million.  
19 Put -- the 128 million is made up of 90 million and  
20 38 on the oysters, so that's 128. The other stuff  
21 is red tide and other stuff.

22 MR. FISHER: So Florida is more like  
23 about four?

24 MR. SIMPSON: Four.

25 CHAIRMAN BALSIGER: I think Florida is  
26 four or five. I looked at those and it didn't

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1 register that they're way off.

2 MR. SIMPSON: I was looking at them  
3 when I was called on and that's not exactly -- they  
4 may --

5 CHAIRMAN BALSIGER: They obviously  
6 total way more than 128 there, so we can get -- we  
7 can get those correct numbers to you. We'll get  
8 back to our budget shop. Thanks, Larry. Ken?

9 MR. ROBERTS: Can you give us a few  
10 comments on what the history of the (indiscernible)  
11 was from USDA in the Fishery Service? The last  
12 experience we had in the Gulf with Hurricane  
13 Andrew, which was massive on the oyster industry -  
14 most people felt USDA did a tremendous job in the  
15 disaster money program that they had. And I'm just  
16 wondering why they're not a player this time, that  
17 they're just a conduit? Has anybody got any  
18 background there?

19 CHAIRMAN BALSIGER: Thank you.

20 MR. SIMPSON: They are. And in  
21 Louisiana, that was well stated, that they did a  
22 great job. The issue here has to do with the  
23 regulations within Department of Agriculture. Some  
24 of you may not know this, but in the State of  
25 Louisiana, there's an extensive leasing situation;  
26 they actually lease water bottoms rather than own

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1           them, Bill. They lease to the state.

2                         Now, the production is let's just say  
3           approximately 50/50. Private leases produce about  
4           50 percent of the oysters. Public grounds produce  
5           about 50 percent of the oysters. If the -- you  
6           went the agriculture route solely for the 38  
7           million, then all of that money would be utilized  
8           for public -- for private leases. The state would  
9           be considered an entity and, therefore, only  
10          allowed to receive about \$200,000. Two hundred  
11          thousand dollars for half of the production in  
12          Louisiana? I mean, when everybody had the equal  
13          loss? So that's why it was transferred from  
14          Department of Ag. so they wouldn't have to go by  
15          strict regulations of public and private  
16          limitations. Each entity is limited to \$200,000.

17                         So the state would be considered one  
18          entity for public grounds and, therefore, all of  
19          the public grounds would be limited to 200,000, so  
20          that's why it was transferred to allow that  
21          opening.

22                         MR. ROBERTS: Does the transfer then  
23          mean that the private industry people are left out  
24          now?

25                         MR. SIMPSON: Oh, no.

26                         MR. ROBERTS: No. They --

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1                   MR. SIMPSON: No. They can -- they can  
2 and will be given money as well as the public  
3 grounds. It was more a matter of not -- of  
4 excluding the public grounds than it was the  
5 private.

6                   MR. RAYBURN: Larry, do you recall  
7 right off what the value of oysters are in the Gulf  
8 of Mexico?

9                   MR. SIMPSON: I've heard it. I just  
10 can't -- I can't --

11                  MR. RAYBURN: I mean, that 38 million  
12 represents a pretty good chunk of that.

13                  MR. SIMPSON: Well, Louisiana's  
14 production of oysters is probably 85 percent of the  
15 entire Gulf of Mexico.

16                  MR. ROBERTS: I think we're about \$60  
17 million roughly in Louisiana, roughly.

18                  MR. SIMPSON: And that's 85 percent --  
19 75, 85 percent of the entire Gulf production.

20                  MR. RAYBURN: And you said 60?

21                  CHAIRMAN BALSIGER: Rachel, can you  
22 back up to that summary table, the first slide.  
23 Thank you. So the bottom half of this then is the  
24 '07 budget that we're looking forward to. It --  
25 the columns also show what we had in fiscal year  
26 '05, fiscal year '06, what was asked for by the

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1 Administration for fiscal year '07 by the President  
2 and it's got the House and the Senate mark, and you  
3 can see there's a long distance between the last  
4 two columns. The House mark was 539 million for  
5 NOAA Fisheries. The Senate mark is 813 million.  
6 So last year, we had 667 million. So it all  
7 depends on the conference report. You guys all  
8 know how that game is played. Most of that money's  
9 in -- actually, all the money in Senate and House  
10 mark is in the OR&Fs. There's nothing in the PAC  
11 that come up right now.

12 I actually don't know what's in the  
13 other column, unless Sam knows some of those  
14 things. There's 106 million other, which adds up  
15 to a big range between the '07 House mark and the  
16 '07 Senate mark.

17 And then go forward to the -- that  
18 mark, which shows basically the breakdown by major  
19 categories. Because there's a lot of work yet to  
20 be done in conference, I don't have any slides that  
21 show all of the couple hundred lines that NOAA  
22 Fisheries guess, but this is the major categories.  
23 You can see that the Senate mark would give  
24 basically increases in every one of these  
25 categories. Notably, I guess, the Pacific Coast  
26 Salmon Recovery Fund would go back to \$90 million

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1 under the Senate mark.

2 Another interesting thing on the Senate  
3 mark is that a lot of earmarks have been condensed  
4 so that there's fairly significant amounts of non-  
5 designated money that would be for the Fisheries  
6 Service to divide up. So if that stays that way in  
7 the final appropriation bill, I think there would  
8 be a lot more central control over how the money is  
9 distributed to the different regions and centers  
10 than there has been in the past where most of the  
11 money has been identified and earmarked in the  
12 account.

13 Next slide, please. Very quick  
14 summary. '07 House mark would be quite painful, 28  
15 percent below what we had last year in the  
16 Fisheries Service. The '07 Senate mark is above --  
17 a similar increase over last year, so in conference  
18 it will be interesting to see where we come out.

19 Next slide. These are our talking  
20 points, trying to convince -- trying to point out  
21 the impacts. Should we be funded at the House  
22 mark, the Ocean Action Plan implementation would  
23 not be supported. Bill mentioned this morning the  
24 Magnuson-Stevens Act. It's -- the timing is  
25 critical] for it but, should this budget come  
26 through, there wouldn't be much support for it and

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1 you can see that the bottom line said that, under  
2 the House mark, the regional councils and  
3 commissions would be funded only at 25 million,  
4 which is a reduction from what the President asked  
5 for.

6 Bob?

7 MR. FLETCHER: Just curious, Jim.  
8 What's the level funded number there for the  
9 regional councils and commissions?

10 CHAIRMAN BALSIGER: It's around \$15  
11 million. I don't --

12 MR. FLETCHER: So under either  
13 scenario, there is an increase

14 CHAIRMAN BALSIGER: That's correct, for  
15 the councils and commissions, but -- but as this  
16 bottom line says, the President's request  
17 recognized that the councils and commissions were  
18 underfunded, so the President's request -- the  
19 Administration's request was -- was 26.3 million.  
20 The House mark would be below what we requested,  
21 but it would be an increase over last year of a  
22 little bit.

23 And then the next slide shows the -- or  
24 continues to show House impacts. You have those,  
25 so you can read through them. Under "Fisheries  
26 Research and Management Programs," we'd have

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1 problems with stock assessments. We'd have  
2 problems collecting fisheries data. We'd probably  
3 eliminate a lot of economic and social science  
4 programs in the Fisheries Service, and it goes  
5 through to talk about the impacts on enforcement  
6 and observers.

7           The next slide shows some of the  
8 impacts of the Senate mark. Of course, if that  
9 came through, it would be a 28 percent increase  
10 over last year. That obviously would support the  
11 U.S. Ocean Action Plan and implementation of  
12 Endangered Species Act, Marine Mammal Protection  
13 Act, the Magnuson-Stevens Act. It's supported all  
14 the President's requests. It's higher on every  
15 line item. And then the bottom one is probably of  
16 interest to you. The regional councils and  
17 commissions would be funded at \$40 million, which  
18 is quite a large increase over last year.

19           Next slide, please. And these are  
20 mostly positive stories that counteract the  
21 negative ones we hit under the House mark.  
22 Affected species, fisheries research, habitat,  
23 enforcement, and observers -- actually, absent  
24 enforcement and observers, they all show fairly  
25 significant increases. Enforcement and observers  
26 show some small reduction in enforcement funding

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1 over the '06 enacted. We'd probably have to work  
2 in-house to make sure that we didn't lose the  
3 cooperative agreements we have with the states  
4 because that's pretty valuable and the VMS coverage  
5 we have, but it's not identified there.

6 Please, John.

7 MR. FORSTER: Just a question. I know  
8 this is not the sort of the budget and the whole  
9 structure of the thing but, given that the priority  
10 of the people talking about aquaculture is so  
11 important and we've got to do something about  
12 aquaculture, I mean, I don't see the word  
13 aquaculture mentioned anywhere in here. And so I'm  
14 just wondering, I guess, where it fits in this  
15 thinking on either side, Senate or House or the  
16 Administration.

17 I mean, how and where is it going to  
18 fit into that structure of things?

19 CHAIRMAN BALSIGER: Well, that's a  
20 concern for us and when Mike Rubino gives his talk,  
21 I think we should ask him to talk about that quite  
22 a bit. I actually have gone through -- there's a  
23 reasonable amount of -- not a reasonable -- there's  
24 some money in OAR rather than the Fisheries Service  
25 for aquaculture. That's where the bulk of the  
26 aquaculture money is. There is some money that we

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1 have in the Fisheries Service as well, but maybe  
2 Mike can go into those details.

3 I think that's a very good point. It's  
4 in the Ocean Action Plan -- the President's  
5 adoption of that plan, it emphasizes the need for  
6 aquaculture but yet it doesn't -- it isn't  
7 represented very well in either the House or the  
8 Senate, but Mike's been working hard on that and I  
9 think he's got some comments on it. But that's a  
10 good observation.

11 Please.

12 MR. ROBERTS: Is there any information  
13 as to the origin of the House mark? I mean, why --  
14 are they dissatisfied or is this political  
15 posturing or what's happening?

16 CHAIRMAN BALSIGER: Well, --

17 MR. ROBERTS: Does anybody know?

18 CHAIRMAN BALSIGER: I don't know if any  
19 politician would care to comment on that.

20 MS. KATSOUROS: You know, Congressman  
21 Wolfe and his -- I don't think that they are, you  
22 know, enamored with NOAA. I don't think we've made  
23 a, you know a case -- because each year -- this  
24 year, the mark wasn't as low as last year.

25 MR. JONER: So is this something NOAA's  
26 done or not done?

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1                   CHAIRMAN BALSIGER: Well, I think that  
2 they can point to things that NOAA has failed to do  
3 and they in fact do in the language that -- the  
4 core language that accompanies appropriation bill  
5 each year. Even the Senate mark has noted that  
6 they aren't real happy with the way NOAA has  
7 responded to some of their requests in the past, so  
8 we're working hard on those as much as we can. A  
9 lot of them, the current comments attached to the  
10 Senate bill take issue with the size of -- of our  
11 headquarters contingent of NOAA people, I guess.  
12 And so we're trying to explain as much as we can  
13 why the personnel we have in Washington, D.C. is  
14 the right number. They take issue and they point  
15 out some of the things they don't like and you can  
16 read -- I didn't bring the appropriation bill along  
17 but, if you can read that -- if you would like to -  
18 - and we can get it to you if you would want to see  
19 that.

20                                 Did you have a comment down there?

21                   Okay.                                 Well, that's just a quick  
22 overview of the budget, and I guess the bottom  
23 line, there's a lot of room between the House and  
24 the Senate mark, so we need to keep on top of it as  
25 much as we can.

26                                 Vince has a question or a comment.

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1 MR. O'SHEA: Yeah. Thanks, Jim. I  
2 notice on the President's -- the difference between  
3 the President's request and the Senate mark is  
4 almost \$200 million. You know, and I'm just  
5 wondering if you all have had discussions about  
6 concerns about being able to spend that if in fact  
7 you get it.

8 CHAIRMAN BALSIGER: I have heard no  
9 concerns over our ability to spend our funds.

10 MR. O'SHEA: Well, I mean, the reason  
11 I'm raising it -- in the past, you have had  
12 problems getting money out on some of these -- on  
13 these line items in a timely way so that they could  
14 be spent before -- two weeks before the end of the  
15 fiscal year type thing. So I think -- through the  
16 grants process.

17 CHAIRMAN BALSIGER: Yes. That's a good  
18 observation. Maybe two years ago, perhaps three  
19 years ago, we came to the realization that all the  
20 grants processes had to comply more closely with  
21 NEPA and we may not have been doing that right. So  
22 that did slow things down.

23 I think we're finally sort of caught up  
24 with the NEPA requirements to most of the grants,  
25 so it's going better, but I think there is a --  
26 it's not an ability to identify projects in order

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1 to spend the money but it's how to get it out in a  
2 timely --

3 MR. O'SHEA: Right.

4 CHAIRMAN BALSIGER: -- manner and comply  
5 with all of the steps.

6 MR. O'SHEA: And I'm bringing it up --  
7 it's a sore point with us. We fell in that trap and  
8 it's -- you know, funds that we were expecting  
9 because of that NEPA thing took -- you know, got in  
10 the way of us trying to carry out the work.

11 CHAIRMAN BALSIGER: Sam, did you have a  
12 comment?

13 MR. RAUCH: Well, two comments. One is  
14 a lot of those are dedicated earmarks, so these are  
15 not Administration targets but they're pass-through  
16 money as you're indicating. So we won't have any  
17 trouble spending it if we can administratively get  
18 it out. I think that NEPA process -- we're working  
19 through the Department of Commerce on getting those  
20 NEPA issues resolved, and I think that we've  
21 convinced their legal counsel to step back and to  
22 take a more case-by-case look at these things,  
23 whereas initially two years ago they just took a  
24 broad-based view and said, Of course you have to do  
25 NEPA for everything.

26 And I know general counsel is backing

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1 down a little. I know general counsel and they've  
2 backed off from that, so some of these things we  
3 don't have to do NEPA anymore.

4 MR. O'SHEA: That's good news. Thanks.

5 CHAIRMAN BALSIGER: Thank you. Ralph.

6 MR. RAYBURN: In the process, the House  
7 has -- the full House approved the appropriations on  
8 their side and the Senate has just passed the full  
9 committee; is that right?

10 CHAIRMAN BALSIGER: I think the Senate  
11 is the full Senate, too, is it not?

12 MR. RAYBURN: Has it gone through the  
13 full Senate?

14 MS. KATSOUROS: No.

15 CHAIRMAN BALSIGER: No?

16 MS. KATSOUROS: Just the committee.

17 CHAIRMAN BALSIGER: Just -- okay. Thank  
18 you, Mary.

19 MR. RAYBURN: But the full House has  
20 approved it; right?

21 MS. KATSOUROS: Right. And the Senate's  
22 not expected to consider it until September. They -  
23 - it was not able to get on the agenda before the  
24 August recess. So they probably -- it will probably  
25 be after the elections before we actually see it,  
26 you know.

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1 CHAIRMAN BALSIGER: So everybody -- is a  
2 continuing resolution.

3 MS. KATSOUROS: Yeah.

4 CHAIRMAN BALSIGER: Anything else on  
5 this?

6 (Pause.)

7 Thanks a lot.

8 Chris Moore.

9 MR. MOORE: This is a -- this is another  
10 heads up agenda item. I don't expect that this will  
11 take longer than 15 minutes. I'm not a loud  
12 speaker, so I'll do my best.

13 I'm a new Chief of a new division. I've  
14 only worked for NOAA Fisheries Service for about  
15 three months. Before I got there, we had the Office  
16 of Constituent Services and we had the State and  
17 Federal Fisheries Division. We combined those two  
18 groups and we now have the Partnerships and  
19 Communications Division. We're hoping that title  
20 more accurately reflects the activities that are  
21 associated with that particular division.

22 Prior to working with -- working for  
23 NOAA Fisheries, I worked for the Mid-Atlantic  
24 Council for over 17 years, most recently as their  
25 Deputy Director. I was a Deputy Director for seven  
26 years. So I've been involved in fisheries

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1 management for about 20 years. Prior to that, I  
2 worked for the Atlantic States Marine Fisheries  
3 Commission.

4 I'm here today to discuss a new  
5 initiative. It's a national outreach plan. It's  
6 actually something that we've attempted as an agency  
7 before. We're hoping this time to actually get a  
8 plan through and done. It's an important  
9 initiative. When I first started working for NOAA  
10 Fisheries Service, I recognized that we didn't have  
11 an outreach plan and, given our diverse activities  
12 and the number of outreach initiatives and things  
13 that we were doing, I thought it was appropriate to  
14 have one.

15 If we could have the next slide, Rachel.  
16 Basically, we're in the process now of developing  
17 this particular plan. It's -- the objective is to  
18 develop a plan that has the cooperation and support  
19 of all of NOAA Fisheries Service leadership and  
20 outreach representatives. We're hoping that this  
21 particular outreach plan will guide and coordinate  
22 the Agency's outreach initiatives and efforts.

23 Our vision of the document is the one  
24 that's a strategic plan but not a large strategic  
25 plan; in other words, we're looking at a document  
26 that will probably be 15 to 20 pages in length.

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1 It's going to be a living document, something that  
2 we'll revisit each year with all of our outreach  
3 representatives. And we're looking at it as a true  
4 action plan; in other words, this particular  
5 outreach plan will detail a number of activities or  
6 action items that we hope to accomplish over any  
7 given year.

8 We're expecting that as this document is  
9 developed, it will also have associated budgets that  
10 will be able to be attached to it or linked to it as  
11 an appendix.

12 Looking at in terms of the document  
13 structure and, again, this isn't something that's  
14 complete yet so, again, this is a head's up agenda  
15 item. This particular document is being drafted.  
16 At this point in time, we have a steering committee  
17 that's been appointed. The steering committee has  
18 drafted a number of goals and objectives, these  
19 over-arching goals and objectives, and we'll be  
20 looking at those in a second.

21 We're looking at a document that's going  
22 to have national goals and objectives that will  
23 apply to all the regions and science centers. These  
24 particular goals and objectives will be over-arching  
25 and would accommodate the existing outreach plans  
26 that currently exist within the Agency. We have a

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1 number of outreach plans. Some of the regions have  
2 outreach plans. There's also outreach plans for  
3 some of the line offices. Perhaps you've seen the  
4 outreach plan for protected resources. We also have  
5 an outreach plan for habitat. And, again, there's  
6 some in the regions.

7 We're looking at a document that will be  
8 divided into individual chapters so that each one of  
9 the regions and science centers could outline their  
10 own strategies and action items that would address  
11 these national goals and objectives. We're hoping  
12 that the overall -- that the document would align  
13 these individual outreach activities with these  
14 national goals in an effort to increase the Agency's  
15 coordination and provide a more unified approach to  
16 outreach.

17 The completed plan-- we believe that a  
18 plan would benefit the regions and the science  
19 centers by providing additional services, increasing  
20 efficiencies, allowing for the development of  
21 national products. From a bureaucratic point of  
22 view, it will allow us to track milestones and  
23 performance measures and hopefully attract some  
24 additional funding for research as well.

25 One of the things that we've talked  
26 about -- I've had a number of conversations with

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1 regional administrators and science directors and  
2 they ask me what type of national products we might  
3 be involved in in terms of coordination. One of  
4 them is something that we've talked about -- or at  
5 least the Agency has talked about for a number of  
6 years, and that's a basic pamphlet that details what  
7 NOAA Fisheries is all about. This is something that  
8 we can accomplish through a coordinated effort  
9 nationwide, something that all of the outreach  
10 coordinators could help in the development of. It  
11 could also accommodate the individual regions or  
12 science centers by allowing for inserts that could  
13 be drafted and then stuck into the pamphlet. So  
14 this is something I think that would benefit all of  
15 our regions and science centers as well as  
16 headquarters in terms of an informational need.

17 If I could have the next slide. These -  
18 - as I said, at this point in the process or this  
19 point in the plan development, we have a steering  
20 committee. The steering committee has drafted a  
21 total of six -- or come up with a number of goals,  
22 six goals, and a number of objectives to attain  
23 those particular goals. I actually have a handout  
24 that Rachel will give you in a minute that detail  
25 these goals and objectives so that, you know -- you  
26 have them in front of you.

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1 I'm hoping that when you get a chance to  
2 look at them, you can give me some feedback in terms  
3 of whether or not you think they're appropriate,  
4 whether or not you think we need a national outreach  
5 plan.

6 In terms of the goals, the individual  
7 goals, the first one is to increase collaboration  
8 and communication efforts by building and  
9 maintaining effective partnerships. We think that's  
10 an important goal.

11 We have seven objectives to achieve that  
12 particular goal, including establishing procedures  
13 and protocols, establishing two-way flows of  
14 information, increasing partnering activities,  
15 increasing collaboration to create synergy between  
16 partners, using partnerships to further common  
17 goals, communicate consistent messages, and so on.  
18 Again, this is a list that will be provided to you  
19 in a minute.

20 The second goal is to improve  
21 stewardship of coastal and marine ecosystems through  
22 a well-informed public. We have a number of  
23 objectives to achieve that particular goal as well.

24 The objectives would be things like  
25 increase the understanding of the role of science  
26 and conservation of fisheries management, develop

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1 materials with clear and consistent messages, and so  
2 on.

3 Another goal that's been proposed by the  
4 steering committee is to develop coordinated  
5 campaigns within NOAA and with partners to improve  
6 NOAA Fisheries Service image and increase national  
7 recognition.

8 One of the objectives under that  
9 particular goal is to produce outreach materials  
10 that recognize this one NOAA concept that you may  
11 have heard about.

12 The other one is to develop materials  
13 that convey consistent messages that are continually  
14 repeated and reinforced and so on.

15 Next slide, Rachel.

16 These are the three other goals. Goal  
17 number four is to anticipate and respond proactively  
18 to emerging issues and policies. This goal was an  
19 important one to the regional administrators that  
20 deal with a number of controversial issues in their  
21 particular regions.

22 The objectives here would be to inform  
23 constituents of emerging issues and policies prior  
24 to implementation, to disseminate informational  
25 materials regarding policies and programs, and so  
26 on.

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1                   Another goal is to seek opportunities to  
2 use technology to deliver information and messages.  
3 Again, objectives under this particular goal would  
4 be to promote and advertise current inventory of  
5 technology-based resources, offer recommendations  
6 for the use of new technology, and so on.

7                   The final goal is to develop  
8 methodologies to measure NOAA Fisheries' success in  
9 conducting outreach. This was something that we  
10 heard a number of times, especially from the science  
11 directors, who are very performance-based. They  
12 were very interested in identifying mechanisms that  
13 can be used to measure the effects of outreach  
14 activities. They wanted to establish a baseline so  
15 that we could gauge the success of our future  
16 outreach activities and they wanted to involve  
17 partners in the collection of data to measure the  
18 success of outreach activities.

19                   So those are the -- those are the six  
20 goals really quickly. Again, I'll provide a list to  
21 you in a second.

22                   Next slide, Rachel. So this is the  
23 planning process. Again, we don't have a national  
24 outreach plan yet. We hope to have one by the end  
25 of the year. We formed the steering committee that  
26 involved regional representations. I've had

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1 informal meetings with the regional administrators  
2 and the science directors regarding national  
3 outreach plan and whether or not it's appropriate.  
4 They've also had the chance to look at the goals and  
5 objectives.

6 The current draft of the goals and  
7 objectives that you'll see on the piece of paper  
8 that Rachel's going to give you in a minute reflects  
9 their comments and suggestions.

10 We thought it would be good to give you  
11 a head's up just to sort of see what kind of  
12 reaction we might get to a national outreach plan.  
13 We think that MAFAC represents a good cross-section  
14 of our constituents and partners, so we thought that  
15 this was an appropriate meeting to, again, discuss  
16 this.

17 We hope that the next time that MAFAC  
18 meets, we'll have an actual plan for you to look at  
19 and we'll have a more detailed presentation for you  
20 to comment on.

21 We expect if things go well to have a  
22 coordinators' meeting via telephone probably the  
23 first or second week of August to discuss our  
24 progress. In the middle of August -- I think  
25 actually towards the end of August -- August 22nd --  
26 we have a NOAA Fisheries Leadership Council meeting.

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1 That particular meeting, we're going to go forward  
2 with a discussion of where we're at in terms of  
3 goals, objectives in the draft document as well as  
4 some of the strategies that the outreach  
5 coordinators have identified to meet those  
6 particular objectives.

7 If things go well in August, we're going  
8 to have a facilitated outreach meeting probably the  
9 end of September, beginning of October where all the  
10 outreach representatives from the regions and  
11 science centers will get together and identify  
12 strategies to achieve the goals and objectives.

13 Finally, once the -- that meeting has  
14 taken place and we have a chance to regroup and get  
15 the document drafted, we'll make sure that we get it  
16 out for public comment.

17 So, with that, I'd be glad to discuss  
18 any aspect of my presentation. Again, Rachel, if  
19 you could pass out those documents, that would be  
20 great. That's it.

21 Thanks, Jim.

22 CHAIRMAN BALSIGER: Thanks, Chris.

23 MR. ROBERTS: I have a question. Chris,  
24 what interaction have you had with maybe something  
25 like the Sea-Grant Communicators group -- national  
26 group? They're constantly involved in these kind of

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1 things, impacts, outcomes, outreach. Might be  
2 fruitful -- are they on your steering committee? Is  
3 anybody from that group --

4 MR. MOORE: No. There's nobody from  
5 Sea-Grants on the steering committee. The steering  
6 committee is composed of all NOAA Fisheries  
7 representation. There's a couple people from the  
8 regions. There's a person from Headquarters --  
9 actually, there's two people from Headquarters on  
10 the steering committee.

11 Steering committee was formed basically  
12 to help detail a process and put together a draft so  
13 that we can get it out and get comment on it. We  
14 have talked about getting Sea-Grant involved as a  
15 good group to look at these goals and objectives as  
16 well as identify some of the action items that we  
17 might want to undertake.

18 I think that there is a meeting  
19 scheduled for September.

20 MR. RAYBURN: October.

21 MR. MOORE: October, yeah, and we're  
22 thinking that that might be an appropriate time to  
23 go forward with the draft and let them comment on  
24 it.

25 CHAIRMAN BALSIGER: Bill.

26 MR. DEWEY: Chris, has the steering

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1 committee had any discussions about who the target  
2 audiences are? I mean, obviously the NOAA  
3 constituents, but I'm thinking about the House  
4 markup and, you know, there's obviously some  
5 outreach maybe needed on the House.

6 MR. MOORE: Yeah. Sure. Absolutely.

7 MR. DEWEY: I mean, is it general public  
8 to educate them about who NOAA is or is it the  
9 fisheries constituents or could you talk about that?

10 MR. MOORE: Actually, we're just getting  
11 going on this. We've only started -- we started the  
12 process in June. The steering committee again has  
13 detailed the process. We're hoping when we get the  
14 outreach coordinators together, that we'll get more  
15 into the specifics. So at this point, we just have  
16 objectives.

17 But, you know, it's a good point. I  
18 think effective outreach is defined by three things.  
19 You need to identify your target audience, you  
20 identify the message -- clear message that you want  
21 to get to them, and then you identify the  
22 appropriate outreach tool. And, again, I hope that  
23 as we go through this particular development and  
24 this particular process, that MAFAC and other groups  
25 like Sea-Grant will help us, you know, make sure  
26 that we have the right target audience and we're

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1 using the right outreach tools.

2 MR. DEWEY: Thank you.

3 CHAIRMAN BALSIGER: Over here.

4 MR. FORSTER: Just a follow-on to that  
5 because I was going to ask about messages. I mean,  
6 defining the target audience and then defining the  
7 messages would seem to me to be critical.

8 MR. MOORE: Very critical.

9 MR. FORSTER: Because that's basically  
10 getting back to policy. At some point, there will  
11 be a summary list of messages which are the key  
12 things that NOAA wants to promote?

13 MR. MOORE: Yeah. And I think the  
14 messages will be -- I don't think, I know -- the  
15 messages are going to be tied to the goals that are  
16 adopted by the Agency as appropriate for this  
17 outreach plan.

18 CHAIRMAN BALSIGER: Billy.

19 MR. BILLY: Yes. I understand in  
20 developing a national outreach plan, the need to  
21 have generic goals and objectives that take into  
22 account all the diverse interests and involvements  
23 of NOAA Fisheries. But do you see eventually then  
24 something along the lines of an annual plan where  
25 you're specifically targeting communications in  
26 certain selected areas that are relevant to key

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1 initiatives or the key problem areas that are  
2 currently being focused on or worked on by the  
3 Agency?

4 MR. MOORE: Yes. Tom, that's a good  
5 point. These -- if you look at -- when you get a  
6 chance to review these in more detail -- when you  
7 look at these goals and objectives, you'll notice  
8 that they're pretty much over-arching goals and  
9 objectives.

10 I had one regional administrator say  
11 that it's pretty much motherhood and apple pie. And  
12 they're over-arching for a reason; that is, to  
13 accommodate all the other outreach, you know, plans  
14 that are already out there.

15 And my vision of how this is going to  
16 work is basically that every year we're going to  
17 look at this particular plan. Again, I really want  
18 it to be an action plan. So all the outreach  
19 representatives from across the country will sit  
20 down every year, look at the plan, detail the action  
21 items that they want to accomplish over the next  
22 year. So if there's a specific issue that's come up  
23 or that they anticipate going to come up, that's  
24 going to be the focus would be my guess.

25 MR. BILLY: Just to continue, another  
26 good example is aquaculture where I think there's a

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1 significant need to improve communication and  
2 understanding of what it is and how it relates to  
3 wild fisheries and how it relates to the health and  
4 nutritional areas of citizens and so forth. So that  
5 could be a theme then that could be focused on over  
6 one or more years as NOAA Fisheries moves forward,  
7 and there are many other examples in all the areas  
8 that NOAA Fisheries is involved in.

9 MR. MOORE: Yes.

10 CHAIRMAN BALSIGER: We've got Heather  
11 first.

12 MS. McCARTY: That's what I was going to  
13 say.

14 CHAIRMAN BALSIGER: Okay. And then  
15 Eric.

16 MR. SCHWAAB: Thanks, Jim. Just, Chris,  
17 three quick points. One, I mean, I think you're on  
18 the right track. I think this is really a valuable  
19 exercise.

20 Secondly, I mean, to echo John's point,  
21 I mean, I think your real challenge is going to be  
22 identifying the key -- the priority messages that  
23 you want to focus on, the substantive aspects of  
24 this, and I think your challenge is going to be and  
25 the place where you might get sidetracked is if you  
26 try to be everything to all of those internal --

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1 internal drivers and you're going to have to really  
2 force, you know, through some leaderships and focus  
3 on priorities.

4 Thirdly, I think it's really -- in your  
5 first goal, I think it's really important that you  
6 acknowledge this isn't just a one-way communication.  
7 It's a two-way or even multiple-way conversation  
8 you're trying to support. And in that and to that  
9 specifically, when you talk about using technology,  
10 I would suggest that that goal reflect also that  
11 two-way element, not just be how do we use  
12 technology to deliver but how do we use technology  
13 to take in input as well. I mean, you know,  
14 everybody that's using Internet and technology is  
15 using it in a way that's very interactive. We're  
16 moving in that direction now and I think you should  
17 think a little bit about that.

18 MR. MOORE: Thanks.

19 CHAIRMAN BALSIGER: Ralph?

20 MR. RAYBURN: Yes. I'd like to follow  
21 up on what Ken Roberts said. There is a -- you've  
22 probably met Terry Smith that -- Terry works in the  
23 National Sea-Grant Office, but he's a NOAA Fisheries  
24 employee. And I guess I think I understand a little  
25 bit when you have these kinds of committees, you  
26 need to limit it to the Government, stuff like that.

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1 I think Terry would be a great conduit  
2 for you between developing your plan -- a conduit  
3 back to Sea-Grant because there are -- you know,  
4 we've got 150 or -- I mean, 115, 120 fisheries  
5 **extension** agents within Sea-Grant which, you know,  
6 from the beginning have operated very closely with  
7 NOAA Fisheries on fisheries issues throughout. So I  
8 would certainly encourage you to use Terry as a  
9 conduit to both Brian Lee and myself. Both of us  
10 have theme teams that can really set a program for  
11 Sea-Grant relative to fisheries in my case or  
12 seafood in Brian's case. So I'd sure encourage you  
13 to do that, Chris. We're very interested in what  
14 you're doing, I mean, and appreciate you taking on  
15 that effort. And that meeting in October, you know,  
16 is the opportunity to address those fisheries  
17 extinction folks who will be getting together for  
18 the first time ever really does give you a fertile  
19 field, I think, to pursue your objectives here, so  
20 encourage that work.

21 MR. MOORE: Thanks. Thank you. Yeah.  
22 I've known Terry for a long time. Yeah. When he  
23 was at the science center.

24 MR. RAYBURN: Sure.

25 MR. MOORE: Yeah.

26 MR. RAYBURN: Yeah. Right, right,

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1 right. MR. MOORE: So I --

2 MR. RAYBURN: He had mentioned you  
3 coming on and the relationship that you all have  
4 had. So I think as a conduit and staying within,  
5 not having to open it up too far, you know, to your  
6 committee, but still have the conduit back to Sea-  
7 Grant would be great.

8 MR. MOORE: Thanks. Thanks.

9 MS. McCARTY: Changed my mind. I am  
10 going to say something. I agree with what Ralph  
11 said. You should use what is already there, if you  
12 can, in terms of the Sea-Grant resources.

13 Also, I was just thinking if you had any  
14 opportunity on the steering committee to include  
15 constituents, maybe not for a permanent committee  
16 but maybe an ad hoc group that could sort of give  
17 you some feedback sort of like this group does so  
18 that you could get some idea of what people think  
19 NOAA needs to do to improve their image.

20 We talk about it quite a bit in the  
21 North Pacific, and everybody is surprised that NOAA  
22 -- NMFS -- doesn't blow its own horn more loudly.  
23 So this is going to be a really good change in that  
24 regard.

25 But, you know, if you talk to the  
26 constituents, they'll give you some good ideas about

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1 the success stories that you could use and perhaps  
2 even collaborate with you on commercial fisheries,  
3 aquaculture, recreational, whatever. I think it  
4 would be a good addition to the steering committee  
5 process.

6 MR. MOORE: Thanks.

7 CHAIRMAN BALSIGER: Vince.

8 MR. O'SHEA: Thanks, Chris. I think  
9 this is a good idea as well. I've taken what Bill  
10 Dewey mentioned about the linkage to the Hill. I  
11 really think that -- I mean, I'm almost ready to say  
12 that ought to be a specific goal and -- but, maybe  
13 more importantly, is organizationally I think it  
14 would be helpful for you all to show that you're  
15 linked to your Congressional affairs operation,  
16 because it seems to me that this is aimed at sort of  
17 the grassroots and you're counting on the  
18 constituents then to tell their Congressional folks  
19 the good things that NOAA's doing. And I think if  
20 you were hooked up with Legislative Affairs group,  
21 you know, and sewed it together, I think the  
22 probability of making progress on that front would  
23 be enhanced.

24 Otherwise, you're out here telling the  
25 constituents what's going on and you've got  
26 Legislative Affairs trying to spin the NOAA story up

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1 on the Hill, and I think you two ought to be linked  
2 together, quite frankly.

3 MR. MOORE: Good point. Thanks.

4 CHAIRMAN BALSIGER: Anybody else? Mary  
5 Hope.

6 MS. KATSOUROS: I would add one other  
7 linkage -- the regional councils, because they're  
8 part of that family, too, and if you all could tell  
9 the same story, it would be good.

10 MR. MOORE: We haven't -- yeah, the  
11 council's already identified in here as a partner.

12 MS. KATSOUROS: Okay.

13 MR. MOORE: Yeah.

14 CHAIRMAN BALSIGER: Okay. Let's see.  
15 We're slightly ahead of schedule. Mr. DiLernia, do  
16 you want to try to jump to Sam's presentation ahead  
17 of the break or --

18 MR. DiLERNIA: Yeah. Why don't we do  
19 that. Sam, if you're ready.

20 MR. RAUCH: Sure.

21 MR. DiLERNIA: And then we'll take a  
22 break right after Sam.

23 MR. RAUCH: So Bill already gave the  
24 legislative update. But I'll give it again just in  
25 case you slept through it.

26 We have a number of bills in the House

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1 and the Senate that are going on. The most  
2 important or the one that is going the farthest is  
3 the Magnuson-Stevens Act. You are all aware that  
4 last September, the Administration issued --  
5 released a bill -- is that going to work? -- the  
6 Senate this past spring passed S-2012 patterned  
7 after the Administration bill but containing some  
8 different things. We talked at the January MAFAC  
9 meeting about some of those differences.

10 The House has passed a bill out of  
11 committee. We have been working with them on a  
12 manager's amendment to prepare it to go to the  
13 floor. And we had thought it might go to the floor  
14 this week. Recently, that was taken off the table  
15 because the deal that they had struck -- there's a  
16 much more delicate balance in the House between the  
17 environmental interests, the fishing interests, and  
18 the fishing interests come down on different sides,  
19 depending on the question.

20 And so there are some strong  
21 personalities in the House and they are taking all  
22 these seriously. And there was a deal that thought  
23 that they could get the bill to the floor this week.  
24 Late last week, that deal exploded temporarily. It  
25 seems to be back on the table. But they have missed  
26 their window to get it to the floor this week.

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1                   Whether or not it could still go to the  
2 floor, I think the House is going to be here for a  
3 couple days next week. It may still go to the floor  
4 then. It may go to the floor in September. If it  
5 doesn't go to the floor this week, it's going to be  
6 hard to get to House passage in September and in a  
7 conference report before the end of the year, which  
8 is why Bill's pessimistic. It's not that he doesn't  
9 think the House will pass the bill; it's just that  
10 given an extra month, deals fall apart and they may  
11 be running out of time to conference with the  
12 Senate, which the two bills are significantly  
13 different, that there will be some issues that they  
14 have to address. And I know that the various  
15 committees are talking about what the conference  
16 would look like, but they don't have a bill in the  
17 House yet.

18                   The main issues that we think are still  
19 outstanding on the House side, which seem to perhaps  
20 be resolved, is concern over NEPA. The House has  
21 always taken a much more hardline stance on NEPA  
22 than the Senate did, and the Administration was  
23 working with the House to try to have the NEPA  
24 provisions look more like the Administration bill  
25 and the Senate bill.       Overfishing -- one of the  
26 main Administration priorities is to have a time

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1 limit for ending overfishing. There is not one in  
2 the Senate bill, which we were disappointed about.  
3 They went down the line of hard TACs instead. We  
4 are hoping to get a time limit for ending  
5 overfishing in the House bill. That's still up for  
6 debate.

7 And rebuilding time periods. One of the  
8 things the House did in their committee mark is put  
9 flexible time periods to extend rebuilding. The  
10 current Magnuson Act requires fish stocks to be  
11 rebuilt in ten years except in certain circumstances  
12 which can take longer, but they are statutorily-  
13 defined circumstances. And that can create problems  
14 for fisheries when you get towards the end of that  
15 rebuilding time because you only have a few more  
16 years left to get to a biomass target and it may  
17 require very strict fishing regulations to get that  
18 far. \*\*SH , 1:44:07, 8/10/06\*\* The House  
19 bill had put in flexible extension provisions which  
20 would allow the Secretary to extend those rebuilding  
21 times under certain circumstances. Without a  
22 defined end to overfishing, that gave us problems.  
23 If there is a defined end to overfishing, rebuilding  
24 can -- is less of a concern to us. It's still  
25 somewhat of a concern. So that's -- that is one of  
26 the issues that's out there.

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1                   So those are the issues -- the three  
2 main issues, I think, that are currently holding up  
3 passage of the Magnuson bill in the House. And then  
4 once they go to conference, it will be some sort of  
5 compromise between the two.

6                   The other bills that we have out there -  
7 - the Administration has an aquaculture bill which  
8 has I think not -- and Michael Rubino will talk more  
9 about that -- it has not gotten a lot of traction in  
10 the House or Senate in large part I think because  
11 they're distracted by the Magnuson Act. Once the  
12 Magnuson Act is done, I think they may turn their  
13 attention to that. That -- probably I think there's  
14 no way they're going to do that this legislative  
15 session. We've been out there on the Hill working  
16 with them so that next year, once they get through  
17 with the Magnuson Act, they can turn their attention  
18 to aquaculture and hopefully we can get that one  
19 moving.

20                   On the non-fisheries side but the  
21 protected resources side, we've had a number of  
22 developments, none I think which are leading  
23 anywhere. One is the ESA reform bill that the House  
24 passed in the matter of a week. It went from a  
25 conference -- it went from the committee all the way  
26 to the floor in the space of a week. And one of the

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1 things that it did is it took NOAA completely out of  
2 the ESA business and gave it all to Interior. It  
3 did a number of other controversial things.

4 The Senate took up the -- was  
5 considering a bill which would not have gone as far.  
6 Around February or March, that effort seemed to die.  
7 There seemed to be no interest in the Senate in  
8 pursuing that and we haven't heard anything from the  
9 Senate since then. So it's -- no ESA bill has  
10 passed the Senate committee. I think it's safe to  
11 say that the ESA is probably dead for this year.

12 Something could always happen, but I  
13 think it's done with. That doesn't mean -- I mean,  
14 ESA is always out there as a legislative issue.  
15 Next year, things could change, but I think for this  
16 year it's not going there.

17 The MMPA has seen some activity in the  
18 House. We've had an Administration bill out there  
19 for several years and the House recently passed an  
20 amendment. The Senate's not done much with that. I  
21 don't think anything significant is going to happen  
22 on the ESA -- on the MMPA front, the Marine Mammal  
23 Protection Act front -- this year. I think they're  
24 out of time on that, although the fact that the  
25 House did pass something -- I just don't think we're  
26 going anywhere with that one. And that's it for the

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1 legislative update.

2 Any questions?

3 CHAIRMAN BALSIGER: Bob was quickest.

4 MR. FLETCHER: Just curious. Because of  
5 the concern about sea lion impacts on sturgeon, I  
6 heard there was some pretty significant concerns  
7 expressed by some of the Governors of the  
8 Northwestern states. Is there any way that they can  
9 be accommodated within the current language of the  
10 MMPA? Or where is that whole issue going?

11 MR. RAUCH: Well, we have -- there are --  
12 -- we've always had sea lion and salmon interaction  
13 problems. I mean, Ballard Locks is not very far  
14 from here where, in the early '90s, we had sea lion  
15 removal problems because they were sitting there  
16 feasting on the salmon and we had the same problem  
17 in Columbia and we had it elsewhere.

18 There are provisions in the Marine  
19 Mammal Protection Act for non-lethal removal of the  
20 sea lions, but we've found they come back. That's  
21 not particularly effective -- although we tried to  
22 do that. They also try to do things like squirting  
23 (indiscernible \*00:03:18) around them to get them to  
24 go away, but they're bellying up to the buffet bar  
25 for the salmon and it's very hard to get them to  
26 stay away.

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1                   There are also provisions, much more  
2 elaborate provisions, to allow a lethal take, which  
3 can be quite controversial. So the MMPA currently  
4 has those provisions in it that could allow non-  
5 lethal and lethal takes if necessary, but we have  
6 found that those become very difficult situations  
7 between two defined resources, that sometimes you've  
8 got endangered species but sometimes not and  
9 sometimes it's just fishery resources and those are  
10 less -- the endangered species are fairly easy to  
11 deal with when you have a non-endangered predator  
12 dealing with an endangered species, although it's  
13 still difficult.

14                   Legislatively, I don't think there's any  
15 fix at the moment for any of that, not in our bill.

16                   CHAIRMAN BALSIGER: Bob, follow up?

17                   MR. FLETCHER: I said sturgeon.

18                   MR. RAUCH: Yeah. Well, there's  
19 nothing -- we are not doing anything with sturgeon  
20 as far as I know. But it's the same problem as --

21                   MR. FLETCHER: You might not be, but the  
22 sea lions are.

23                   MR. RAUCH: Well, what I'm suggesting is  
24 that that's a -- at the moment, there are  
25 administrative regulatory provisions in the current  
26 statute to deal with those issues. I'm not familiar

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1 with what's going on with the particulars in that,  
2 but in terms of the legislative fixes, I don't think  
3 there's anything in the legislation right now which  
4 would deal with it.

5 CHAIRMAN BALSIGER: Heather.

6 MS. McCARTY: Yeah. Sam, can you give  
7 us a feel for what people are saying in the  
8 aquaculture bill as you work that on the Hill? What  
9 are their issues there?

10 MR. RAUCH: I think Michael can probably  
11 do a better job of that in his presentation. We've  
12 not been following that as closely because, at this  
13 point, we've got our bill, we're doing a lot of  
14 information, we're probably getting some feedback,  
15 but I can't tell you what specific members are  
16 saying. Maybe Michael can.

17 MS. McCARTY: You can wait.

18 CHAIRMAN BALSIGER: We can wait till  
19 Mike's presentation if you want to.

20 Larry.

21 MR. SIMPSON: Sam, if you could or would  
22 or want to, tell us a little bit about the Senate  
23 version of, as you characterized it, recovery with  
24 hard TACs?

25 MR. RAUCH: The Senate requires annual  
26 or -- the main goal of the Senate is an annual hard

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1 TAC. You have to put out -- every year, the fishery  
2 management plan has to put out a TAC to manage to.  
3 And if you don't meet that TAC, you have to pay it  
4 back the next year. We worked in some flexibility  
5 in the Senate language because sometimes it's  
6 impossible -- we don't have the data to know that  
7 you went over the first year. So we worked in a  
8 little flexibility so you could pay it back within I  
9 believe it was the next three years or the next time  
10 you do the fishery management plan. But there is a  
11 defined payback.

12 The House has required an annual TAC but  
13 no payback provision. So it is a lot weaker and  
14 they've gotten a lot of pushback that they're  
15 weakening the Magnuson Act by not having anything in  
16 there, you know, to prevent overfishing or to pay  
17 back the hard TAC. But that was the main dispute  
18 between the Administration and the Senate when we  
19 thought there should be a defined end to overfishing  
20 at the outset and the Senate wanted a hard TAC,  
21 which actually we didn't disagree with it. We just  
22 wanted more.

23 MR. SIMPSON: I don't know if I'd  
24 characterize it as a hard TAC, at least the  
25 conversations that I was privy to. There is a level  
26 of allocation. There is an ABC.

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1 MR. RAUCH: Right.

2 MR. SIMPSON: And what they're doing is  
3 trying to hold people accountable to that ABC. So  
4 it wasn't establishing a hard TAC; it was  
5 maintaining accountability for that allocation.

6 MR. RAUCH: Well, yes. I should say  
7 it's a hard TAC because that's what the Senate staff  
8 calls it.

9 MR. SIMPSON: Sure.

10 MR. RAUCH: And it's hard as opposed to  
11 other things -- we establish management goals in  
12 many fisheries and some of them require -- have  
13 regulatory -- and I'm going to say penalties, but  
14 they're not -- they're regulatory corrective  
15 measures if you go over them. Others don't. Others  
16 are, this is what we're going to try to manage to.  
17 If we don't meet it, oh, well, and those are what we  
18 call soft TAC. I know the environmental groups are  
19 very much against those kinds of things.\*\*7:56 JM\*\*

20 And the Senate thought, There's no point  
21 in setting that if you don't take corrective action.

22 So we had some concerns and we worked  
23 with the Senate, but I think we're generally pleased  
24 with the way the Senate came out, even though that  
25 wasn't in -- that wasn't the TAC that we -- that  
26 wasn't the approach we took in our bill. It's not

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1 that we disagreed with the Senate; we were just  
2 concerned about how that -- how that could be  
3 implemented.

4 CHAIRMAN BALSIGER: Pete.

5 MR. LEIPZIG: In the House bill, they  
6 had flexibility in rebuilding for overfished species  
7 and that was an issue you mentioned. Is the  
8 Administration changing its position and desiring  
9 some greater flexibility?

10 MR. RAUCH: The Administration position  
11 is set. We are now sort of responding to what --  
12 because we did our bill. To officially change our  
13 position, that requires a lot of work.

14 You know, the current Magnuson Act says  
15 in ten years, unless you go over -- we had thought  
16 that ten years is always an arbitrary number. I  
17 know if you're familiar with Dr. Andy Rosenberg's  
18 study, he hammers on this. We don't believe that  
19 there actually is anything behind that to indicate  
20 that the ten years is a biological number. Andy  
21 will tell you most stocks could be rebuilt within  
22 ten years. We don't think that's true. What we --  
23 what our approach was was the Magnuson Act can  
24 control one thing -- the fishing effort. If we can  
25 stop the fishing effort at overfishing, rebuilding  
26 should be a biological basis and the fish can take

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1 care of themselves. So we wanted a hard deadline,  
2 cut that overfishing off early in the process, and  
3 then not be overly concerned about the dates. So we  
4 changed the rebuilding time frame to a biologically-  
5 derived number, which was the same -- it is the time  
6 you can achieve rebuilding without fishing plus one  
7 new generation.

8 So the House had no overfishing deadline  
9 and they had this variable rebuilding schedule. And  
10 we expressed our concerns about that to them. I  
11 think they are modifying that to both put in an  
12 overfishing deadline and to put a cap on how the --  
13 the rebuilding schedules could be used.

14 And we I believe have sent them a  
15 letter -- I think we sent them a letter saying we  
16 appreciate those efforts. We think those efforts  
17 are good development in the House bill because I  
18 believe they have sent us something formally -- it's  
19 not clear that it's gone -- going to pass but, if it  
20 does pass, I think we're on record as supporting  
21 efforts to stop rebuilding and to cap these flexible  
22 --

23 MR. LEIPZIG: Stop overfishing.

24 MR. RAUCH: -- stop overfishing -- stop  
25 overfishing. I've got a cold, so -- stop  
26 overfishing and to put a cap on these flexible

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1 rebuilding time frames which are not as concerned --  
2 because our theory has always been that biology will  
3 take care of itself once you stop overfishing. But  
4 still they are -- they were somewhat of a concern to  
5 us.

6 MR. FLETCHER: I guess I kind of take  
7 exception to one of your comments, Sam.

8 MR. RAUCH: Right.

9 MR. FLETCHER: You said that a soft TAC  
10 is where you manage to a number and, if you exceed,  
11 you go, Oh, well. To the Pacific Council, that's  
12 really not the case. While we manage to a number,  
13 it's many times very much below the ABC. And if for  
14 some reason there's a slight excess harvest over  
15 this very conservative OY, the next year the council  
16 is even more conservative in terms of how does it  
17 approach regulations that reflect these harvests.  
18 So I think it's not a precise science that we're  
19 talking about.

20 MR. RAUCH: Right.

21 MR. FLETCHER: But I think you make  
22 progress in the right direction in terms of --  
23 especially in terms of an overfished species, at  
24 least on the Pacific Council, I -- I wasn't very  
25 happy with how conservative the council was,  
26 especially on the species that in the minds of some

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1 scientists were about to be rebuilt. So it's not  
2 quite, "Oh, well."

3 MR. RAUCH: Right. But I am merely  
4 expressing to you what the Senate staff has told me  
5 about how they characterize the two options.

6 You know, we approved all of these  
7 measures and provisions and we think that for  
8 certain fisheries, they make sense. So I'm not --  
9 I'm not gonna tell you that soft TACs or hard TACs  
10 or any other kind of TACs are necessarily bad  
11 because these are the fishing regimes we have. But  
12 the Senate believed that this was their way to stop  
13 the overfishing and to rebuild nationally these  
14 stocks, and they were adamant about that. So we  
15 were trying to work with them to make a workable  
16 system. I still have some concerns about us being  
17 able to implement it in a timely fashion, but I  
18 think it is much more workable than the way it  
19 started.

20 CHAIRMAN BALSIGER: Is there a question  
21 over here?

22 AUDIENCE SPEAKER: I have a question  
23 about the energy bill that has been bouncing around  
24 this year. I don't know where it is in the  
25 legislative process. I know that we had an energy  
26 bill last year, but I've heard that there's been

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1 some level of legislative activity regarding  
2 offshore drilling. And I don't know what else, and  
3 so I'm wondering if you can give us an update on  
4 that and also if there are concerns that NOAA does  
5 have.

6 MR. RAUCH: Well, last year there was --  
7 as you said, there was just a very expansive energy  
8 bill passed around August which did change our  
9 habitat people because it required a much more  
10 extensive procedure for dealing with private  
11 hydroelectric facilities which deals with fish  
12 passage for anadromous species. And so we were very  
13 concerned about that.

14 This year, the only one that I've seen  
15 that has any legs is, as you say, a provision to I  
16 think open up the Gulf of Mexico to a lot of oil and  
17 gas drilling. I cannot say whether that's really  
18 going to go anywhere. We've had -- you know, we get  
19 bills all the time that come in from Senators that  
20 want -- or representatives that want to do  
21 something, and most of those are going nowhere.

22 This one probably is going to get some  
23 more traction, but I don't -- I don't know that I --  
24 I don't have a sense as to whether they really have  
25 time to act on that. But it is to open up the Gulf  
26 to more oil and gas exploration, which is somewhat

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1 of a concern to us.

2 MR. LEIPZIG: Another question on the  
3 House bill. Because rumors have circulated that the  
4 version going to the floor may contain language that  
5 isn't currently what was present when it came out in  
6 the committee.

7 MR. RAUCH: Right. That's undoubtedly  
8 true.

9 MR. LEIPZIG: Has the committee staff  
10 shared any of that with you?

11 MR. RAUCH: I got this morning -- and I  
12 have not read it -- a manager's amendment -- well,  
13 let me back up. We have -- we have been working  
14 with them on those three provisions that I talked  
15 about.

16 MR. LEIPZIG: Right.

17 MR. RAUCH: And so we have seen language  
18 with them on that. So, yes, we've seen that. We  
19 had not until this morning seen a whole new bill.  
20 And this morning I got -- and I'm not sure what  
21 level of authority this thing that I got is --  
22 whether this is the bill that will go to the floor  
23 or this is a draft of something they're thinking  
24 about, I don't know, but it was the first time that  
25 we've ever seen a comprehensive manager's amendment.  
26 But there's almost always a manager's amendment

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1 before you get to the floor. There was on the  
2 Senate. So that's not unexpected. But we didn't  
3 see anything until just this morning. We're  
4 starting to look at that, but I haven't gone through  
5 my e-mail to see --

6 MR. LEIPZIG: Well, I was just curious.  
7 If you haven't had the opportunity really to read  
8 it, then --

9 MR. RAUCH: No. I looked at the  
10 headlines of what was in there.

11 MR. JONER: Sam, one of the places there  
12 are big differences are in the approaches to  
13 recreational data improvements. Do you all have an  
14 opinion with respect to what was in the House bill  
15 that passed committee versus what was in the Senate  
16 bill?

17 MR. RAUCH: Well, I don't think we're  
18 all that happy about either one. I mean, we want a  
19 recreational registry because, without the registry,  
20 the -- I mean, if you look at -- and one of the  
21 things we'll talk about later today is the -- one of  
22 the problems with our MRFSS surveys, defining the  
23 universe of recreational fishing. And we wanted a  
24 recreational registry of recreational fishermen to  
25 do that and we still want that.

26 We didn't get that from either -- we

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1 didn't get that in all the forms that we want from  
2 either the Senate or the House. I mean, the House  
3 is even less -- we got something from the Senate.  
4 We wanted a little bit more, but we got something.

5 The House is even less supportive of the  
6 recreational industry, so we're not all that happy  
7 about that.

8 MR. SCHWAAB: Well, I think that just  
9 from my observation, I mean, I think the -- first of  
10 all, the recreational people -- and people around  
11 this table have heard me say this before -- the  
12 recreational registry is only one part of the  
13 solution. And I think one of the things I like  
14 about the Senate version is that it does contain  
15 basically performance standards that relate more  
16 specifically to improving the data with the  
17 potential of recreational registry as a component of  
18 that.

19 I wanted to -- but more specifically, as  
20 a follow-up, does NOAA support the provision in the  
21 Senate bill that would require the registration of  
22 recreational anglers targeting anadromous species in  
23 state waters?

24 MR. RAUCH: I think, yes, because the  
25 anadromous species under the Magnuson Act right now,  
26 I think goes in state waters as well.

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1 MR. SCHWAAB: Yes.

2 MR. RAUCH: I believe so. We didn't  
3 object to that. If it was in the Senate bill, I --  
4 you know, we supported that.

5 CHAIRMAN BALSIGER: Shall we take a  
6 break?

7 MR. DiLERNIA: Yeah. We're way ahead of  
8 schedule. I would say we'll take a 30-minute break.

9  
10 CHAIRMAN BALSIGER: Sure. Come back, as  
11 it says, at 10:45 for aquaculture. We've got an  
12 announcement apparently.

13 MR. BILLY: What are we supposed to do  
14 about lunch?

15 UNIDENTIFIED SPEAKER: Are you hungry?

16 MR. BILLY: No, but I saw where we had  
17 to put in applications.

18 MS. BRYANT: Right. For tomorrow,  
19 number one, let me do say this. If you just arrived  
20 here, please make certain that you sign in so that  
21 we have public record of that. Also, for the folks  
22 on the back wall, when you make some comments, more  
23 than welcome to but, because we are on the public  
24 record, we need you to come up, identify your name,  
25 your affiliation, and if you could come up here so  
26 that the mikes can pick you up better. Our

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1 recorder's having a little problem.

2 With regard to lunch, we're talking  
3 about lunch tomorrow. Because we are taking the  
4 passenger bus that will be taking us down around  
5 south again and over to the Manchester Lab, we're  
6 going to be boarding at 12:15, hopefully taking off  
7 by 12:30. What Rachel and I have worked out is  
8 there is a place that will do boxed lunches. They  
9 have a menu. Rachel and I need to get those orders  
10 taken online and made this afternoon. So what she's  
11 going to be doing is putting that menu over there by  
12 the refreshment bar. If you can please take a look  
13 at that menu, make your decision, and then write  
14 down on a pad what you want and put your name next  
15 to it. We need to get that faxed in and then they  
16 will literally deliver that to us so that you can  
17 have your lunch and refreshments on the bus  
18 tomorrow.

19 MR. LEIPZIG: Do we need to square costs  
20 with you?

21 MS. BRYANT: I'm going to be putting  
22 this on my Visa and then, yes, you will be squaring  
23 up with me. So --

24 MS. O'MALLEY: So we will let you know  
25 at the end each person how much you owe. Please try  
26 to bring exact change if you can tomorrow.

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1 MS. BRYANT: It will just be easier if I  
2 put it on a Visa and get it done. But it was the  
3 only way we could get you guys something easy and  
4 you didn't have to worry about it and it looks like  
5 a great place and we can do it online so it's real  
6 simple.

7 MS. O'MALLEY: Also, this doesn't have  
8 drinks at it, but there is a little store out front.

9 MS. BRYANT: Yeah, right, over here.

10 MS. MALLEY: Maybe if everyone can just  
11 pick up their own drink, that would be helpful.

12 MR. SIMPSON: Are wives invited to this?

13 MS. BRYANT: Who?

14 MR. SIMPSON: Wives?

15 MS. BRYANT: Yes. Yes. Absolutely.  
16 Today, people are on their own for lunch. This is  
17 just only for tomorrow to make certain that we get  
18 that planned appropriately. And that's it.

19 CHAIRMAN BALSIGER: So we've got about  
20 quarter after on that clock. So be back in half an  
21 hour -- half an hour.

22 (Recess from 10:16 a.m., until 10:50 a.m.)

23 CHAIRMAN BALSIGER: Thanks for coming  
24 back. I think everyone was here exactly on time.  
25 We just let people talk for a couple of minutes. So  
26 are we ready for aquaculture? We have an

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1 aquaculture subcommittee that's very interested in  
2 this element that's one of the focus parts of this  
3 meeting, so we'll give it the attention we need and,  
4 unless the MAFAC aquaculture group wants to say  
5 something, we'll start right off.

6 That's your person. Well, Steve?

7 MR. JONER: I was just going to  
8 introduce Bob Iwamoto.

9 CHAIRMAN BALSIGER: Oh, I was going to  
10 do that, too, but please go ahead.

11 MR. JONER: Yeah. So sitting here is  
12 Dr. Bob Iwamoto from the Northwest Science Center,  
13 who's a key part of this, works with Mike and others  
14 here. So --

15 CHAIRMAN BALSIGER: Thank you. I told  
16 Bob that I was going to introduce him when we  
17 started and, when I was speaking to him, it slipped  
18 my mind. So thanks. Thanks for coming, Bob.

19 MR. IWAMOTO: Sure. Thank you.

20 CHAIRMAN BALSIGER: And --

21 MR. BILLY: Thank you. The committee  
22 members that were around a year will recall that  
23 Bill Hogarth indicated to the committee that he was  
24 interested in informing us about this new  
25 legislation that was going to focus on the  
26 appropriate management of aquaculture in the EEZ.

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1 And at the meeting about a year ago, we had -- we  
2 were briefed on the legislation and asked not only  
3 to consider the draft bill at that time but to also  
4 provide on a sustained basis the kind of interface  
5 and support as appropriate for the work that was  
6 going to be done by NOAA in the area of aquaculture.

7 The discussion that ensued in the MAFAC  
8 committee led to recommendations, among other  
9 things, that NOAA develop a longer-term -- a ten-  
10 year plan that laid out what goals NOAA foresaw in  
11 terms of moving forward in the area of aquaculture  
12 as well as more detailed information on the precise  
13 role that NOAA would play in this regard.

14 We now have been provided for this  
15 meeting a draft plan and are going to be looking at  
16 or hearing from the NOAA people their thinking in  
17 terms of how aquaculture can contribute to stock  
18 enhancement as well as how it can contribute to  
19 economic development in increasing the supply of  
20 seafood more generally.

21 After the presentations today, tomorrow  
22 morning we will have some time in the Commerce  
23 subcommittee, with participation by anyone else on  
24 the committee that's interested, to consider what  
25 we've been presented and to provide further  
26 guidance, reaction, etc. to NOAA in terms of where

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1 they stand at this point in time in the area of  
2 aquaculture.

3 So I just wanted to set the stage for  
4 this. This is, in part, in response to this  
5 committee and we will then have opportunity to  
6 provide further input before the end of this  
7 meeting.

8 Thanks.

9 CHAIRMAN BALSIGER: Thank you, Tom.  
10 Nothing else, Dr. Rust.

11 MR. RUST: Okay. Thank you. First, I'd  
12 like to thank Steve for inviting me here and the  
13 committee for listening to me. I'll try to take  
14 about 15 minutes here and talk about marine stock  
15 enhancement, focusing on non-salmonids or kind of  
16 species which are still in the R&D stage that NOAA's  
17 working on as well as people around the country.

18 The word aquaculture either elicits kind  
19 of wonder in people's mind or raises the hackles on  
20 the back of the neck. And part of the reason is  
21 because -- is because we don't quite have the  
22 history with aquaculture that we do with fisheries  
23 or agriculture.

24 Also, because there's a great diversity  
25 in aquaculture, yesterday you saw Taylor Shellfish.  
26 You saw that industry. Tomorrow you go to

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1 Manchester and you'll see we are a stone's throw  
2 away from a salmon net pen framing company. You  
3 will also see aquaculture being used to rescue genes  
4 for endangered runs of salmonids. And you'll see  
5 some of our work where we're looking at marine  
6 fishing, just posing the question as to whether this  
7 can be a tool for rebuilding depleted stocks.

8 Those of you within Alaska know also  
9 that there's a large salmon ranching industry there  
10 which produces fish for fishermen to catch. So  
11 there's a tremendous variety of uses and types of  
12 aquaculture spanning quite a broad continuum from  
13 varied fisheries related even to the point of using  
14 aquaculture just to test some hypotheses and using  
15 cultured fish as ecosystem probes to see where they  
16 go and what they do and who they interact with all  
17 the way up to production for the market.

18 What I'm going to focus on now is really  
19 kind of the research around stock enhancement, and  
20 I've tried to balance some different inputs but  
21 fairly diverse inputs. I know Steve really wants me  
22 to focus locally and other people really want me to  
23 focus on international, so I'm going to attempt to  
24 do that all in 15 minutes.

25 Can we have the lights down? Okay. I'm  
26 pointing with the right place. Okay. If I could

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1 have -- okay, we're done. Okay. I said I wasn't  
2 going to talk about salmon but we're going to start  
3 with salmon just because it is the species group  
4 that has been the greatest amount of work on and has  
5 actually real enhancement programs going on. And  
6 see what we can learn from it and what we should not  
7 learn from it.

8 I'm going to talk a little bit about new  
9 species and research programs in the U.S., trying to  
10 highlight very briefly those that NOAA has supported  
11 through various programs. I'm going to talk about  
12 our work here. We're really at a lab scale research  
13 looking at culture of marine fish at the Northwest  
14 Fishery Science Center.

15 My background is as a physiologist. I  
16 did my Master's looking at developmental biology of  
17 striped bass at UC Davis, and then I came to the  
18 University of Washington and studied fish nutrition.  
19 So I kind of didn't know what I wanted to be when I  
20 grew up, so I combined the aspects of larval fish  
21 and nutrition.

22 So from an aquaculture perspective, that  
23 means I really work on seeds and feed, both of which  
24 can be applied for fish for a multiple of these  
25 different reasons that I talked about.

26 We'll talk a little bit about our work.

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1       Going to talk a little bit about some rockfish,  
2       getting a little bit more local.  This is a group of  
3       species which has an enhancement track record in  
4       Asia.  Both Japan, Korea, and China are actively  
5       working on or using our fish.  And then where are we  
6       going to go from here in this region?

7                 Finally, I want to stop with an  
8       advertisement for the Third International Symposium  
9       on Stock Enhancement and Sea Ranching, which NOAA  
10      and Seattle is hosting this September, so I wanted  
11      to bring that up.

12                So if we start with salmon, and there's  
13      a lot of words here, there's a huge salmon hatchery  
14      industry in this part of the country, over a hundred  
15      facilities around Washington State, hundred million  
16      juvenile salmon, steelhead, just in this state  
17      alone.  And it provides a great deal of the harvest.  
18      A lot of the salmon harvest were fish that came from  
19      a hatchery.  And this has been important for sports  
20      fishing, it's been important for commercial fishing,  
21      it's been important for tribal trust  
22      responsibilities, and so on.

23                However, the other side is that some  
24      hatchery practices, past practices, have been  
25      implicated in wild salmon declines, as all of you  
26      know, so there's various sides of this equation,

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1 lots of controversy around it, lots of people  
2 looking at different aspects.

3 And then on the other side of the  
4 equation yet again, the ESA-listed stocks are  
5 actually perhaps benefited through hatchery releases  
6 in terms of recovery.

7 The source for this information is the  
8 Hatchery Reform Group, which is operating out here  
9 on this coast.

10 Okay. Now, if we start looking at other  
11 species, salmon industry, the salmon hatcheries come  
12 with a lot of baggage, and some of these things --  
13 many of these things we can apply directly and learn  
14 from past mistakes and past successes, but other  
15 things really require rethinking.

16 For example, there's very big  
17 differences in life history before salmonids and  
18 other species. Salmonids can be thought of as an  
19 annual. Basically, they come back once; they die.  
20 The hatchery technology has to supply the year class  
21 year after year after year after year, and this has  
22 been going on for a hundred years. So you've got  
23 many, many generations of this interaction between  
24 wild spawning fish and hatchery-spawning fish versus  
25 something like let's say a rockfish that we're going  
26 to kind of use as an example.

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1                   The enhancement may occur for less than  
2 a generation. You're managing a population. It's  
3 more like a perennial. You're trying to get it back  
4 to an F level that somebody has decided is a rebuilt  
5 level.

6                   There's also great differences in terms  
7 of number of offspring, the way mates are selected,  
8 behavioral, and so on and so forth that really need  
9 to be looked at again.

10                  The genetic structure is different.  
11 Salmon in many respects are very difficult as an  
12 enhancement species because they form all these very  
13 small distinct ESUs.

14                  A lot of marine fish have a few ESUs but  
15 are fairly homogeneous over larger chunks of space.

16                  Goals are different, and we talked  
17 about -- a little bit of that in my introduction.  
18 The goals for salmon range from gene rescue all the  
19 way up to commercial production.

20                  It's a little bit different in terms of  
21 what we're talking about with rockfish where we're  
22 trying to rebuild populations to a certain level or  
23 theorizing that we might be able to look at that.

24                  Habitat quality is quite different.  
25 There appears to be better habitat in the marine  
26 environment when you compare that to what's going on

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1 in the streams in urbanized areas, especially as  
2 this.

3 A difference in management. Again,  
4 population is managed versus escapement is managed  
5 with salmonid.

6 And the other thing that's going on now  
7 is kind of the beginning of looking at these other  
8 issues are a responsible approach is kind of guiding  
9 the thinking. And when I say a responsible  
10 approach, I've provided a handout here that right  
11 after my slides is a paper by Lee Blankenship and  
12 Ken Leber in '95 called "The Responsible Approach to  
13 Marine Stock Enhancement," and this paper in this  
14 field really set the approach and the agenda  
15 worldwide now for this whole field, and it's  
16 interesting to see how different countries and  
17 different locations have applied this approach to  
18 marine stock enhancement.

19 If you don't read anything else on this  
20 handout, I think that's probably the key one for  
21 understanding stock enhancement research with non-  
22 salmonids and where it's going.

23 My eyes are failing me. Okay. Around  
24 the country, there are quite a number of  
25 organizations which are looking at marine stock  
26 enhancement. Some of these are relatively large

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1 programs, like Texas Parks and Wildlife. Some --  
2 most of them, however, are strongly research-  
3 oriented.

4 In the middle is Hubbs-Sea World. They  
5 have kind of -- they're kind of operating at that  
6 mid-level between research and actual production,  
7 having put out about a million fish -- a million sea  
8 bass over the last ten or so years.

9 Hawaii didn't make it on the map. They  
10 have a lot of activity going on out there with  
11 Oceanic Institute. So there's a number of partners  
12 really looking at this issue around the country.

13 And it's with a number of species as  
14 well, from crabs to flatfish to groundfish.

15 It also -- these species do represent an  
16 economically important group in terms of the  
17 recreational value primarily, but also commercial  
18 value in a number of states. So it's not something  
19 that is unique to this area. And it is a community  
20 where we do interact with each other, we do exchange  
21 information, and we try to learn from each other  
22 'cause it's a relatively small community but a lot  
23 of really good institutions involved.

24 Now, on this coast, these are the ones  
25 that the Makah Tribe are primarily interested in --  
26 the canary rockfish is almost a twin in terms of

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1 these pictures, but the yelloweye rockfish, and  
2 these are species which they catch and by-catch in  
3 some of their commercial fisheries. So I'm going to  
4 talk a little bit about our work on these species.

5 They have a long rebuilding time. That  
6 should say 2006, not 2007. But these are things  
7 which are not going to come back at least any time  
8 soon. Because of their life history, they had a  
9 very old -- they have long generation times.  
10 Yelloweye can live to be 120 years old or greater.  
11 So they're kind of very slow growing -- the classic  
12 species that are -- that make fisheries management  
13 difficult.

14 And they're also in the overfished  
15 category.

16 We're also working on Pacific cod, which  
17 I'm not going to talk about today, which is locally  
18 depleted here in Puget Sound and hasn't really  
19 rebuilt at all and the -- our work on that is  
20 looking at questions of whether the pod stock that  
21 used to be in Puget Sound is locally adapted or  
22 whether it's an ebb and flow from the more northerly  
23 health population.

24 Now, we are working in an area which is  
25 new, which has a lot of controversy, which of course  
26 has the salmon baggage, for good or for bad, and it

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1 does elicit responses in the scientific community  
2 one way or the other.

3           This is -- I just got this last week.  
4 This is a reviewer who reviewed a proposal that I  
5 had in to Washington Sea-Grant to look at whether  
6 copepods can be junk food or health food for fish  
7 larvae. So the whole project was really looking at  
8 nutrition, larval fish nutrition. And one of the  
9 rationales we used was the potential for using this  
10 rockfish as enhancement or aquaculture species. And  
11 we get a pretty glowing response here in the  
12 beginning and then we get this little zinger here in  
13 the middle where they say, "In contrast, the  
14 rationale for developing aquaculture capabilities  
15 for rockfish is weak. Stock enhancement is not a  
16 viable or appropriate solution to the current  
17 rockfish crisis and public funds should not be  
18 diverted to this effort."

19           And this is in a scientific review. So  
20 there is splits in the camp in terms of, you know,  
21 whether people think that this is the direction to  
22 go or not. And I would argue that you'll always see  
23 this in areas which are limited in data that we have  
24 available to us that need -- are crying for science  
25 to answer some of these questions.

26           And you'll also see this when things are

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1 new and where things are kind of on the bleeding  
2 edge. So I don't take this as a bad things  
3 necessarily, although we'll never get this grant now  
4 I'm sure.

5 He did give -- he or she, whoever it  
6 was -- did give us a "very good," but unless you get  
7 all "excellents" these days, you don't get anywhere.

8 Larval, varied success. We've been a  
9 group here since 1989. We started out looking at  
10 lingcod, and what you see in this table are the  
11 different species that we have raised from egg  
12 through to a juvenile size. And that's the  
13 bottleneck for a lot of these things. It's where we  
14 started to look at developing technology.

15 The ones in the yellow are species that  
16 had not ever been raised previously or done  
17 previously in the United States. And you can see in  
18 the parentheses the numbers. They're quite small.  
19 We're really operating on a lab scale here.

20 But I would also argue that it's harder  
21 to go from zero to one -- where is the yelloweye? --  
22 here -- than it is from one to a thousand or ten  
23 thousand or a hundred thousand.

24 We've also done some releases here.  
25 Pacific cod, these are very small -- and lingcod --  
26 very small releases, 20 or less fish. Highly

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1 tagged, watched everywhere they went.

2 So let's look at some of the information  
3 on whether this kind of approach may have some merit  
4 and this is way back in '91, adapted from a paper by  
5 Jeffrey Polovina, where he simulated 50 years of  
6 catches using two different management strategies  
7 for Pacific Ocean perch. The red line assumes no --  
8 hmm -- yeah, the red line is rebuilding assuming no  
9 releases, just kind of current management at .06.  
10 The yellow line assumes stocking a million juveniles  
11 a year for the first 12 years only. And then some  
12 of the other assumptions, he basically stole from  
13 what was known about salmonid releases.

14 But in this case, it does cut rebuilding  
15 time for this species from 60, 70, 80 years down to  
16 20 years. So there is some idea that, you know,  
17 putting more juveniles past the critical stage out  
18 there actually may contribute to the fishery, which  
19 is fairly common-sensical. So this is the good side  
20 of the equation.

21 We're trying to update this a little bit  
22 and get a little bit more sophisticated in the  
23 modeling, but that work is still going on.

24 This would have been a shorter talk,  
25 but -- also, I promised to talk a little bit about  
26 what was being done with *sebastes segulii*, which is

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1 a rockfish, same genera of the ones that we're  
2 interested in here in Korea and Japan where they  
3 have done releases for the last couple decades. And  
4 there is quite a bit of information there on how  
5 that's working and returns to the market.

6 This is just landings in Korea where  
7 it's somewhat been stabilized whereas U.S. landings  
8 are down. And then, at the same time, they've gone  
9 and put more of these rockfish into net pens and  
10 actually are producing twice as much through that  
11 side than they are through releasing and wild  
12 harvest. So it's a little more of the way these  
13 things kind of interact and the lines of aquaculture  
14 are blurred.

15 Returns to the fishery from some  
16 releases around Myako, Japan, for example, have been  
17 in the 30 and 40 percent range. So there is some  
18 indication from sister species that this is  
19 something which may have some merit to at least look  
20 at.

21 Maybe I should do this at the beginning  
22 of the slide. Okay. So what's next? For us,  
23 paramount on this is to secure stable funding. We  
24 are running now kind of on a shoestring. We need to  
25 do more improved hatchery methods for the local  
26 rockfish that we have, continue that work. And then

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1 we need to scale up from a lab to a pilot scale, and  
2 this is something that the Makah Tribe is interested  
3 in in order to get numbers more like 10,000 to 20-  
4 or 30,000 so that we can evaluate through some very  
5 targeted releases the potential for rebuilding using  
6 aquaculture.

7 Hand in hand with that goes development  
8 of genetic and ecological risk protocols and  
9 modeling around cumulative risk versus benefit  
10 decision support models.

11 We are improving population dynamics.  
12 There's a model which goes into that as well. And  
13 then start conducting some of these experimental  
14 releases that we can monitor.

15 So that's -- one more slide. Other way.  
16 So that's the end of kind of the local.

17 I'll bring it back to international now.  
18 Seattle was selected as the third -- as the site for  
19 the Third International Symposium on Stock  
20 Enhancement and Sea Ranching. You see how young the  
21 science really is around this. We're only up to the  
22 Third International Symposium. It's going to be  
23 here in Seattle in September. I would encourage  
24 people who are interested in this topic to attend or  
25 come. If you can't come, you can send money. We  
26 always are short on that. So that's pretty much my

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1 talk.

2 And I'd be happy to take a few  
3 questions.

4 MS. BRYANT: Mike, on that particular  
5 thing, I actually have some handouts and I'll put  
6 those out there.

7 MR. RUST: Okay.

8 MS. BRYANT: It's just a flyer that  
9 gives you the dates and the location.

10 MR. RUST: That's it.

11 CHAIRMAN BALSIGER: We've got some  
12 questions. Tony.

13 MR. DiLERNIA: Yeah. Mike, could you go  
14 back to -- well, we can't go back to the slides  
15 there. You had one of the -- a map of the U.S.

16 MR. RUST: Yes.

17 MR. DiLERNIA: And with species there.  
18 Looked like you had a tyog. You had a winter  
19 flounder.

20 MR. RUST: Yep.

21 MR. DiLERNIA: Can you tell me more  
22 about that, what you know about those.

23 MR. RUST: The winter flounder work is  
24 more ongoing than the tyog. The tyog kind of is  
25 at a hiatus. It was being done in our military  
26 Connecticut lab. But the winter flounder is being

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1 done at University of New Hampshire. Hunt Powell is  
2 the PI there, and they've done a number of releases  
3 around several of the estuaries there. It's all at  
4 a scientific level now, small, you know, pods,  
5 10,000 fish releases looking at how those fish react  
6 in the estuaries primarily.

7 MR. DiLERNIA: So there have been  
8 limited attempts, scientific attempts in the  
9 Northeast for stock enhancement with those two  
10 species?

11 MR. RUST: Well, yes. In the modern  
12 era. I mean, of course we operated cod hatcheries  
13 for a hundred years that released eggs and larvae  
14 basically, until the '50s. But in the more recent  
15 era, yeah, primarily in that area they've been  
16 focused on flounder.

17 MR. DiLERNIA: Have we seen any -- has  
18 there been any evidence of success?

19 MR. RUST: You can certainly find the  
20 signature of the releases in the population, yeah.  
21 I -- the exact numbers I don't have at hand, but,  
22 yeah, there has been quite a bit of success on the  
23 research side.

24 MR. DiLERNIA: Do you know how they're  
25 being identified? Is it coded wire tags or --

26 MR. RUST: Yeah, coded wire tags. And

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1 that's the other thing that's happened in the last  
2 ten years which has really allowed a lot of this  
3 research to go forward is the tagging technology has  
4 greatly advanced. I mean, we have like the pit tag  
5 here on my keychain. We have coded wire tags. We  
6 have genetic marking. We have alpha-numeric tags.  
7 And now these new acoustic tags that are absolutely  
8 fantastic for large fish. So that technology really  
9 has allowed us to ask some of these questions about  
10 what happens to these fish in the environment.

11 CHAIRMAN BALSIGER: Pete.

12 MR. LEIPZIG: Following up on the  
13 tagging, if rockfish production were to go forward  
14 on the Pacific Coast, are these fish going to be  
15 tagged? Are you going to be able to differentiate  
16 them from the wild stock?

17 MR. RUST: Oh, yeah. Oh, yeah. It  
18 doesn't do us any good -- we don't get any  
19 information back if we can't tell which are the wild  
20 fish and which are the hatchery fish.

21 MR. LEIPZIG: Well, on the flip side,  
22 the dive people can't tell -- they can't -- they can  
23 no longer measure productivity if you're  
24 supplementing the stock. We have wide variations in  
25 --

26 MR. RUST: Right.

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1                   MR. LEIPZIG: -- recruitment strengths  
2 from year to year, and if you throw a bunch of fish  
3 out there and you don't know if it's real from --  
4 well, we know it's real -- we don't know if it's  
5 with natural production or if it was supplemental.

6                   MR. RUST: Well, yeah. One thing --  
7 actually, you may even be able to get a better  
8 handle because you can do different regions,  
9 replicate local regions, some enhanced and some not  
10 enhanced, and get enough replication to where you  
11 could see the differences between those two.

12                  MR. LEIPZIG: Do we have that response of  
13 stock, that variability.

14                  CHAIRMAN BALSIGER: Heather.

15                  MS. McCARTY: Thank you. You have a  
16 crab on the map, too. Is that the blue crab in  
17 Chesapeake Bay?

18                  MR. RUST: Yes.

19                  MS. McCARTY: We had a crab enhancement  
20 workshop sponsored by Sea-Grant in March in Kodiak,  
21 Alaska and we had folks from all over the world  
22 really talking about crab enhancement and we're  
23 starting a kind of a fledgling program in Alaska  
24 with the help mostly of Brian Lee back here, and he  
25 might want to talk about it later, but we had the  
26 person from the Chesapeake Bay Lab -- is that what

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1 it's called?

2 MR. RUST: It was probably University of  
3 Maryland Marine Biotechnology Center. Yanni Zohar  
4 is the head of that program.

5 MS. McCARTY: It was really fascinating.

6 MR. RUST: A lot of people are involved  
7 with that.

8 MS. McCARTY: And they're also doing  
9 lobster in Maine.

10 MR. RUST: That's -- yeah. I just heard  
11 about that one. That's actually kind of a new  
12 thing, I think. I hadn't known about that. There's  
13 actually been lobster done in Norway quite  
14 successfully for a number of years.

15 MS. McCARTY: We had those people at the  
16 workshop in Norway talking about the lobster culture  
17 there. It's pretty amazing.

18 CHAIRMAN BALSIGER: On that point, Mike,  
19 or is it something different?

20 MR. RUBINO: It's on that point.

21 CHAIRMAN BALSIGER: Please, go ahead.

22 MR. RUBINO: Just very briefly to follow  
23 up. Just to give you an idea, at this stock  
24 enhancement symposium, for one evening we're going  
25 to bring together all of the U.S. researchers who  
26 are either working with NOAA or involved with NOAA

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1 in some way in terms of funding to talk about  
2 strategy and sort of the future of stock enhancement  
3 in the U.S.

4 AUDIENCE MEMBER: Mike?

5 MR. RUST: Yes.

6 AUDIENCE MEMBER: You might mention to  
7 Heather that Yanni is going to be speaking at this  
8 symposium.

9 MR. RUST: Yeah. Yanni, the -- right.  
10 The PI on that crab project is one of the keynote  
11 speakers at the new symposium. And having looked at  
12 the program, there's quite a number of crab and --

13 MR. RUBINO: Shellfish.

14 MR. RUST: -- shellfish talks on that.

15 CHAIRMAN BALSIGER: Larry was next.

16 MR. SIMPSON: Just had a FYI. I don't  
17 know if you all are aware of it. There was a -- on  
18 the slide, Mode Marine Lab was doing some work.  
19 They had a fire and it destroyed -- I don't know --  
20 some 60,000 pounds of marketable stuff. I don't  
21 remember what it was -- was it shrimp?

22 MR. RUBINO: Sturgeon.

23 MR. RUST: And Mote is probably the best  
24 research laboratory in this field. Right now, their  
25 scientist, Ken Leber, who runs that program, is  
26 probably worldwide the leader in assessing marine

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1 stock enhancement.

2 MR. DEWEY: I just wanted to point out -  
3 - it wasn't a question for Mike but I guess just a  
4 source of information -- that your focus was mostly  
5 on finfish and certainly around the country there's  
6 an awful lot done with mollusk and shellfish as well  
7 and, you know, partnerships with the aquaculture  
8 industry, we're using our technology to produce the  
9 seed. Here in Washington State, we talked about  
10 this a little bit on the tour yesterday, where we've  
11 been working on a number of restoration projects  
12 around the Puget Sound to help bring the native  
13 Olympia oyster back using our hatchery and nurseries  
14 to produce the seed for those projects and, you  
15 know, just -- there's that opportunity to partner  
16 with public/private partnerships to do that.

17 There's also a great example -- I've  
18 shared it with Michael before -- that I'm familiar  
19 with in New Zealand where there's a wild scallop  
20 fishery in Tasman and Golden Bays that is enhanced  
21 using aquaculture technology where the industry  
22 works cooperatively, puts out spat collectors,  
23 captures the scallop spat, nurses it in the  
24 nurseries, and then releases it where it's then  
25 commonly fished by people in that fishery. So it's  
26 kind of a nice -- you know, good statistics there to

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1 show the increases in catch since they've  
2 implemented that program.

3 I think it's called the Challenger  
4 Scallop Program or something.

5 CHAIRMAN BALSIGER: Tom over here next.

6 MR. BILLY: Several other countries have  
7 been mentioned from a science or research  
8 perspective. Can you sort of give us a qualitative  
9 sense of where the U.S. stands in relation to other  
10 countries?

11 MR. RUST: Yeah, absolutely. We are  
12 where the U.S. soccer team was when Diego Maradona  
13 was kicked out of the World Cup in 1984 or whatever.

14 MR. LEIPZIG: Well, that helps.

15 MR. RUST: No, I'm sorry. We -- the  
16 rest of the world is way ahead in this field. Most  
17 of the success I've had in terms of varying those  
18 species has been coming from -- has come from going  
19 around the world and stealing other people's secrets  
20 and bringing them back here.

21 CHAIRMAN BALSIGER: Let's see. We've  
22 got John Forster next.

23 MR. FORSTER: Mike, you commented a  
24 little bit on some genetic modeling that's being  
25 done. I'm wondering about economic modeling. And  
26 it seems to me that the values that come out of this

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1 program are multiple in terms of stock enhancement  
2 or mitigation and so forth. Perhaps the lowest  
3 value at the end of the day is just the fish as a  
4 piece of meat.

5 And the costs that go into it are  
6 obviously the hatchery component and then all the  
7 mortality that you're going to see. In the case of  
8 shellfish, for example, where it's more possible to  
9 protect shellfish when you put them out, you get the  
10 high survival so, therefore, it makes it more  
11 feasible.

12 MR. RUST: Yes.

13 MR. FORSTER: Is anybody looking at  
14 economic modeling in this whole thing?

15 MR. RUST: Yeah. Well, currently, the -  
16 - this year, we've produced a thousand China  
17 rockfish. Those rockfish cost me about \$850 apiece  
18 because we got about \$85,000 to run the program. So  
19 that's not going to work out.

20 MR. FORSTER: No.

21 MR. RUST: Years ago, during the Second  
22 Symposium on Marine Stock Enhancement and Sea  
23 Ranching was held in Kobe, Japan and Steve and I  
24 actually had the opportunity to go to a Japanese  
25 rockfish hatchery in Myako where they were releasing  
26 rockfish and seeing the response. And they were

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1 doing economic modeling and predicted at the time it  
2 cost them about 40 cents apiece to produce a  
3 juvenile. So they were doing a little better than  
4 my \$850 for a juvenile.

5 But they didn't think it was going to be  
6 economically viable until they got it down to about  
7 30 cents.

8 Last November, at the UJNR, U.S.-Japan  
9 Natural Resources meeting in San Diego, had the  
10 opportunity to see the same researcher from Myako  
11 back and they're now producing those rockfish for  
12 nine cents apiece and it is excellent.

13 So the whole economic picture is a  
14 moving target for us. I can tell you right now with  
15 what we're doing, it ain't gonna pay. But the idea  
16 is down the line, you know, with research, you bring  
17 those costs down.

18 CHAIRMAN BALSIGER: Mary Beth, I believe  
19 you're next.

20 MS. TOOLEY: Yeah. It seems like  
21 there's kind of a couple of focuses for stock  
22 enhancement. One is as a tool for aquaculture and  
23 the other is to bolster wild stocks. And where is  
24 the focus? Is it, you know, 50/50 or -- I mean,  
25 what direction do people seem to want to go?

26 MR. RUST: Well, I actually don't have

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1 any money to do stock enhancement of rockfish. The  
2 work that I've done is coming for -- looking at  
3 bioenergetic models of rockfish larvae which  
4 requires us to produce a few individuals so that we  
5 can put them in the lab and see, you know, how  
6 they're burning metabolically.

7 So a lot of this -- certainly at my  
8 stage, whether I raise that fish for going into a  
9 metabolic chamber, whether I raise that fish for  
10 release, or whether I raise that fish for somebody  
11 to grow out later on, it's the same -- it's the same  
12 question. At least 60 or 70 percent of the science  
13 would be the same.

14 When we get to the point where we can  
15 start making releases, then you need people focused  
16 on the task at hand, but we're not quite there yet.

17 CHAIRMAN BALSIGER: Steve was next.

18 MR. JONER: And I want to follow up on  
19 what Mike said about going to Myako, Japan. You  
20 know, I came back from that very inspired about the  
21 opportunity for doing something about these depleted  
22 rockfish.

23 And, unfortunately, we didn't get very  
24 far because we started to deliver our message.  
25 Shortly after that, Mike and I and a colleague from  
26 Hubbs-Sea World did a presentation to Pacific

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1 Council and some people purposely stayed away from  
2 that just because they didn't want to acknowledge  
3 that that could be done. And I just for the life of  
4 me cannot figure out this mentality of you can't --  
5 you can't get there from here.

6 Now, I've heard people in the assessment  
7 field here in Seattle say that, No, we've run the  
8 numbers. You can't do it. Well, I think there are  
9 people running the numbers and you can do it and  
10 they are doing it in Japan and elsewhere and they're  
11 doing it economically.

12 And you look at what they started with  
13 in Japan. They were way worse than we are here.  
14 And they had areas with no fishing and they have  
15 rebuilt fishing. I guess because all the land was  
16 taken up, all the available land for golf courses,  
17 sportfishing became a recreational industry in  
18 Japan. And, you know, that's something new, a  
19 recent development.

20 And so they have developed recreational  
21 fisheries in some of these coastal communities where  
22 30 percent -- was it 30 or 70 percent of their catch  
23 was from their released fish?

24 MR. RUST: I think it was like 40.

25 MR. JONER: Okay, 40. And, you know,  
26 there it is pretty much a put-and-take fishery which

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1 we're not promoting here. But the questions we get  
2 or the opposition is, you know, What will this do to  
3 the wild population? And I think it's already been  
4 done to the wild population. And it's well --  
5 salmon hatcheries screw up the salmon and that's not  
6 true. There are some very successful conservation  
7 hatcheries -- the Makah Tribe is involved in one --  
8 where we rebuilt a near-extinct run of salmon using  
9 the existing stock and we're doing that river by  
10 river in some cases.

11 And so, you know, without going on and  
12 on, the genetics are a question but there are people  
13 that are looking at this -- University of Idaho, for  
14 one -- all of these questions are being addressed  
15 but still there's this reluctance. And when I bring  
16 it up, usually the response is I'm just met with  
17 silence. Nobody wants to even respond.

18 And so on the West Coast, we're looking  
19 at 141 years to rebuild yelloweye rockfish at the  
20 current rebuilding plan, which is -- you know, we're  
21 being choked to where we can barely breathe on the  
22 fisheries. If the plaintiffs that keep suing Frank  
23 and others here, if they have their way, that time  
24 will be shortened to 80 years or something like  
25 that, a mere 80 years, but there will be no  
26 fisheries left. I mean, it would cripple the

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1 fisheries on the West Coast. So there is an  
2 alternative.

3 And I think just looking at the example  
4 of the stocks in Puget Sound where they were  
5 overfished, they were depleted and they have not  
6 come back on their own, something else has taken  
7 their place and I think it's time to step in and try  
8 to correct some of the problems it created.

9 And this is good stuff. So I just --  
10 you know, I had to get that out because, you know, I  
11 think the committee has -- can have a role in  
12 getting some of the Agency people in NMFS and in the  
13 State of Washington, get them, you know, off the  
14 dime and let's try some of this.

15 CHAIRMAN BALSIGER: Thanks, Steve. We  
16 had Don over there in the corner was next, Don  
17 McIsaac. You'll have to speak up because they're  
18 trying to record it on the microphone.

19 MR. McISAAC: Okay. Well, first of all,  
20 Jim, thanks for taking a question from the peanut  
21 gallery. I hope the question will be helpful for  
22 the committee.

23 Your graph on Pacific ocean perch, it  
24 would be very impressive to be able to chop dozens  
25 of years off of the rebuilding species like that if  
26 -- at only five million juveniles released per year

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1 for 12 years.

2 So two questions: Did that graph  
3 pertain to the full range of Pacific ocean perch  
4 from Mexico to Alaska, or was that just the West  
5 Coast or was that just a subset of the West Coast?  
6 And what survival did you assume on these juvenile  
7 rockfish to the appropriate age of accountability?

8 MR. RUST: Yeah. All those are great  
9 questions and I don't have great answers to them.  
10 The paper was done in '91 and actually there were  
11 several simulations run using various assumptions.  
12 I just chose one to illustrate. I'd have to go back  
13 in the paper, but I can get you that paper if you're  
14 interested.

15 We're trying to develop a little bit  
16 more sophisticated version of this because it's a  
17 fairly simple analysis, but that's still ongoing and  
18 back and forth. But I can certainly get you the  
19 paper from '91.

20 CHAIRMAN BALSIGER: Tom was next.

21 MR. BILLY: You mentioned in your  
22 presentation the work on tyog was on hiatus.  
23 What's that code for? What does that mean?

24 MR. RUST: Unfunded.

25 MR. BILLY: Okay. How much funding is  
26 there, a rough estimate, in NOAA Fisheries for this

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1 type of work?

2 MR. RUST: In NOAA Fisheries?

3 MR. BILLY: Yes.

4 MR. RUST: For stock enhancement?

5 MR. BILLY: Yes.

6 MR. RUST: Including earmarks?

7 MR. BILLY: Whatever. I mean, just  
8 roughly what are we -- is this --

9 MR. RUST: Well, I think Mike can  
10 address that better than I would. I just know what  
11 comes into my lap, and I've got it right here.

12 CHAIRMAN BALSIGER: Mike, are you going  
13 to give that in your presentation or do you want to  
14 -- is that something --

15 MR. RUBINO: I could or I could just  
16 answer it real briefly.

17 CHAIRMAN BALSIGER: Go ahead.

18 MR. RUBINO: Between NOAA Fisheries and  
19 OAR, which does a lot of the external grant  
20 programs, it's about \$10 million. It's almost all  
21 earmarks. So that's just a variety of labs around  
22 the country. That does not include the salmon work.

23 CHAIRMAN BALSIGER: But that's not all  
24 enhancement kind of stuff. There's a variety of  
25 things that are covered with it.

26 MR. RUBINO: No. It's all stock

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1 enhancement research.

2 CHAIRMAN BALSIGER: It is.

3 MR. RUBINO: In addition to that, there  
4 are other earmarks that are for commercial  
5 aquaculture but, again, the line -- as Mike  
6 explained, the line between commercial and  
7 enhancement gets blurred because of all the hatchery  
8 work which really goes both ways. So --

9 MR. RUST: And probably three quarters  
10 of that goes to like two or three labs; right?

11 MR. RUBINO: That's right. Gulf Coast  
12 Research Lab, Oceanic Institute are the two big  
13 ones.

14 CHAIRMAN BALSIGER: On this topic, Tom?

15 MR. RAFTICAN: Yes.

16 CHAIRMAN BALSIGER: Okay. Go ahead.

17 MR. RAFTICAN: Approximately what's the  
18 same enhancement dollars that go from the Department  
19 of Agriculture into doing this terrestrial -- I  
20 mean, you've got aquaculture here for \$10 million.  
21 How much goes into research in the Department of  
22 Agriculture?

23 MR. RUBINO: For aquaculture?

24 MR. RAFTICAN: No, no, no -- for  
25 farming.

26 MR. BILLY: It's in the billions.

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1 CHAIRMAN BALSIGER: That's a good point,  
2 but maybe we'll --

3 MR. RUBINO: I'll address some of that  
4 scale issue in my talk, too.

5 CHAIRMAN BALSIGER: I've got Larry  
6 Simpson next.

7 MR. SIMPSON: Thank you, Mr. Chairman.  
8 Mike, you mentioned in your third slide, going back  
9 to the economics, annual direct benefit to  
10 Washington, one state, State of Washington, \$850  
11 million from recreational fishing, eight states,  
12 \$145 from commercial fishing, seven. Can you give  
13 me the basis on how that was calculated, and really  
14 my question is: Is the commercial figure industrial  
15 value?

16 MR. RUST: Those figures came from the  
17 Hatchery Science Review group. Those weren't my own  
18 figures. And how -- where the numbers came from,  
19 we'd have to look it up.

20 MR. SIMPSON: Eight hundred fifty of  
21 value-added and --

22 MR. RUST: Yeah. I'm sure that's the  
23 value-added number because the salmon industry I  
24 think X vessel is only around 20 million here. It's  
25 about equal to the --

26 MR. SIMPSON: It's the way most of them

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1 report.

2 MR. RUST: -- farming industry in the  
3 state. They're both around 20 million, I think,  
4 wouldn't you say, John?

5 MR. FORSTER: Yes.

6 CHAIRMAN BALSIGER: Pete.

7 MR. LEIPZIG: In a recent International  
8 Aquaculture magazine, there was an article, very  
9 brief article, on marine aquaculture and in it it  
10 mentioned the Korean rockfish sea bass (?)  
11 production. And it wasn't clear to me when I read  
12 it whether they were spawning those fish or if it  
13 was captured larva and growing them out.

14 MR. RUST: No. They're spawning them.

15 MR. LEIPZIG: And where they were  
16 raising them. Is it in a pen culture, is it  
17 spawning and releasing them and that was the  
18 increase in production?

19 MR. RUST: Both. They have -- there's  
20 probably, I would hazard a guess, 50 or 60 different  
21 private rockfish hatcheries in Southern Korea, and  
22 they grow them to support a net pen industry very  
23 similar to our net pen industry.

24 But there's also some public -- maybe a  
25 dozen or so public hatcheries which release rockfish  
26 to support their fisheries.

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1                   MR. LEIPZIG: This article talked about  
2 maybe -- I may have this number wrong -- but 30,000  
3 metric tons of rockfish being produced.

4                   MR. RUST: Yeah.

5                   MR. LEIPZIG: Is that in the net pen  
6 operation?

7                   MR. RUST: Most of that would be the net  
8 pens, yeah. In fact, that would all be net pens.  
9 There's probably another 15 or 20 from the wild  
10 capture. Net pens are the --

11                  MR. LEIPZIG: Those are big numbers.

12                  CHAIRMAN BALSIGER: This interest is  
13 good, but keep in mind that Dr. Rust will be along  
14 at our tour tomorrow, so we can follow up some  
15 questions. We have two more people on this list and  
16 then we've fallen behind because it is our focus  
17 point, but let's give Vince O'Shea --

18                  MR. O'SHEA: I'll pass, Mr. Chairman.

19                  CHAIRMAN BALSIGER: Vince will pass.  
20 And then we had Randy Fisher.

21                  MR. FISHER: I guess I was just curious  
22 'cause I was with Usha (ph) and Mr. Long last week  
23 and we were discussing this issue and they were all  
24 saying how wonderful it is and those sorts of  
25 things. So the question I have, I guess, is: How  
26 do you decide what you're going to do? I mean, do

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1 you get certain amount of money -- or how -- how  
2 does this -- I mean, why did you pick lingcod?

3 MR. RUST: Me as a scientist?

4 MR. FISHER: Yeah.

5 MR. RUST: Lingcod was -- me as a --  
6 well, okay. My research group is funded 60 or so  
7 percent by grant funding, so we are largely  
8 influenced in what we do by what grants we get.

9 Lingcod per se was of interest to the  
10 Squaxin Tribe down in South Puget Sound where  
11 populations are -- were at the time below ten  
12 percent of their unfished biomass probably, although  
13 the stock enhancement wasn't really too good down  
14 there.

15 It was also of interest at that time  
16 with Washington State Department of Fish and  
17 Wildlife. Pretty much nothing -- I pretty much do  
18 nothing in my lab that doesn't have partnerships  
19 with local and regional groups and address a problem  
20 or an issue that they're having.

21 So we started with lingcod. Then when  
22 populations were dow -- the populations have  
23 actually come up certainly on the coast, so lingcod  
24 is not really of interest for stock enhancement  
25 anymore. There are some private individuals who  
26 think it may be a commercial species, but it's not

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1 really of interest other than maybe some small  
2 regions like South Puget Sound where it does not  
3 seem to have rebuilt.

4 It's also of interest in that the  
5 release we did down there in the South Puget Sound  
6 was 20 fish that were tagged incredibly with these  
7 acoustic tags and it served as an opportunity to  
8 have enough fish of a same cohort and the same  
9 genetics to where you can run some experiments and  
10 actually see where they go, who eats them, who they  
11 eat, where they stay, and some of these things which  
12 would be harder to do with wild fish.

13 So that's kind of the lingcod story.  
14 It's now not one of our high --

15 MR. FISHER: Could I add one follow-up  
16 question then, sort of?

17 CHAIRMAN BALSIGER: All right.

18 MR. FISHER: So you can theoretically do  
19 stock enhancement, what you're doing here, without  
20 the legislation that you think you need to have; is  
21 that correct?

22 MR. RUST: That's a good point in that  
23 the legislation merely addresses offshore.

24 MR. FISHER: Right.

25 MR. RUST: This is another part of the  
26 NOAA portfolio, however. And I think that it's

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1 important, as you saw, you know, the shellfish farms  
2 and near shore, that's also part of the portfolio  
3 that's not tied to the legislature.

4 CHAIRMAN BALSIGER: Okay. Thank you  
5 very much, Dr. Rust. That was very interesting.  
6 Let's see. We've run over -- Michael, you were  
7 scheduled for about an hour and a half, so why don't  
8 you get started and we'll see how we feel in about  
9 an hour, if we could finish up or we want to break  
10 and come back and we'll --

11 MR. RUBINO: Okay.

12 CHAIRMAN BALSIGER: -- plan after we go  
13 through part of it.

14 MR. RUBINO: While we're getting set up  
15 here, we -- this document that you have in your  
16 binders, it's a ten-year plan but it's really been  
17 ten years in the making. A series of national  
18 commissions, stakeholder meetings, different kinds  
19 of legislation, different kinds of research  
20 initiatives. There are a number of people in this  
21 room who were involved in this ten-year process.

22 Bruce Moorehead, who actually came back  
23 and helped draft this with me and some others; Linda  
24 Chavez, my predecessor; Dick Offiseer (ph); Bob  
25 Iwamoto; Kerry Griffin -- Kerry's here as well --  
26 have all been involved in the thinking behind this

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1 from NOAA's perspective.

2 My involvement started two years ago  
3 actually at a MAFAC meeting in Juneau, Alaska before  
4 I even came onboard, as they say at NOAA. I was  
5 invited to come up to sort of see what this was all  
6 about and what NOAA was all about.

7 Very early on, in October of 2004, I --  
8 we convened a group of experts and interested people  
9 from around NOAA, all four agencies involved in  
10 aquaculture, as well as some of the Sea-Grant  
11 directors, to talk -- sort of take stock of the past  
12 ten years and think about, okay, where do we go from  
13 now?

14 And the cradle of this strategy really  
15 came from that meeting. What we've done in the year  
16 and a half since is to go around the country and to  
17 ask leading questions and to listen -- coastal  
18 communities, aquaculture entrepreneurs, fishery  
19 management councils and commissions, environmental  
20 groups, the feed industry, and others, to say -- to  
21 ask them what kind of a program should NOAA have.  
22 What are the key things driving your industry, your  
23 business, your coastal communities and how can we  
24 help?

25 So I think this plan reflects a little  
26 bit of that thinking. It's great -- it's wonderful

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1 that MAFAC wants to -- has asked for this. In some  
2 ways, it's a good time to take stock, take a look at  
3 sort of this first year and a half of a  
4 reconstituted program and to get a reality check on  
5 whether we're going in the right direction or how  
6 this needs to be tweaked or changed and whether any  
7 of this is realistic.

8 Okay. First slide. Because we're short  
9 on time and because you know this very well, I'm  
10 going to go through the first part of this  
11 background about U.S. seafood supply and marine  
12 aquaculture providing the context very quickly so  
13 that I can get to some of the main points in this  
14 ten-year plan.

15 We all know why we're here. Future of  
16 seafood supply is largely -- in terms of increase --  
17 is largely aquaculture.

18 In the U.S., we consume about six  
19 million tons, we import two thirds. Wild capture  
20 provides about, oh, a little less than 20 percent.  
21 Domestic aquaculture, maybe eight percent. If we  
22 stay at the same level of one seafood meal a week  
23 with modest increases in population, we're going to  
24 need another two million tons of seafood in 20  
25 years. If we eat more, the way all the  
26 nutritionists say we should, you can do the math.

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1 The real question is do we want to keep importing  
2 this or do we want to grow more of it here?

3 Marine aquaculture is a very small part  
4 of U.S. aquaculture. Most of it's still catfish and  
5 trout. So marine aquaculture is about 20 percent by  
6 value, 80 percent by weight.

7 It's oyster culture, mussel, scallop,  
8 other kind of shellfish farming. There's a little  
9 bit of salmon farming in the Puget Sound and in  
10 Maine. We've got shrimp farming in Texas and in  
11 Florida, algae culture and kelp culture in Maine and  
12 in Hawaii, aquarium trade in Florida.

13 There are two sort of new frontiers in  
14 marine aquaculture. One, a closed recirculating  
15 system. A couple of weeks ago, I was down in  
16 Louisiana and Mississippi and actually visited the  
17 manufacturer of these D filters that Ron Long and  
18 LSU helped to invent. They're selling like  
19 hotcakes.

20 In Liberty, Mississippi, just across  
21 Lake Pontchartrain, in converted garment factories,  
22 those low-ceiling buildings that have been  
23 mothballed down there for some time, U.S. and  
24 Australian investors are converting them and putting  
25 in these kind of large tanks, closed recirculating  
26 systems, to grow barramundi, an Australian species,

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1 redfish, they're looking at Cobia, and a variety of  
2 both marine and freshwater species.

3 You've all heard about some of these  
4 tilapia facilities going in around the country.

5 The other area is offshore, which we've  
6 heard a lot about this past year. We've got crowded  
7 coastlines, a lot of people, high land values, a lot  
8 of coastal pollution that's pushing many parts of  
9 the world further offshore. Technology's coming to  
10 be able to do this. A lot of it's still in the  
11 experimental phase, but more -- we're going to see  
12 more and more of this and we're trying to figure out  
13 what to do with it.

14 As we heard from Michael, a very large  
15 part of existing -- our existing aquaculture  
16 portfolio for NOAA is the marine stock enhancement  
17 area.

18 So why now? Demand. If you go to  
19 Mississippi or Louisiana, Texas, if you go to the  
20 northeast of the U.S., coastal communities are  
21 looking for more seafood product to put through and  
22 to justify the continued existence of their  
23 infrastructure -- boats, docks, cold storage,  
24 processing, marketing, transport.

25 Aquaculture and fisheries are two ends  
26 of the spectrum of producing seafood. And the

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1 distinction is really getting blurred between the  
2 two. And in many parts of the world, coastal  
3 communities use a whole variety of technologies to  
4 produce seafood. And so we're going to see more and  
5 more of those examples where, in New England, you'll  
6 see somebody catches quota one day, lobstering the  
7 next day, which is arguably a form of aquaculture,  
8 to working on offshore mussel line cultures based on  
9 research from the University of New Hampshire. I  
10 think we'll see similar kinds of things happening  
11 very quickly in the Gulf.

12 Nutritionists, new technology. We heard  
13 about need for restoration enhancement. You know,  
14 from the Ocean Commission Report to Secretary  
15 Gutierrez coming from the food industry to the  
16 recent press conference when President Bush  
17 announced the Northern Hawaiian Islands Sanctuary --  
18 he had a couple of lines in there -- "I guess I need  
19 to go buy a beer for the guy who wrote those" -- has  
20 generated a fair amount of attention for this  
21 program.

22 Our colleague, Colin Nash, who some of  
23 you know, a couple of years ago worked with some  
24 people around the country, around the world to say,  
25 Well, is this realistic? Can we really produce,  
26 say, half of that two million metric ton increase

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1 that we would need? And where would it come from?

2 It may be a little marine-centric - the  
3 catfish people may quibble with it -- but he saw a  
4 huge opportunity to increase in restoring shellfish  
5 beds and expanding shellfish farming in the  
6 country.\*\*\*\*\*

7 And he saw a lot of potential for marine  
8 finfish. The market wants marine finfish. So where  
9 are we going to put these things? How are we going  
10 to do it?

11 We all know the challenges. Complicated  
12 regulations or lack of regulations. We need the  
13 political will to do this. At the end of the day,  
14 if coastal communities don't want to do this -- and  
15 it's not one size fits all. There are all different  
16 kinds of aquaculture -- aquaculture is as diverse as  
17 agriculture is, we're hearing -- but if we don't  
18 have the political will to do it, it won't happen.

19 The public needs better information and,  
20 as the nation's oceans science agency, NOAA has a  
21 responsibility there.

22 Every agricultural -- I would say every  
23 industry in this country that's successful has a  
24 whole infrastructure of research and development,  
25 extension agents -- in the aquaculture context, it  
26 would be hatchery, disease, nutrition -- surrounding

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1 that industry to support it.

2 That's an infrastructure we need to  
3 build in this country for aquaculture.

4 What are we doing about it? NOAA's  
5 Aquaculture Program has basically four parts to it -  
6 - regulation, science, outreach, and international.  
7 And as you'll see from the ten-year plan, really  
8 sort of the objectives and the strategies that we've  
9 thought about mirror these four activities.

10 The activities happen at four agencies  
11 within NOAA. Most of the money is in NOAA Fisheries  
12 and OAR, NOAA Fisheries being primarily regulatory  
13 as well as having science centers, OAR having a  
14 portfolio of competitive grants and earmarks.

15 National Ocean Service, though, could  
16 play a very important role in the future because of  
17 all of its capabilities. And the library -- it's  
18 there currently now basically because of the  
19 library, but all the GIS and satellite kind of  
20 information is also going to be important as we do  
21 mapping in the future.

22 Okay. The ten-year plan. Sometimes  
23 it's kind of hard to figure out how to slice the pie  
24 in terms of what's the goal, what's the strategy,  
25 what's the results, what's an objective. Well,  
26 we've made an attempt at it anyway.

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1 Well, this is divided up into program  
2 goals, specific goals for this program and the  
3 strategies to implement those goals. We sort of  
4 asked, In the best of all possible worlds, if we  
5 could work together, where could we be in ten years?

6 I won't talk too much about the  
7 challenges. I hope we can talk -- at the  
8 subcommittee level, we'll talk about the challenges  
9 a little bit. And my economist friends  
10 said I really shouldn't have said benefits to talk  
11 about results and impacts because one person's  
12 benefit is another person's cost.

13 Let me go through four program goals  
14 which mirror the four program activities. First one  
15 is regulations. We're already working on this.  
16 We're trying to improve -- we're trying to get  
17 NOAA's act together in terms of how it reviews  
18 aquaculture permits under existing laws and  
19 regulations -- under Magnuson-Stevens, Endangered  
20 Species, Marine Mammals, and so on. Our regional  
21 offices, particularly through NOAA Fisheries, don't  
22 have the tools, the expertise, the resources, the  
23 backup when they get in-permit applications, whether  
24 it be for shellfish or for cage culture, in state  
25 waters to be able to make quick decisions. So if  
26 we're going to be proactive, we need to provide them

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1 with tools about water quality dispersion, about  
2 genetics, about species, about new stock management,  
3 about mapping and siting, about conflicting uses.  
4 So working with the teams from around NOAA over the  
5 next year or two, we're going to put together an  
6 effective virtual guidebook for regional offices  
7 which I think will help quite a bit.

8           Because we're a federal agency, we've  
9 been asked to look at federal waters and that's  
10 where this offshore legislation comes in. At the  
11 moment, there is no clear way with permit  
12 aquaculture in federal waters. If you go get your  
13 Corps of Engineer permit per structure or EPA  
14 permit, if you're big enough in terms of discharge,  
15 but then you go to NOAA Fisheries for consultations  
16 and they would say, Well, some lawyers define  
17 aquaculture as fishing under Magnuson. Go to the  
18 council system.

19           You can get an experimental fishing  
20 permit to do a research experiment, renewable for up  
21 to four years, but at the moment NOAA's not willing  
22 to sign off on a commercial aquaculture permit in  
23 federal waters. So we need to clarify that.

24           One way is legislation, but there is  
25 Plan B and Plan C. Plan B would be actions by the  
26 fishery management councils to manage species. Plan

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1 C could be NOAA revises its definition of  
2 aquaculture as fishing.

3 We need institutional standing to be  
4 able to play the bureaucratic game within NOAA.

5 We need to enhance NOAA's science  
6 capabilities. I'd like to talk to you about how  
7 little money they have. In some ways, pardon the  
8 pun -- take us back a step. NOAA has a very, very  
9 rich tradition in aquaculture. Salmon farming,  
10 shrimp farming, oyster techniques -- many of those  
11 originated in NOAA labs. But in the '80s and '90s,  
12 NOAA took on a whole variety of other  
13 responsibilities and aquaculture kind of took a back  
14 seat.

15 To be an effective regulator, though, to  
16 be able to, you know, enable aquaculture to happen  
17 as well as to safeguard environmental resources and  
18 balance all these multiple uses, you've got to have  
19 science capabilities. You can't just contract it  
20 out. You've got to have it in-house to be able to  
21 regulate it.

22 We're working with other federal  
23 agencies on a product animal health plan nationally  
24 and a national research plan, both of which should  
25 be published in the next year or two. And as you  
26 might imagine, we're working with -- because we're

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1 so small and because we need to engage the rest of  
2 NOAA, we're working with other programs within NOAA  
3 on aquaculture initiatives -- sustainable fisheries,  
4 habitat, protected resources, coastal zone  
5 management, marine sanctuaries, coral reefs, the  
6 satellite groups, and even beyond in terms of  
7 Department of Commerce and NOAA, the Weather  
8 Service, Economic Development Administration. It's  
9 got to be part of all of NOAA working on these  
10 things if it's going to work.

11 We have a research portfolio. How much  
12 do we want to plan to pump in terms of research?  
13 What's the role of public money in getting an  
14 industry going and expanding an industry through  
15 peer review grants, competitive grants, through  
16 Congressional appropriations. Why it is that they  
17 take some of these Congressional appropriations and  
18 turn them into five regional aquaculture centers  
19 around the country where a group of institutions  
20 could sit every five years on a competitive basis,  
21 be reviewed, and have five years' worth of money, \$5  
22 million a year, to build sort of aquaculture centers  
23 of excellence for commercial aquaculture and stock  
24 enhancement research and the nexus is hatcheries.

25 Can we get the Economic Development  
26 Administration and groups like that within Commerce?

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1 Can we work with USDA's programs to provide loans,  
2 soft money and investment money for aquaculture?

3 Can we do something like they do in the  
4 Defense Department with DARPA or they do in Commerce  
5 with the Advanced Technology Program, have sort of a  
6 lighthouse-level large slug of money that goes into  
7 aquaculture research and development.

8 Hundred million dollars. Lot of new  
9 ideas we've talked about several times over the past  
10 ten years. This is sort of the range of -- at the  
11 moment, there's about one to \$4 million that goes  
12 into the Competitive Grants Program for aquaculture.  
13 There's another 15- to \$20 million in earmarks.

14 The USDA has 60- to \$80 million going  
15 into aquaculture, again largely earmarks. I don't  
16 know what Fish & Wildlife Service spends on its  
17 stock enhancement programs. That compares to, you  
18 know, almost a hundred million dollars in Norway,  
19 which only has four million people, a couple hundred  
20 million dollars in European Union -- that doesn't  
21 include all the countries -- about \$80 million in  
22 Canada, so that gives you a scale of where we are.

23 Now, if we could get to a \$50 million  
24 program within NOAA, that would still only be two  
25 and a half percent of NOAA's budget devoted to  
26 ecosystem programs of one billion.

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1                   There's a lot of information and  
2                   misinformation about aquaculture. A lot of people  
3                   don't know about aquaculture. What is this? How  
4                   does it work? It's been around for a long, long  
5                   time in some parts of the country -- if you go to  
6                   coastal Louisiana in terms of oyster farming, or to  
7                   Chesapeake Bay -- but in other places, this is going  
8                   to be new. And if you're the new kid on the block,  
9                   people are suspicious of you. How do we work with  
10                  existing stakeholders through pilot projects and  
11                  demonstration projects?

12                 The University of New Hampshire, from  
13                 day one when they did their offshore project, they  
14                 sat down with fishermen using -- led by the Sea-  
15                 Grant extension agents and said, How do you want --  
16                 how can we work with you on this? So boat owners  
17                 and fishermen have been involved in technology,  
18                 design, servicing the research. They have been the  
19                 first adopters in terms of commercial success of  
20                 some of the research from the University of New  
21                 Hampshire project. Which is just one example of how  
22                 you go about this.

23                 We gather a lot of information. So far,  
24                 we're not doing a good job of getting it out to the  
25                 public. You knew, we need better websites, we need  
26                 searchable websites. There's a lot of information

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1 lying around the science centers. How do we get  
2 that to the decision-makers and to the public?

3 We need to engage the media. I -- we've  
4 done -- the offshore bill in some ways has allowed  
5 us to have a national debate among some circles  
6 about aquaculture. There have been over a hundred  
7 newspaper articles. We've done half a dozen radio  
8 talk shows, a couple of TV interviews. It's  
9 generated some attention this past year.

10 Somehow or other, our back pocket -- we  
11 have to work in this global world. Seventy percent  
12 of our seafood is imported. U.S. consumers have  
13 benefitted enormously from that. The U.S. industry  
14 in some ways is very much involved in terms of  
15 investment, technology, feed, equipment, services.  
16 But what are we getting? What's the quality of that  
17 food that's coming in?

18 How does this contribute to oceans  
19 management around the world? Is it being grown  
20 sustainably in other countries? Is it safe to eat?  
21 -- all those kinds of questions. How can we work --  
22 as Mike gave you an example, he can go to Japan for  
23 a week or two and learn things that will save him  
24 five years in a lab. How can we work with  
25 Norwegians, Canadians, French, Chileans, Mexicans,  
26 and others -- who in some cases are way ahead of us

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1 in some fields -- for exchange of information?

2 Okay. Now, there's sort of program  
3 objectives and strategies. Where can we be in ten  
4 years if we work together on this? It would be nice  
5 to think that we had a permit system that worked,  
6 where there was some certainty. And the biggest  
7 thing industry is asking for is they don't mind  
8 regulation; they want regulation -- it's some kind  
9 of certainty of operation so they can know for ten  
10 years, 20 years they can invest their money. And  
11 this is everything from mom-and-pop operations to  
12 large conglomerates.

13 So we've got to work that through and  
14 it's got to be one, as I said, that enables  
15 aquaculture to happen, safeguards environmental  
16 resources, and balances multiple uses. And it ain't  
17 easy to do this.

18 We'd like to see some of these regional  
19 aquaculture missions. That's done on an ecosystem  
20 management kind of basis. So these regional  
21 aquaculture centers are integrated with the habitat,  
22 effective resources, coral reef, and other programs  
23 and with state and local partners.

24 In terms of new frontiers, I think it's  
25 reasonable to think that in terms of offshore, we  
26 could have maybe ten to 20 farms. If you look at

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1 aquaculture in other parts of the world in terms of  
2 how it's developed, typically it will develop quite  
3 slowly over the first ten years. If it works and  
4 you work out the bugs and you work out all the  
5 stakeholder issues, then it can take off very  
6 rapidly after that. So if we're to do closed  
7 recirculating system aquaculture or offshore  
8 aquaculture, I think over the next ten years we're  
9 going to see a period of experimentation. Some  
10 things will work, some won't. Figure it out  
11 regionally. Those parts that do work are going to  
12 take off very rapidly in the second 20 years.

13           Whether it's the stock enhancement or  
14 commercial, we have a real dearth of hatchery  
15 capability in the country. There's just not a lot  
16 of hatcheries. There's not a lot of backup. If one  
17 hatchery goes down, people can't get fingerlings or  
18 they can't get spat. So, you know, the hurricane  
19 wiped out a whole bunch of hatcheries in the Gulf,  
20 for example. We need those hatcheries all talking  
21 to each other so we don't have redundancy. It has  
22 to be, to use the buzzword, public/private  
23 partnerships in which some do commercial and some do  
24 the R&D work.

25           You'll hear some -- you sit around and  
26 go around the room and you try to figure out, okay,

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1 could we work on ten species of marine fish? Do we  
2 work on shellfish? Seaweeds and algae are going to  
3 be -- could be a big part of the future in terms of  
4 nutrition, in terms of feeding fish, in terms of  
5 getting productivity from the oceans.

6 What are the priorities for stock  
7 enhancement species? Which ones of those species  
8 should we go after the next time? Well, we  
9 certainly could do this work over the next ten  
10 years.

11 We can do a better job with outreach  
12 education. We can be more fully engaged at the  
13 international level.

14 The challenges. What stands in the way?  
15 You heard about some of the challenges in the  
16 beginning in terms of regulations and politics,  
17 stakeholders, perceptions, lack of R&D money. It's  
18 going to take a concerted effort by federal and  
19 state governments. It's also going to take a  
20 concerted effort by the private sector to invest,  
21 but it's sort of a chicken and egg thing between the  
22 two. The private sector is waiting for signals from  
23 federal and state government in terms of regulation,  
24 in terms of a supporting network. They have to be  
25 willing to make that kind of investment. So how do  
26 you get this going?

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1 Internally, we have the classic  
2 challenges of how do you get enough critical mass in  
3 terms of an aquaculture team within NOAA, budget and  
4 staffing to be able to do anything, to have sort of  
5 a minimum level of resources to be able to effect  
6 change and to work with partners.

7 We'll talk a little bit more about  
8 legislation and regulatory mandates. As I said, we  
9 spent a lot of the year talking to stakeholders.  
10 We've received recent letters of support were sent  
11 to the Senate Commerce Committee from National  
12 Fisheries Institute, National Aquaculture  
13 Association, Sliving (ph) Association, the  
14 Veterinarians Association, leading research  
15 institutes around the country and a whole variety of  
16 aquaculture companies and entrepreneurs.

17 What's still missing are letters of  
18 support from some environmental groups and from some  
19 in the fishing community. But everyone needs to be  
20 around this table together if we're going to move  
21 forward with this.

22 One of the questions I get asked often  
23 is, Okay, if we have a \$50 million aquaculture  
24 program, what do we get? What does this buy us?

25 Secretary Gutierrez's office has been  
26 calling me several times over the past two weeks

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1 saying, Can we get a million tons of production in  
2 ten years, not 20 years? What would it take? Well,  
3 China took our scallop technology. Look at China.  
4 They're producing a million metric tons of scallops  
5 in ten years.

6 Two little countries, Norway and Chile,  
7 produce over a million metric tons of salmon. We've  
8 got a whole variety of species available to us. You  
9 know, this is possible. We've talked a bit about  
10 some of the opportunities. Certainly some parts of  
11 the country -- I'm going to be in Alabama and  
12 Mississippi for a week in August talking to state  
13 fisheries directors, to boat owners, to processing  
14 facilities, to feed mills about, you know, off-  
15 bottom oyster culture, about employing fishermen to  
16 plant marsh grasses, about pilot projects for  
17 offshore aquaculture. All these groups want to be  
18 involved.

19 The sliving industry has really been at  
20 the front of the food and nutrition aspects of  
21 aquaculture. They've convened several brainstorming  
22 sessions around the country to talk about what do  
23 they call it? -- plant-based feeds for aquaculture.  
24 We could have a similar group for algae or for  
25 other kinds of foodstuffs. As aquaculture grows,  
26 we're going to need a diversity of supplies and it's

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1 really a question of price. If you continue to fish  
2 a hundred percent grain diet, it may not be the best  
3 thing in terms of human nutrition, you may want  
4 those oils that come from fish or from algae, but  
5 it's really just a question of price at this point.

6 Food supply and security. What happens  
7 when Asia doesn't export all of its seafood to us  
8 anymore and they consume it at home? How can we do  
9 this in an ecosystem context? I think we can.

10 Another result I think will be expansion  
11 of this research and development and expansion  
12 network.

13 So over the next couple of days, I very  
14 much look forward to listening and talking with all  
15 of you about this and getting your ideas of whether  
16 we're on the right track or not, what's missing.  
17 Please don't be shy. Please be critical. Because  
18 we need to sort through all of these things.

19 I just was going to conclude by just  
20 giving you an update on the offshore legislation  
21 since there were a couple of questions about that.  
22 And as Michael said, offshore is -- and I think as  
23 his presentation tried to show -- offshore is just  
24 one small part of a broad-based program that we're  
25 trying to develop but it's one that's gotten a lot  
26 of attention recently because it's new.

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1                   The legislation's been introduced in the  
2                   Senate a year ago. The hurricanes have kind of  
3                   delayed everything for nine months or a year really  
4                   in terms of committee hearings' interest and  
5                   whatnot. So it was introduced in the Senate by  
6                   Senators Stevens and Inouye as a favor to the  
7                   Administration. Those two Senators and some others  
8                   also offered some amendments to the bill, the  
9                   primary one of which is a so-called up-down  
10                  amendment where I say the State of Alaska, if they  
11                  didn't want to have finfish aquaculture in state  
12                  waters -- in federal waters off of their state could  
13                  say, No, we don't want to be part of this program.

14                  The Senate has held two hearings on it.  
15                  The other major issue that has come out, other than  
16                  the state coordination, is to work on the bill in  
17                  terms of the environmental standards of the bill.  
18                  The environmental requirements were kind of  
19                  sprinkled around the bill. They weren't well  
20                  understood by some stakeholders. So we've worked  
21                  with the Senate Commerce Committee on drafting  
22                  language that would clarify the environmental  
23                  section to the bill and I think we respond -- it  
24                  does respond and a version of that will be -- if  
25                  it's not already floating around, it will soon be  
26                  out which responds I think to most of the concerns.

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1                   So we've really done a lot of work on  
2                   the bill that should satisfy the state opt-out as  
3                   well as all the environmental areas. And I'd like  
4                   to think that we're at the point now where not only  
5                   the seafood and aquaculture communities but the rest  
6                   of the groups interested in aquaculture could  
7                   support this bill so that we can move ahead.

8                   On the House side, there are a number of  
9                   representatives who are interested. It's been a  
10                  busy year. I think, as Bill said in his opening  
11                  remarks, I think the best we can hope for this year  
12                  would be for the Senate to mark up a bill, at least  
13                  to come up with its own version of the bill, to find  
14                  some House sponsors, and then to reintroduce the  
15                  bill in January, the next session.

16                  But the hard work in some ways has been  
17                  done. We've worked at the staff level to work out  
18                  the bugs in the bill to the point where it could go  
19                  a lot quicker.

20                  And let me stop there and answer  
21                  questions.

22                  CHAIRMAN BALSIGER: Thanks, Mike. That  
23                  was good. Incidentally, the testimony of Tim Keeney  
24                  and Dr. Hogarth at those two Senate hearings that  
25                  Mike mentioned is in your binders here. But are  
26                  there any questions for Mike?

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1                   MR. RAYBURN: So what's the process on  
2 the environmental aspects of the legislation, the  
3 process that -- of getting that out for public  
4 review and see whether or not it has any merit? Is  
5 that going to be done from the committee level?

6                   MR. RUBINO: At this point, it's up to  
7 Congress. The Administration's provided a  
8 framework, a draft bill to Congress. Now it's  
9 really up to Congress to do what they want to do  
10 with it. So --

11                  MR. RAYBURN: But you said you've given  
12 some language on the environmental --

13                  MR. RUBINO: Well, responding to the  
14 committee requests, NOAA can now work with, as sort  
15 of a technical expert, to provide information to  
16 Congress. So we've done that. We've worked with  
17 the Senate Commerce Committee with their  
18 subcommittee on language that looks -- things that  
19 were provided by the Ocean Conservancy, by the Task  
20 Force on Marine Aquaculture, and some other  
21 recommendations to make sure that there's a clear  
22 section in the bill that says, you know, as you  
23 develop the regulatory process and before you issue  
24 a permit, thou shall consider the following things.

25                  And it's the same list that you and I  
26 would come up with. There's no mystery to any of

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1 the list.

2 MR. RAYBURN: And the senator from  
3 California, is she comfortable with that or do you  
4 know yet?

5 MR. RUBINO: Senator Boxer's staff has  
6 been involved in the discussions.

7 CHAIRMAN BALSIGER: Bill.

8 MR. RUBINO: So it wouldn't be very much  
9 different from the kinds of things that are in the  
10 California bill, if that's what you're asking. In  
11 the California bill, there's nothing new. It just  
12 reflected what's already on the books in many states  
13 around the country if you look at Maine, Washington,  
14 Florida, Texas. They've had aquaculture regulations  
15 in place for a long time. In terms of what we would  
16 do with federal waters, you know, we really would  
17 start with those state models as well as models from  
18 Canada, Australia, Norway, and other places.

19 When you look at these, they all start  
20 looking the same after a while. They really -- when  
21 you -- and we learned a lot from salmon, from  
22 shrimp, from catfish about what to do, what not to  
23 do, best management practices. All of these various  
24 environmental and stakeholder issues. I'd like to  
25 think we can build on that knowledge, go through a -  
26 - you know, if Congress passes the bill, we'll

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1 provide a straw dog and then we'll go through a  
2 stakeholder-intensive review process and a Federal  
3 Register noted process that hopefully will only take  
4 two years to actually come up with regulations that,  
5 you know, states, fishery management councils, and  
6 all the coastal communities can be proud of.

7 MR. DEWEY: A comment and a question for  
8 Michael. From a comment standpoint, I just wanted  
9 to say that one of the hats I wear is I'm on the  
10 board of directors of the National Aquaculture  
11 Association. Another hat I've been wearing for the  
12 last year-plus is I've been on this little funded  
13 Marine Aquaculture Task Force that Michael  
14 referenced.

15 And in both cases, I just want to say I  
16 appreciate Michael's efforts to do outreach with  
17 those groups and supply information. It's been very  
18 beneficial, I think a two-way exchange to hear what  
19 our concerns are but also to understand where the  
20 Administration's coming from.

21 Question for you, Michael, is on your  
22 five regional aquaculture centers of excellence, I  
23 just am curious to hear more of your thinking on  
24 that and what you envision. I'm a little concerned  
25 -- I don't want to see overlap with the USDA's  
26 regional aquaculture centers and any kind of turf

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1 issues evolving because of that. Were those -- the  
2 USDA centers are really more administrative and  
3 virtual centers than fund research through the  
4 different universities in the five regions.

5 Are you envisioning something different  
6 where you actually have facilities that are doing --  
7 NOAA is doing -- NOAA scientists are doing research  
8 in these --

9 MR. RUBINO: Well, a couple things. Let  
10 me say that also over the past year and a half, we  
11 have done quite a bit of work to foster a close  
12 working relationship with USDA's Aquaculture Program  
13 at the staff level. There's something called a  
14 Joint Subcommittee on Aquaculture which is the  
15 federal coordinating committee on aquaculture and  
16 working through that we're in close touch on things  
17 like trying to put together a national research  
18 plan, to dust off one that was drafted five years  
19 ago. There's limited federal dollars going to  
20 aquaculture. We need to be careful that we're not  
21 tripping over each other, that we work in areas  
22 where we have a competitive advantage and where  
23 stakeholders would like us to work.

24 So anything that NOAA does going forward  
25 would be closely coordinated with the USDA and  
26 existing USDA activities.

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1                   This is an idea. What model it actually  
2 comes out of, is this based around sort of  
3 hatcheries, is it based around public/private  
4 partnerships between some of these research  
5 institutes that currently get earmarks, and some  
6 NOAA labs and some industry associations? I think  
7 this is something that has to be worked out.

8                   But this idea of having to rely on year  
9 to year money and playing the earmark game is not  
10 necessarily the best one if we want -- if we have  
11 these ambitious objectives. And if we could have --  
12 and this has been suggested by a number of these  
13 institutions that have been the beneficiaries of  
14 these earmarks -- that they would be happy to  
15 participate in a system where every five years we've  
16 got to pull together partners and compete with --  
17 against somebody else to get your selected money.  
18 It would then have greater buy-in from local and  
19 regional communities as well. But this is  
20 something we have to work on.

21                   CHAIRMAN BALSIGER: Steve.

22                   MR. JONER: I also have a comment and a  
23 question. You mentioned University of New Hampshire  
24 and their approach to this and Mikah McCarty and I  
25 were there just a couple years ago and I was very  
26 impressed with the way they are dealing with the

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1 industry and I'm kind of rusty on their mission  
2 statement for the state agency and the university,  
3 but it was essentially to use aquaculture to  
4 supplement the wild harvest in order to have  
5 sustainable fishing economies and, you know, we saw  
6 that opportunity starting back around '98 or so when  
7 we started on this black cod sago fish aquaculture  
8 with Mike. And the reaction by just the Makah  
9 fishermen was some of the fishermen were absolutely  
10 opposed to it because of what had happened with  
11 Atlantic salmon and they said, We don't want to see  
12 this happen. Stop what you're doing. There are  
13 other fishermen who saw the future of it and when  
14 Mike was running low on funds, one of the Makah  
15 fishermen actually wrote a check for \$10,000 to help  
16 support our ongoing research just out of his own  
17 pocket because he wanted to see it go forward.

18 At about that same time, I guess it was  
19 Penny Dalton -- was that her name? --

20 CHAIRMAN BALSIGER: Could have been.

21 MR. JONER: -- she came out to  
22 Manchester and we talked about it and her question  
23 was, What about the industry? Do they support this?  
24 And our answer was, Well, we would like the industry  
25 to be the primary participants, the fishing  
26 industry, but you need -- we need the outreach, we

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1 need a demonstration project.

2 And every year when I walk into the  
3 Halibut Commission meeting, I'm always jumped by two  
4 or three fishermen who are afraid that I'm going to  
5 destroy their fishery by this plot to take over the  
6 worldwide production market of sago fish. I  
7 wouldn't mind if I could, but I doubt I'll be able  
8 to do that.

9 CHAIRMAN BALSIGER: Two or three.

10 MR. JONER: Well, I'd run and hide by  
11 then. So I get nervous when I see you 'cause I  
12 think all that gang is with you.

13 (Laughter.)

14 MR. JONER: So -- well, anyway, you  
15 know, to me it's a question of maintaining -- making  
16 it sustainable and, you know, fishermen are content  
17 to beat each other's brains out over fighting over a  
18 handful of fish, but you bring up some new idea like  
19 this and they don't want to deal with it.

20 So I look on there -- I don't know --  
21 maybe it's Kate Naughten's responsibility, but  
22 somewhere there's a golden opportunity here on the  
23 West Coast to jump in to a community -- you know,  
24 somewhere where they have the infrastructure, the  
25 boats, the people, there are a few processing plants  
26 left, and use this as a way to supplement the wild

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1 capturing.

2 And do you have -- do you have something  
3 in mind for that? Is there a demonstration project  
4 in mind or are you looking for one?

5 MR. RUBINO: I guess I would turn the  
6 question around. Aquaculture's a technology. It  
7 can be used for a variety of purposes. And you've  
8 heard about many of those different purposes here  
9 today. You know, how you go about it in your  
10 community, in your state, in your region is really  
11 up to you.

12 As a federal program, we have trust  
13 responsibilities under federal laws, but we're also  
14 a resource. So we're happy to work with you as a  
15 resource to work in directions that you would like  
16 to go in.

17 You know, in some parts of the country,  
18 aquaculture's going to be used to complement  
19 commercial fishing; in some places, it's just going  
20 to go off on its own and be in its own world. But  
21 the synergies between aquaculture and fishing are so  
22 strong because of seafood and because of the  
23 hatchery technologies that really it almost has to -  
24 - but how this gets worked out is going to depend.  
25 Each region's going to do it differently.

26 But I think your idea of starting with

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1 pilot demonstration projects is really a model that  
2 has been shown to work in a lot of places in the  
3 country. You know, if you go to Florida where they  
4 put down the same fishing, there are whole parts of  
5 Florida that have converted to clam farming and  
6 they're doing so well they don't want anybody to  
7 know about it.

8 CHAIRMAN BALSIGER: Frank -- oh, sorry.  
9 Frank had a comment.

10 MR. LOCKHART: Just a follow-up of what  
11 Steve said. When I was sitting at the table at the  
12 April council meeting on climate, where we did shut  
13 down a lot of the salmon fishing on the coast, the  
14 number one comment that fishermen would come up to  
15 me during the breaks and talk about was not salmon  
16 fishing per se; it was about aquaculture. The nicer  
17 ones would say, So is NOAA's goal just to kind of  
18 put fishermen out of business and supplant it with  
19 aquaculture? And the somewhat not so nice people  
20 just concluded that that was, obviously, what was  
21 going on, that and NMFS was -- had a goal to put all  
22 commercial fishermen or at least salmon fishermen on  
23 the West Coast out of business and supplant it with  
24 aquaculture.

25 So I would say Kate Naughten has her  
26 hands full on outreach on the West Coast, at least.

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1                   And the one thing that's not getting out  
2                   there is the enhancement part of it, but that's --  
3                   how that plays a role. Everyone just assumes the  
4                   aquaculture bill is nothing but putting fishermen  
5                   out of business, so --

6                   MR. RUBINO: I would say that you, as a  
7                   deputy regional administrator, have your hands full  
8                   as well.

9                   MR. LOCKHART: Yes. Oh, I agree, yeah.  
10                  And believe me, when they told me about this --

11                  MR. RUBINO: This is a NOAA-wide  
12                  initiative.

13                  MR. LOCKHART: Yeah. Yeah.

14                  MR. RUBINO: And one of our biggest  
15                  challenges is working with other parts of NOAA and  
16                  educating NOAA on the complexities of this issue and  
17                  the breadth of this issue, and aquaculture and the  
18                  kind of aquaculture program we'd like to have cuts  
19                  across all these various dimensions of aquaculture,  
20                  from using it as a technique to protect your  
21                  resources and species restoration to, you know, half  
22                  of Alaska's salmon fishery depends upon hatcheries.

23                  You know, the oyster industry in the  
24                  East Coast and the West Coast and Louisiana depends  
25                  upon hatcheries.

26                  Two newer forms of aquaculture that may

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1 or may not fit with what's going on. In some cases,  
2 yes, it's going to compete. In some cases, it can  
3 complement. But the real competition is coming from  
4 where?

5 MULTIPLE SPEAKERS: Overseas.

6 MR. RUBINO: If you don't do  
7 aquaculture, it's going to come from overseas, where  
8 it's already coming from, and it's going to come  
9 from other forms of protein. Look at center of the  
10 plate -- beef, pork, chicken. So -- you know, so  
11 the challenge for us is do we want to take advantage  
12 of this technology or do we want to just keep  
13 importing?

14 MR. LOCKHART: Yeah. I was just saying  
15 that there is a strong impression out there --

16 MR. RUBINO: Oh, and it's -- and it's --

17 MR. LOCKHART: -- about that, and I just  
18 wanted to correct one thing. I'm not the deputy.  
19 I'm the Assistant Regional Administrator. That's a  
20 big difference -- believe me.

21 MR. JONER: Well, Joe's leaving.

22 MR. LOCKHART: Yeah.

23 CHAIRMAN BALSIGER: Ken Roberts is next.

24 MR. ROBERTS: Thank you, Mr. Chairman.  
25 Mike, I've just been informed you will be present  
26 Wednesday morning when the Commerce Committee meets?

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1 MR. RUBINO: Yes.

2 MR. ROBERTS: Okay. So I've got a list  
3 of questions but I'm going to go to one now. Just  
4 conceptually, rather than having an opt-out  
5 provision, why not have an opt-in provision where  
6 the "in" includes a number of benefits? You'll  
7 receive support at the university for ten years to  
8 build marine hatchery technology and juvenile  
9 technology, etc.

10 And those are just a couple of things  
11 I've been thinking about, but rather than opt out,  
12 think about opting in and making it competitive to  
13 get in because they're going to be assistance-type  
14 things related to being in.

15 And particularly -- you know, I know we  
16 all deal with the regional aquaculture centers, and  
17 you're right; they do submit proposals -- the  
18 universities in the regions submit proposals. But  
19 offshore aquacultures are much bigger undertakings  
20 for a university.

21 Like me, I've been working four years  
22 now on getting something to capital outlay in the  
23 state legislature to build something, and it's an  
24 extremely enticing thing to have something  
25 forthcoming if you were one of those that opted in  
26 and competitively received monies to build

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1 infrastructure 'cause the infrastructure's the  
2 expensive thing and the time-consuming thing.

3 I just ask that. That's kind of a  
4 contrarian viewpoint of opting out versus opting in,  
5 but it seems to me opting in is a positive as  
6 opposed to opting out being a negative.

7 MR. RUBINO: It's a good idea. I can  
8 give you the name of the staff person that's in the  
9 Commerce Committee who's working on this.

10 MR. ROBERTS: I'm sure they won't like  
11 my comments, but --

12 MR. RUBINO: No. I think --  
13 everything's still on the table at this point. You  
14 know how Congress is. And, as I said, the  
15 Administration's bill is just a starting point and  
16 it's one that went through this interagency review  
17 process and in some ways a lot of good ideas get  
18 axed in that review process. So now's the time to  
19 get those ideas back in again.

20 CHAIRMAN BALSIGER: I think that's a  
21 great idea. Not that you end up there, but to think  
22 about that.

23 MS. BRYANT: And that's the value of  
24 this committee, too, because you can get those  
25 things in materials that can go outside the system.

26 MR. RUBINO: Correct. You guys can go

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1 talk to your Congressmen and Senators.

2 MS. BRYANT: That's right.

3 CHAIRMAN BALSIGER: John Forster was  
4 next.

5 MR. FORSTER: I'd like to comment a  
6 little bit in terms of sort of the things -- the  
7 words that were being used just now -- complement  
8 commercial fishing, supplement commercial fishing --  
9 and how do you relate that to the one million or two  
10 million ton deficit? It just seems to me that when  
11 we look at our commercial fisheries and we look at  
12 whatever it is, 50,000 tons of halibut, maybe 30,000  
13 tons of black cod, the deficit for two million tons  
14 is huge.

15 And if we really were going to do  
16 anything about aquaculture, at least at that level,  
17 then it is not going to be a complement or a  
18 supplement to; it's going to be a whole new  
19 activity. Good or bad.

20 But I think sometime we need to sort of  
21 address the scale of what that number really means.

22 MR. RUBINO: Well, I think you're right  
23 and I think the challenge is can we use the existing  
24 seafood infrastructure --

25 MR. FORSTER: Yeah.

26 MR. RUBINO: -- of commercial fishing of

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1 boats, docks, processing, cold storage, marketing to  
2 harvest seafood in a different way? That's right,  
3 because there are not enough fish out there to  
4 catch. We can do some work through enhancement to  
5 supplement and we need to do a lot more work in  
6 terms of the efficiency, the effectiveness. As Mike  
7 said, there's been precious little done on that  
8 field. That's a field that's ripe for a lot of  
9 work. But we know we can grow fish and shellfish.  
10 We can do it in coastal waters but, you know, I was  
11 down in Tidewater, Virginia -- as I said, we spent a  
12 lot of the year just going around just listening.  
13 You can put a crab pod anywhere you want to in the  
14 Chesapeake Bay pretty much -- a cage, a line, and a  
15 buoy. If you want to restore oysters in the  
16 Chesapeake Bay for all of the filter feeder reasons,  
17 for commercial reasons, for aquaculture reasons, to  
18 put that same cage in the bay with oysters in it  
19 with a line and a buoy, you need all kinds of  
20 permits. It can take you forever and you may not  
21 get it. Do you know who the biggest opponents are,  
22 I'm told?

23 MS. TOOLEY: Crab fishing.

24 MR. RUBINO: Hmm?

25 MS. TOOLEY: Crab fishing?

26 MR. RUBINO: Nope. Not fishermen. It's

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1 Coastal Real Estate Associations. Land values for  
2 second homes and vacation homes and retirement homes  
3 are so high, they don't want to see more buoys.  
4 They're afraid that their boats are going to scrape  
5 on the bottom of these things.

6 So we -- you know, we're a very rich  
7 country, we value our recreation and tourism. We've  
8 got crowded coastlines. So, you know, do we go to  
9 urban aquaculture with buoys and tanks? Which is  
10 very expensive to do but someone's going to crack it  
11 and figure out how to do it. Does Alaska want to  
12 get into the game of coastal aquaculture more than  
13 just shellfish and using hatcheries? Do we want to  
14 go to offshore? Or do we somehow find stock  
15 enhancement that works with certain species where  
16 you could -- you know, a few weeks ago in the New  
17 York Times, there was an article -- Time magazine,  
18 there was an article about cod, which you might want  
19 to read. The guy didn't get everything right, but  
20 it wasn't bad. You know, cod was this big romantic  
21 thing of the North Atlantic, generations and  
22 generations of fishermen. It's crashed. The  
23 article was really about what are the management  
24 options? A 20-year moratorium to rebuild stocks,  
25 stock enhancement, aquaculture and nets, or some  
26 combination of the three, and how do coastal

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1 communities play into that?

2 That's just one example of many that  
3 we're dealing with. So sorting this out is not  
4 going to be easy. Anyway, I should stop talking and  
5 take more questions.

6 CHAIRMAN BALSIGER: Mary Beth was next.

7 MS. TOOLEY: I think my question was  
8 already covered.

9 CHAIRMAN BALSIGER: Okay. Catherine.

10 MS. FOY: Well, this has been partially  
11 covered. Catherine Foy, for the record.

12 John addressed the different views that  
13 commercial fishermen have of aquaculture. But I  
14 felt that he left out a point. Commercial fishermen  
15 in Alaska, particularly, don't just view aquaculture  
16 as a side industry. They view it as a direct  
17 competitors to their wild stock. Even if it is not  
18 same species, the pollock fishermen are becoming  
19 increasingly concerned about tilapia farming. Yeah.  
20 Because it's a whitefish.

21 How are you going to combat that ground  
22 swell of very politically powerful --

23 MR. RUBINO: Well, I think collectively  
24 we have to answer that if we want to do finfish  
25 aquaculture in this country. As you say, Alaska  
26 uses aquaculture for shellfish, uses aquaculture for

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1 hatcheries. Yes, Alaska fishermen have been hurt by  
2 imports. Shrimp fishermen in the Gulf have been  
3 hurt by imports. Big time.

4 But we are in a global marketplace and  
5 that competition's not going to go away and, as John  
6 Forster likes to point out, any new production is  
7 competition. But that competition's going to come  
8 from somewhere.

9 MS. FOY: True.

10 MR. RUBINO: So how do you deal with  
11 that? How do you -- you know, how can we provide  
12 economic opportunities for coastal communities? And  
13 there are parts of the country -- maybe not Alaska -  
14 - if you go to the Gulf or you go to New England,  
15 they're looking for something to deal with their  
16 resources. They need more seafood that comes from  
17 those facilities.

18 So, as I said, it's not a one size fits  
19 all.

20 MS. FOY: Right.

21 MR. RUBINO: And long term all the  
22 market projections are we're going to need a lot.  
23 Short term, there's always competition. So some of  
24 it is a short term versus a long term thing.

25 CHAIRMAN BALSIGER: Tom.

26 MR. BILLY: Your last comment was to the

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1 point I was gonna raise. A couple of years ago,  
2 when the advisory committee to the Departments of  
3 Health and Human Services and Agriculture reviewed  
4 the current nutrition policy of the country at that  
5 time, the advisors came up with a recommendation  
6 that there be an increase in per capita consumption  
7 of seafood in the United States by a factor of two.

8 So your one or two million metric tons  
9 isn't what they were thinking of. It's your six  
10 million metric tons additional. Unfortunately, at  
11 least from the perspective of human health, that  
12 wasn't adopted by the policymakers that took that  
13 advice in those two departments a year or so ago.

14 But I've been monitoring that and it's  
15 pretty clear to me that not only is that  
16 recommendation going to be repeated, but it's  
17 probably going to be increased. That doubling per  
18 capita consumption from a human health perspective  
19 isn't enough. It needs to be greater than that.

20 So it would seem to me that we need to  
21 be careful not setting our sights too low. And I'm  
22 not arguing for all that needs to come from  
23 aquaculture or anyplace else. I'm just saying  
24 there's going to be a huge driving force to find the  
25 source of that kind of supply. And if it happens in  
26 the United States, it's also going to happen in

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1 other at least developed countries around the world.

2 So I think it's in that context or in  
3 that perspective that we need to think about this  
4 whole area as well.

5 MR. RUBINO: Who's one of the largest  
6 consumers of U.S. soybeans? Chinese aquaculture.  
7 U.S. Soybean Industry Association is doing all kinds  
8 of work in China. They'd love to sell more soybeans  
9 here, but they're not waiting.

10 We consume huge amounts of sushi tuna  
11 here. We've got sardine fishermen in California who  
12 are catching sardines under our managed system,  
13 freezing them in large vats and shipping them from  
14 Australia into Mexico where they're dumped in the  
15 tuna ranching operations. And they're saying, Why  
16 can't we do that there?

17 So, I mean, the examples are -- you  
18 know, there are many, many, many examples.

19 CHAIRMAN BALSIGER: Ralph.

20 MR. RAYBURN: I was curious. You know,  
21 it seems like in the time frame that you're talking  
22 about, and, you know, what the MAFAC is supposed to  
23 be about, advising the Secretary and all of that,  
24 you've got what? -- two years left in this  
25 Administration. There will be a change. Is there  
26 something that can be done beyond the ten-year, you

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1 know, plan, or is that where we should be focused as  
2 far as somewhat institutionalizing or building some  
3 momentum for our offshore aquaculture, NOAA  
4 Fisheries aquaculture, whatever, so there will be  
5 some carryover, you know, to the next  
6 Administration, the next Secretary realizing, you  
7 know, the focus that they'll always have on trade  
8 and deficits and all that kind of stuff? Is that the  
9 focus -- issues they probably don't care about.  
10 Deficits, they -- you know, it's always going to  
11 ring true, I would suspect, to some Secretary of  
12 Commerce.

13 In the process of developing a ten-year  
14 plan, you know, have you thought about how you can  
15 somewhat institutionalize that vision within  
16 commerce if this is an area that really has  
17 commercial application at the Secretarial level for  
18 a reduction in the deficit, and is that integrated  
19 into this ten-year plan as we see it now?

20 MR. RUBINO: Well, certainly I would  
21 hope that this ten-year plan gets to the Secretary's  
22 desk with some recommendations from MAFAC. I think  
23 that would carry quite a bit of weight, given who's  
24 sitting around this table.

25 It's a non-partisan issue. We're all  
26 still going to be around, no matter who the next

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1 Administration is -- or somebody else will.

2 MR. RAYBURN: And you see that -- your  
3 preparing in this ten-year plan is something that  
4 will create that focused momentum or whatever that  
5 will carry over?

6 MR. RUBINO: See, even if we wanted to  
7 do this tomorrow, I think that we're talking about a  
8 50-year time lapse, certainly a 20-year time lapse,  
9 given the amount of time it takes to get these  
10 things into place, just in terms of capital  
11 construction, in terms of pilot projects, working  
12 through -- the regional bugs that you've got to work  
13 through.

14 But, you know, we've done it with other  
15 parts of our agricultural industry. We've done it  
16 with aquaculture products. Look at catfish. That  
17 was a conscious decision by a group of states to go  
18 from one form of agriculture to another.

19 CHAIRMAN BALSIGER: This has been a  
20 really good discussion. Both presentations were  
21 good and there were lots of questions. We have time  
22 to continue this under the subcommittee structure  
23 when they do that tomorrow morning or however that  
24 works out.

25 So thanks to both the Michaels.  
26 Appreciate what you've done here.

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1                   Let's see. We've got -- lunch was  
2 originally scheduled for an hour and 15 minutes; is  
3 that right?

4                   MS. BRYANT: It's 12:30 now. Do you  
5 want to come back at 1:00 -- I mean, --

6                   CHAIRMAN BALSIGER: One? I don't think  
7 so.

8                   MS. BRYANT: I mean, not 1:00 -- I  
9 didn't mean that -- I meant --

10                  CHAIRMAN BALSIGER: Can we do it in an  
11 hour?

12                  (Pause.)

13                  (Lunch recess from 12:37 p.m., until 2:04  
14 p.m.)

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AFTERNOON SESSION

--oOo--

CHAIRMAN BALSIGER: Thanks for coming back. It took a little bit longer to get the meals paid for than we anticipated, so we ran a little bit over, but we'll go through this afternoon.

Our first agenda item is about the "FishWatch" web page development. Rachel Butzler is here to go through that.

Chris Moore -- it's sort of under his division so, Chris, can you introduce this topic?

MR. MOORE: Actually, I talked to Laurel. Laurel's going to do it.

CHAIRMAN BALSIGER: This Laurel?

MR. MOORE: Yeah, that Laurel.

MS. BRYANT: There's so many in the room.

CHAIRMAN BALSIGER: We can't communicate because we're too far apart.

Do you want to introduce this?

MS. BRYANT: Sure. I just want to say

1 that this is something that -- there's some history  
2 with MAFAC on this. But we've got so many new  
3 members I don't know, other than Randy and Larry  
4 and perhaps Vince, would be familiar with that  
5 history.

6 This has been a concept that we came up  
7 with following certainly my experience in  
8 Legislative Affairs. A lot of the issues that  
9 we've kind of touched on, in and around, and NOAA's  
10 inability to really synthesize very complex  
11 information in a way that makes sense to your  
12 average consumer, in a way that they can both care  
13 about, in a way that they can understand integrated  
14 to their daily lives, etc., and one of our favorite  
15 documents is the status of stocks document. Those  
16 of us with history like to call it SOS, as in  
17 "help," or the "spank me" document because the way  
18 it's always presented is information that's very  
19 confusing, it becomes a hammer that you get beat  
20 over the head with constantly, and we never  
21 leverage from one year to the next any progress or  
22 any change in environment.

23 That was the genesis of this idea, and  
24 this is a Web-based consumer page to essentially be  
25 able to begin to build on that kind of  
26 understanding -- status of stocks, is it okay to

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1 consume fish that you find available in your  
2 grocery store, explain the management process, and  
3 be able to grow it and develop it from that.

4 So it's been going a long time. MAFAC  
5 wrote off on it originally in 2000, recommended it  
6 go forward. That eventually ended up in the  
7 National Academy of Public Administration report  
8 and review. And so there's some history, and we  
9 were really lucky to get Rachel Butzler this year  
10 from Texas A&M to take it and she has taken this  
11 and she has run with it. And so without further  
12 ado, take it away.

13 MS. BUTZLER: Thank you. I think  
14 Laurel almost said it all. Thank you for letting  
15 me speak to you today. I'm doing a year-long  
16 fellowship with what used to be the Office of  
17 Constituent Services but now I'm under Chris Moore  
18 and Partnerships and Communications.

19 And the main thing I've been working on  
20 is this website called "FishWatch." I gave  
21 everybody a handout and I apologize that the  
22 writing is so small on the handout, but it's really  
23 more for you to take notes next to specific slides  
24 that you want to or questions or comments that you  
25 might want to write down.

26 So the objectives of -- I'll probably

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1 talk for about 15 minutes, so I want to present  
2 FishWatch to you, get your initial feedback, and  
3 then a strategy to move forward. I'm really hoping  
4 to get more extensive feedback from MAFAC in the  
5 future.

6 So our assignment -- NOAA Fisheries is  
7 the nation's authority on domestic fishing and,  
8 like Laurel said, we don't have a real concise way  
9 to get this information out to the public. So our  
10 assignment is to share this information. And, like  
11 she said, other different organizations have  
12 suggested some kind of method to get our  
13 information out, like the public education page.

14 MAFAC itself requested a Web offering  
15 on seafood choices in 2000. The National Fisheries  
16 Institute has requested that NOAA provide science-  
17 based information to prevent mis-information out  
18 there from other organizations. And the U.S.  
19 Commission on Ocean Policies has a call for ocean  
20 literacy.

21 And then if you go online to Google and  
22 request a quick Web search on "seafood choices" or  
23 "fish guides," out of the first three pages,  
24 nowhere at all does NOAA Fisheries come up. So I  
25 think that's pretty important. We should be  
26 providing this kind of information to the public.

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1                   So, basically, what we want FishWatch  
2           to do is to demonstrate how NOAA Fisheries is  
3           actively managing our fisheries through science-  
4           based management, but really what we want to stress  
5           is that we manage our fisheries based on the  
6           science and the data we collect. So our target  
7           users are people who are concerned about  
8           sustainability of the ocean.

9                   Second, other target users may be your  
10          conscientious consumer who's looking for concise  
11          information about seafood. And basically people  
12          just looking for the authority on seafood. There  
13          are so many different organizations out there  
14          saying, "Eat this. Don't eat this. Avoid this."  
15          But we really need -- NOAA Fisheries needs to be  
16          the authority on seafood.

17                  So the themes behind this Web page are,  
18          like I said, authoritative. That's kind of the big  
19          thing behind this, is we want people to look to  
20          NOAA for this information.

21                  This website is going to support NOAA's  
22          vision of an informed society and it's going to  
23          show that we are actively managing our resources;  
24          we're not just standing there and letting things  
25          happen. We are making an effort to really manage  
26          our oceans for sustainability.

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1                   The principles behind this site, we  
2 cannot make recommendations but we can promote  
3 informed decision-making, so we can give the  
4 information to the public and then they can kind of  
5 make their decisions from this information that we  
6 give them. We want NMFS and NOAA to be a trusted  
7 source of information. We cannot provide  
8 decisions, so we should be a trusted source of  
9 information.

10                   This part is challenging, engaging,  
11 easy-to-follow, and informative. With all this  
12 technical information, it's been a big challenge to  
13 try and figure out how to present this in an  
14 engaging manner where people want to keep on  
15 reading or finding out more information about  
16 fisheries management.

17                   This will -- this will pass approval by  
18 the appropriate fisheries offices. We have all the  
19 experts in fisheries, so we need to get their okay  
20 on anything that we present. And any data that we  
21 present, it will be presented transparently. So if  
22 we want to talk about the swordfish stock  
23 recovering, we want to have a chart that shows  
24 biomass and we want to be able to say, Oh, look,  
25 this biomass is recovering. So we want to show  
26 people; we don't just want to say it's recovering.

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1 We want to be able to show them the charts that  
2 shows the biomass is recovering.

3 And the scope and strategy, this is  
4 going to be kind of a supplemental or a visual  
5 presentation of what NOAA does. We're not  
6 proposing that we do any more research or anything.  
7 All this research and data and reports are already  
8 out there, but status of stocks is presented over  
9 here, landing data -- landings data is over here,  
10 research is done at the various centers across the  
11 country. So this is kind of just to summarize it  
12 all in one place so they will have a little chart  
13 that says, This stock is not overfished and it has  
14 recovered from this year, and then they can read a  
15 little bit about the species itself, the light  
16 history or different management practices that  
17 helped this fish recover and that kind of thing.  
18 So it's just presenting all in one place so people  
19 can get a more complete picture of fisheries  
20 management.

21 We want to start with the more common  
22 grocery store species just 'cause this is what  
23 people are pretty much interested in, but we will  
24 expand as FishWatch matures and as more data  
25 becomes available and we can present this data to  
26 every single fishery that NOAA studies.

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1                   So this is kind of just a conceptual  
2 model or a sample of kind of what we're thinking.  
3 This would be the FishWatch main page and we can  
4 have some text here that kind of just shows, you  
5 know, what is FishWatch. Are you concerned about  
6 the oceans? This is the kind of information that  
7 we're presenting.

8                   And then I'll have various links so  
9 that the most important thing is that we'll have  
10 our fisheries listed on this main page so if people  
11 want to find out more information about swordfish,  
12 they can just click on the swordfish link and then  
13 that will show up.

14                   We'll have lots of other information  
15 that people can just click around to find out more  
16 information on fisheries management. We'll have a  
17 status of stocks link. We'll have a fisheries  
18 management link that kind of explains what  
19 fisheries management is. We'll have definitions,  
20 related links.

21                   And then on the bottom, we'll have  
22 other links about history, landing data, biomass,  
23 just how all this information fits together into  
24 the big picture of fisheries management.

25                   This is a sample of our fishery page,  
26 so I just picked swordfish. So we'd start -- you

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1 know, we'd try to have pictures to make it more  
2 engaging and just more interesting to look at than  
3 just text. We can talk about the management. This  
4 would be a brief summary of the management up here.  
5 And then here's the stock status. That would come  
6 directly from the status of stocks report. Here we  
7 can present data like biomass landings and biomass  
8 and, once again, this comes -- this is already  
9 existing data, so it's just collecting all this  
10 data and presenting it so they can look at the  
11 species and understand the management of the  
12 species.

13 This is just for -- has landing data  
14 and then this is like history where they can learn  
15 more about the fish itself and why is it  
16 recovering, why isn't it recovering, just kind of  
17 information about the fish.

18 And then there's plenty of room for  
19 supplemental information. So if we present a chart  
20 and our scientists decide that they need to explain  
21 a whole lot more about that chart, there's so much  
22 room for all this other information that we can put  
23 in there.

24 And then kind of the architecture of  
25 the website. Up in the far left, we just have the  
26 home page. And then directly from that home page,

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1 you can get your fisheries page. And that's the  
2 important part of this is the fisheries page  
3 itself.

4 Then we have all this supporting  
5 information -- about life history, about biomass,  
6 glossary, and any supplemental pages that we need  
7 to have.

8 The timeline for this -- I'm only here  
9 for a year, so I'm here to get it started, but  
10 we're really trying to come up with a good strategy  
11 or a good methodology so that this will continue  
12 even after I leave.

13 We're working on the prototype right  
14 now because this is just three species and, let's  
15 see, our -- so we're working on the content and the  
16 design and we're going to do an internal review in  
17 NOAA and we're hoping to use MAFAC as an external  
18 review just for these three species prototypes and  
19 we're hoping to do this in about September or  
20 October.

21 Once we incorporate our internal  
22 comments and our external comments, we're hoping to  
23 have a slightly larger version, a 15- to 20-species  
24 by January 2007.

25 So, like I said, right now we're  
26 working on the development of content. And one of

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1 the -- the most important thing we're working on  
2 right now is a good methodology because I think the  
3 success of the site really depends on getting  
4 people interested in this, figuring out how we get  
5 the content approved, how to move forward once we  
6 pick our species. So we're relying on the  
7 expertise of our officers because we know  
8 fisheries. You know, like I said, we're going to  
9 use MAFAC -- we hope to use MAFAC as an external  
10 review panel to get your feedback from it.

11 So, like I said, September or October  
12 I'd like to contact you and we're going to have a  
13 password-protected website and I will -- I'll give  
14 you a form that has some more guided questions, but  
15 we also want to get some kind of free-form feedback  
16 and we'd like you to review both the content, the  
17 language, the topics, is it helpful, do you think  
18 people are interested in this, is it easy to  
19 follow, and also just the layout -- I mean, just,  
20 you know -- if you click here and you go here, does  
21 that make sense. So those are kind of the things  
22 that we're hoping to get feedback from you.

23 And so we're kind of working on a --  
24 like a -- this is the beginning of FishWatch. But  
25 FishWatch really has potential to grow, so once we  
26 get the methodology down, we could add ten to 20

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1 fisheries a year. We'll be able to add additional  
2 fisheries management, like aquaculture, habitat,  
3 seafood and health. I know it's a really big  
4 emerging issue, so we could just incorporate all  
5 these issues of fisheries management that people  
6 are interested in.

7 We'll -- right now, we're focusing on  
8 domestic species, but we'll be able to -- we won't  
9 be able to provide as much information as we do  
10 about domestic species fisheries, but we can  
11 provide information about imports and other non-  
12 federally-managed species.

13 Recreational fisheries, too, we hope to  
14 provide information about that.

15 And then, like I said before, we're  
16 really focusing on getting an open line of  
17 communication with our experts because, that way,  
18 we can ensure that we're the most up-to-date  
19 source. And once we establish that we're up to  
20 date, we'll be even able to go further with things  
21 like harmful algal blooms -- we mentioned some  
22 other ones the other day -- things that --

23 MS. BRYANT: El Nino, if you've got an  
24 El Nino and it's impacting something -- all of a  
25 sudden, it becomes in context but, right now, it's  
26 separate information.

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1 MS. BUTZLER: Right. So we can be the  
2 most up-to-date source of information regarding  
3 fisheries that there is.

4 So I will be contacting you but, if you  
5 have any questions or ideas, I'd like to talk about  
6 it now if we have time but also I've included my  
7 contact information and my immediate supervisor's  
8 contact information, too. So I look forward to any  
9 comments or questions that anybody might have.

10 Yes?

11 MR. RAFTICAN: What's the address?

12 MS. BUTZLER: We don't have it yet, but  
13 we're hoping it will be -- is it  
14 FishWatch.NMFS.NOAA.gov?

15 MS. BRYANT: I think so. It will be a  
16 beta site, so it's going to be a little bit  
17 different, and the IT folks will get that provided.

18 CHAIRMAN BALSIGER: Pete.

19 MR. LEIPZIG: On your list of species,  
20 I understand this is -- you're going to go through  
21 a prototype of three species. But it struck me as  
22 I was looking through it that it might be helpful  
23 if you had it organized by area of the country.  
24 There's so many common names. You may say rockfish  
25 and I have one animal in mind and the East Coast  
26 has striped bass, you know -- the list goes on.

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1 It's just confusing. Snapper is another --

2 MS. BUTZLER: I have a feeling that's  
3 something that's going to come up in the review  
4 panel, the best way to present it, but I'm hoping  
5 that whatever way we present it on the main page,  
6 we could also say by state or, you know, another  
7 link -- view the species by what's recovered or  
8 view the -- you know, view the species by all these  
9 different ways. That's a good point.

10 MR. LEIPZIG: Okay. Another -- there's  
11 been a variety of organizations that have had their  
12 list of fish and they often urge people, Eat this  
13 one or don't eat that one. And as I look at it,  
14 it's sort of irritating on the don't eat ones where  
15 they're managed and there's no reason that people  
16 should avoid those. They should be eating them.  
17 And sometimes they even have the wrong information.  
18 I saw one recently where yellowtail rockfish, which  
19 is a species on the West Coast that is in healthy  
20 shape, was listed as one you should avoid. And  
21 they just had it wrong.

22 And it would be nice if that could be  
23 corrected here.

24 MS. BUTZLER: I think we actually had  
25 this discussion the other day when I was speaking  
26 to some people in Silver Spring, but where we have

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1 the stock status, we want to have either a link or  
2 a quick description that says, This is how we're  
3 managing our fisheries. We have these ten  
4 standards that we determine stock status of, and  
5 they can kind of go to see that they're actively  
6 being managed; granted, you know, it's not at a  
7 hundred percent biomass but we are trying. And if  
8 it's in the store, if it's federally managed, then  
9 it's being managed. So we're -- we're going to try  
10 and put that text in numerous places throughout so  
11 that they know that domestic fisheries are managed.

12 CHAIRMAN BALSIGER: John.

13 MR. FORSTER: Yes. Really a follow-up  
14 to what Peter just said. I'm conscious that not  
15 everybody in the world thinks NOAA is the fount of  
16 all wisdom on fisheries or even integrity, and  
17 maybe that's sort of a back aquaculture -- and so,  
18 I mean, how do you deal with that conflict, you  
19 know? You want to sort of be the single source of  
20 authority and communication.

21 And a suggestion. I mean, would there  
22 be any way to make this interactive in some way or  
23 at least to have a sort of continuing blog on the  
24 side where people can actually lodge ideas and  
25 comments?

26 MS. BUTZLER: We want to have a

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1 "Frequently Asked Questions" page where they can  
2 definitely submit that, but just to be able to  
3 provide comments and questions, I'm sure we can set  
4 up something that goes to the -- you know, a  
5 generic e-mail that goes directly to whoever  
6 happens to be the manager, so --

7 MR. FORSTER: Thanks.

8 CHAIRMAN BALSIGER: To blog so other  
9 people can see what somebody has said, there may be  
10 technical problems --

11 MR. FORSTER: Well, there are conflicts  
12 of opinion out there on these things. There's no  
13 such thing as authoritative subjects as far as I  
14 can see.

15 CHAIRMAN BALSIGER: Tom Billy was next.

16 MR. BILLY: The Food and Drug  
17 Administration has something called the Fish List,  
18 which represents what you can legally label a  
19 species as. So whether you use it or not as your  
20 source for your species, you ought to at least  
21 reference it.

22 MS. BUTZLER: Right.

23 MR. DEWEY: Is there plans as it gets  
24 developed and launched to do things like search  
25 engine optimization and so on so that it does  
26 become the hit, like if you Google "seafood," it

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1 rises to the top of the list and --

2 MS. BUTZLER: We would like to. I  
3 don't know what the IT people think of that, but  
4 it's definitely something that we're interested in.

5 MS. BRYANT: I know that we're trying  
6 to actually -- that's something that has been  
7 identified in fisheries and actually NOAA all  
8 around. It's to try to improve that URL so that  
9 there is a hit. And so that's something that  
10 they're working on right now. I think we're  
11 improved over what we used to be.

12 CHAIRMAN BALSIGER: Ken, did you have  
13 your hand up? No.

14 MR. ROBERTS: Just a question that you  
15 indicated you won't maybe be around. What  
16 provisions have been made for placing the Webmaster  
17 responsibilities within the NOAA office in  
18 Washington? Who is actually going to maintain this  
19 site, keep it upgraded? As you know, fisheries are  
20 a very dynamic thing, all over the country,  
21 different things happening. I mean, it's a big  
22 challenge. And just assigning it to somebody who's  
23 already fully employed might make it pretty weak  
24 after a year or two, you know.

25 MS. BUTZLER: Right. We -- budget at  
26 NOAA, we do five years in advance or, you know,

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1 five-year increments, and we have -- we've been  
2 working on getting it into the fiscal year budget  
3 for the next four years but we're also working on  
4 fiscal year '09 to '13. So we're definitely trying  
5 to get it into the budget and we haven't identified  
6 a specific person yet, but it's going to be -- we  
7 need to figure out who's going to do it.

8 MR. ROBERTS: The only response that I  
9 want to make is I have experience in administering  
10 the communications unit that keeps our Content  
11 Management System up, CMS system. The worst thing  
12 that can happen to you is you put a lot of effort  
13 into this thing to make a good presentation to the  
14 public, because that's what your intention is, and  
15 then have the thing melt away for lack of  
16 attention.

17 Because it will convey to people just  
18 the opposite of what you're intending to convey to  
19 them as being an up-to-date, dynamic, conversive  
20 organization. And if it's three months, five  
21 months behind, people will quit using your site.

22 MS. BUTZLER: Yes.

23 CHAIRMAN BALSIGER: Rachel will be  
24 leaving but the responsibility will stay in Chris's  
25 shop and so Chris is taking notes here, I'm sure.

26 MR. MOORE: Yes. I am.

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1                   CHAIRMAN BALSIGER:  Let's see.  I had  
2   Ralph Rayburn.

3                   MR. RAYBURN:  Yeah.  I was not kind of  
4   following this.  And primarily what I'd like to try  
5   to get the group to think about -- I weaseled my  
6   way into that Wal-Mart meeting they had the end of  
7   March where they brought all their major fisheries  
8   suppliers together, and this was -- you know, this  
9   was after they had announced a few months earlier  
10  that the Wal-Mart in the next three to five years  
11  were only going to buy fisheries products that are  
12  certified sustainable, or something to that --  
13  either raw through MSC or aquaculture through the  
14  aquaculture certification group.

15                  And so what concerned me about that  
16  meeting -- and it was just a day besides just being  
17  there and seeing what they do, but -- I don't know  
18  how to go about this, but it's like the  
19  Government's authority over declaration that a  
20  fishery is sustainable was being transferred to a  
21  for-profit, non-profit, whatever group that  
22  certifies other groups to come in and say whether  
23  or not you should eat that fish or whether or not  
24  you should buy that fish.

25                  And so what this -- the Marine  
26  Stewardship Council has done is got them a great --

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1 no offense, I mean, they've got the ball going, but  
2 -- and you guys who are playing the world market  
3 know better than I know they've got a good deal  
4 going. And so if all of Wal-Mart's products have  
5 to be certified through this group and then re-  
6 certified -- and even now I've heard, you know,  
7 just on side stuff, you know, the re-certification  
8 process becomes even more onerous and it's like,  
9 you know, they've got a captured situation here.

10 And so after that meeting -- and Rachel  
11 was there and Michael Kelly was there and the fella  
12 from the other NOAA person there was the guy that  
13 does I guess the certification, the OC  
14 certifications -- I can't remember his name -- but,  
15 anyway -- and then, you know, all these others from  
16 seafood suppliers and it -- and it somewhat  
17 troubled me that there are fisheries in our  
18 country, domestic wild fisheries, that will never  
19 meet that certification process, I mean, because --  
20 just maybe because they're so loosely organized and  
21 they're never going to pull it together to get  
22 their act together to deal with an MSC type  
23 certification.

24 So, you know, if you've got the major  
25 retailer and everybody's going to try to outdo one  
26 another, I mean, Whole Foods comes in and all the

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1 other chains -- Krogers and them would come in --  
2 and this is a requirement then, I mean, it's like  
3 you can have all the management councils you want.  
4 But if -- you know, if you're not going to be able  
5 to sell the product, then, you know, what good is  
6 it doing?

7 So maybe that's -- but -- so the point  
8 I was trying to make when -- I was with I guess  
9 Rachel and Michael and Rebecca Lent, I was thinking  
10 how to get engaged in this Wal-Mart process. And  
11 it just seemed to me like the Government would have  
12 a role in this type of activity beyond just  
13 consumer interest and, you know, broad-based  
14 consumer education, but really as a means of  
15 ensuring that our domestic fisheries remain viable  
16 in a world market situation where that you have the  
17 major retailers saying, I'll buy that product  
18 because I know it's under management and it is  
19 long-term sustainable.

20 I mean, I'm -- just a little bit more.  
21 I'm trying to sort all this out, you know, from  
22 really kind of a -- not necessarily day-to-day  
23 operations of it but, you know, I went to that  
24 meeting thinking, well, you know, Wal-Mart's trying  
25 to, you know, bolster their image, you know, from -  
26 - greening, to become more green.

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1                   And certainly their CEO has made those  
2                   comments, and Rachel can confirm. I mean, our  
3                   first video of the CEO after we did the Wal-Mart  
4                   cheer, which was really interesting, was -- our  
5                   first video was talking about how they were  
6                   reducing their packaging waste and how they were  
7                   trying to sell more fluorescent light bulbs because  
8                   of better energy conservation and how many, you  
9                   know, fewer coal-fired generating plants you would  
10                  need if everybody used a 40-watt fluorescent light  
11                  instead of the 60-watt incandescent.

12                  Anyway, so that's a whole aspect of it.  
13                  So that's one aspect of it.

14                  You know, I have -- the other aspect  
15                  that I gained from that meeting was Wal-Mart's got  
16                  a great deal, and I just use Wal-Mart -- I mean,  
17                  obviously they're doing some great stuff, but Wal-  
18                  Mart's got a great deal with seafood because  
19                  they're making a lot of money selling seafood and  
20                  they get this market built up and, in five or ten  
21                  years, they don't have the supply anymore, so the  
22                  cost of seafood to them goes up, the cost to their  
23                  consumers go up, and they've got to take it off  
24                  because it doesn't fit their -- so while it's good  
25                  on the front, you know, the greening-up aspect, to  
26                  me, the sense was they want to have a sustainable

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1 fishery so they know they have something to sell  
2 five to ten years out, you know.

3 So the first part of it, that's PR and  
4 that's good and, you know, healthy. But the second  
5 part seems to me like the sustainability --  
6 certification sustainability is something that the  
7 whole management regime in the U.S. is about.

8 And so this kind of program, to the  
9 extent that it could get validity throughout the  
10 user base and credence throughout so that it could  
11 stand as one identifier within the supply community  
12 that the purchase of this fish is a sustainable  
13 fish by, you know, rules and regulations of the  
14 United States or something like that I think would  
15 be a -- really makes this an important beyond just  
16 consumer education aspect, if that makes any sense.

17 CHAIRMAN BALSIGER: I think that makes  
18 a lot of sense. I have mixed feelings about this  
19 for a couple of reasons. One is that I'm thinking  
20 my best chances for -- personally for another job  
21 when I get done with fisheries is a Wal-Mart  
22 greeter so, on the one hand, I don't want to offend  
23 them.

24 MR. LEIPZIG: We could have some  
25 competitions.

26 CHAIRMAN BALSIGER: Early on in this,

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1 certified species was pollock in Alaska in this  
2 country and we -- I was the regional administrator  
3 and we spent an enormous amount of our staff's time  
4 working with them and then the document that came  
5 out found pretty much all of us NMFS guys to be  
6 reprehensible individuals and couldn't do enough to  
7 say bad things about us.

8           So we're barely getting over that and I  
9 think your comments about the law requires us to  
10 manage sustainable fisheries anyway. So when we  
11 participate in other events that allows them to set  
12 our research and management agendas, it's a  
13 question. It's a big topic area, so I appreciate  
14 your comments.

15           Maybe somebody else has something to  
16 say. Heather?

17           MS. McCARTY: Yeah. On that, I agree  
18 with what Jim says, that it was a difficult job  
19 when we certified the pollock fishery for the  
20 National Marine Fisheries Service because,  
21 basically, when these fisheries that are federally  
22 managed are certified by MSC, what they're really  
23 certifying is the management by the National Marine  
24 Fisheries Service. When they certify state  
25 fisheries, they're certifying the management by the  
26 state whatever it is.

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1                   And I've been close to a couple of the  
2 big ones, the first one which was the salmon in  
3 Alaska and now the pollock in the North Bering Sea,  
4 and it is actually a certification of the  
5 management process.

6                   So if that could be made clear, you  
7 know, they're not mutually exclusive, in other  
8 words. Even though they found NMFS to have a  
9 number of shortcomings and recommended a bunch of  
10 management changes, they did certify the fishery as  
11 managed by the National Marine Fisheries Service.

12                   The only problem is that this re-  
13 certification process that you refer to is huge and  
14 once you get certified, they give you all of these  
15 things that you have to accomplish by the time this  
16 re-certification comes around. If you don't, it's  
17 really bad to be certified and then uncertified.

18                   MR. BILLY: Oh, gosh, yes.

19                   MS. McCARTY: And so they've really got  
20 you over a barrel then.

21                   MR. BILLY: That's so typical of any --  
22 I mean, I just think, from a professional  
23 certification standpoint, too, you know, when you  
24 go through that process, boy, then you're locked  
25 in. You've got to pay your dues and you've got to  
26 re-certify and I'm not saying good or bad. I'm

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1 just saying that -- and it's kind of from a MAFAC  
2 perspective -- is this a role that NMFS should be  
3 doing and, if so, is this a program and how can it  
4 enhance to do that?

5 CHAIRMAN BALSIGER: Steve Joner had  
6 some comments.

7 MR. JONER: Yeah. I just want to put  
8 in a plug that Wal-Mart does sell Makah whiting  
9 fillets, so look for them under the Ocean Gold  
10 label. But we're not contributing to the  
11 certification for whiting because we do catch  
12 Canary there and, to me, so I'd rather not go down  
13 that path because it's -- there's too much there  
14 that --

15 MS. BRYANT: It's expensive.

16 MR. JONER: Yeah.

17 I want to thank you for making  
18 FishWatch two words, but I see it here and also you  
19 have it one word. Whatever you call that, you  
20 know, whatever the utilization of the English  
21 language is where you compress and combine two  
22 words into one, so my vote is for two words. But,  
23 you know, one of the things I hear a lot is -- and,  
24 of course, dealing with the rockfish on the West  
25 Coast, our whole life seems to revolve around  
26 rockfish, and the -- what is it? -- the urban

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1 legend, I guess, is that the council's mismanaged  
2 because the scientists were crying that we're  
3 overfishing but the manager's said, Oh, no, no.  
4 It's too hard for us to cut back. And that was not  
5 at all the case. In fact, Rick Methot is here and  
6 I often use the example, Rick's work on setting the  
7 appropriate harvest level and, as more information  
8 came available on the biology and the status of  
9 these stocks, he would say, Whoops, we need to  
10 reduce that and the council would immediately do it  
11 and pretty soon we found ourselves in a tough spot.

12 It was never because of mismanagement.  
13 Somehow, that needs to get on there because then  
14 what people see is some acronym sues the Secretary  
15 of Commerce over a council regulation and so you  
16 need to also report on what happens to the  
17 litigation and give the full picture.

18 MS. BRYANT: The litigation link.

19 MR. JONER: You need it because people  
20 -- you know, the person on the street doesn't  
21 understand all this.

22 MS. BRYANT: Well, on that note, if I  
23 can just interrupt, it's funny because Catherine  
24 and I were talking at lunch, the recent activity  
25 that occurred was to our sea lions' research and we  
26 are shut down. And one of the things that we kind

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1 of laughed about was wouldn't it be great to have  
2 this up there and be able to literally put, you  
3 know, temporarily suspended due to and be able to  
4 put that information because the public doesn't  
5 know. They have no idea that it's absolutely  
6 stopped everything, it's pulled off resources.  
7 It's going to have a domino effect. We're really  
8 hoping -- and this is great information, but we're  
9 really hoping this really becomes a platform to  
10 provide very neutral -- not authoritative but at  
11 least neutral where you don't just go to Monterey  
12 Bay Aquarium and, you know, be -- be driven by  
13 their standards and protocol, but that there is a  
14 place to go where it's based on peer reviewed  
15 science.

16 MR. JONER: Jim, there's two more  
17 people from the neighborhood that just came in,  
18 Rick and Mariam, if you want --

19 CHAIRMAN BALSIGER: Introduce them,  
20 please. Who are they?

21 MR. JONER: Mariam.

22 MS. McCALL: Hi. I'm Mariam McCall.  
23 I'm with General Counsel's Office here.

24 CHAIRMAN BALSIGER: And who is the  
25 other one?

26 MR. JONER: Rick Methot.

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1                   CHAIRMAN BALSIGER: Rick Methot is  
2 going to be on the agenda in a minute, so we'll  
3 make sure he's introduced, but he's a scientist  
4 attached to Headquarters now, but maintains his  
5 residence here in Seattle.

6                   So welcome.

7                   MR. RAYBURN: It seems to me, though,  
8 for this to be effective, it's got to be a point of  
9 sale. You've got to have something at point of  
10 sale, typically -- so how would you accomplish  
11 that? Would you -- would you potentially have  
12 kiosks in some places or have -- it seems to me  
13 that you've got to -- you've got to have something  
14 like that so when the consumer comes up, if they're  
15 really interested -- I mean, go on a website before  
16 they go buy fish, I wouldn't think so, but wouldn't  
17 you think you'd need to have something at the point  
18 of sale -- cards or kiosks or something?

19                  MS. BRYANT: We've had some discussions  
20 along marketing. We haven't gotten fully there, so  
21 that's a good thing to hear.

22                  MS. BUTZLER: Right. So, you know,  
23 they have the wallet cards. Different  
24 organizations have wallet cards that have that --  
25 so we --

26                  MR. RAYBURN: Sure. Yellow, green, and

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1 red stuff.

2 MS. BUTZLER: -- can't provide these  
3 recommendations, but we suggested providing these  
4 wallet cards that have the link to say, you know,  
5 For more information about sustainable fisheries,  
6 go here. So they would have to do a little bit of  
7 reading, but I guess if they were able to do some  
8 reading, they could see domestic fisheries,  
9 federally-managed fisheries, and, you know -- we  
10 will have places on there that we, you know,  
11 sources of -- ask your fish market, you know, Where  
12 did this fish come from? If it was imported, you  
13 know, what kind of regulations? If it came from  
14 the United States, you know what the regulations  
15 are.

16 So did that kind of answer your  
17 question?

18 MR. RAYBURN: Yeah. And I'm sure the  
19 informed consumer would but, you know, I mean, you  
20 pick up a card and -- well, you know, if you're  
21 going to buy a fish, you kind of need to be  
22 interactive there, you know. And I don't know.  
23 You just may think, you know, five, ten years out  
24 as one of the incentives for engagement in this  
25 program is the availability of some type of little  
26 kiosk, you know, I mean, an inexpensive read-only

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1 type display that could be there, somebody could  
2 just punch -- just like you do when you go buy  
3 spark plugs at the auto store, you know. You punch  
4 in what kind of car you've got, the engine size,  
5 and it tells you what spark plug, you know. You  
6 could do the same kind of thing at the point of  
7 sale, do the same thing. If you want to bake it,  
8 this is the recommended -- something like that that  
9 would help the consumer at the point of sale.  
10 Otherwise, --

11 MR. ROBERTS: Ralph, I hear what you're  
12 saying but I guess my question is: Is the effort  
13 by Monterey Bay Aquarium or other entities  
14 effective?

15 MS. BRYANT: Yes.

16 MR. JONER: Yes.

17 MS. BRYANT: Very.

18 MR. ROBERTS: I mean, if I go buy fish,  
19 I'm going to go buy fish because that's the fish I  
20 want. And I don't know what other people do. Are  
21 they swayed by that information?

22 MS. BRYANT: Oh, yes.

23 MR. ROBERTS: And there's evidence to  
24 this effect?

25 CHAIRMAN BALSIGER: Professor.

26 MR. DiLERNIA: Thank you. We often get

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1 calls at the university for someone to go and speak  
2 about seafood safety. I've been -- I've -- I met  
3 Tom Billy almost 20 years ago on the issues of  
4 seafood safety as I'm often invited to speak, and  
5 invariably someone will come up with a palm card.  
6 When you speak about seafood safety, someone comes  
7 up with a palm card and says, Well -- and they're  
8 looking at the species and explain this species to  
9 me because it's red or, if it's a different color.

10 I probably do four or five stand-ups a  
11 year on seafood safety trying to explain that  
12 things are really better than the way they're  
13 portrayed and invariably someone comes up with that  
14 palm card.

15 MS. BRYANT: And they'll call me and  
16 ask for more of them. They think National Marine  
17 Fisheries Service produces them.

18 MR. LEIPZIG: I don't doubt that  
19 there's a very active group of people. My question  
20 is: Are they a minority that are vocal or is the  
21 general public out there that buys the fish really  
22 engaged in this debate?

23 CHAIRMAN BALSIGER: Just to be sure, I  
24 think that Bill was next, to be followed down there  
25 by Tom.

26 MR. DEWEY: Just on the -- I wanted to

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1 bring this back to my question or my point earlier  
2 about target audiences. And once you get this  
3 FishWatch up and going, it would seem, from an  
4 outreach standpoint, that you'd want to do  
5 education and outreach to the chefs and the  
6 restaurant associations and the retailers so that  
7 while maybe their consumers aren't at a kiosk, that  
8 may not be practical to do, although I like the  
9 idea, you know. Certainly all those fish managers  
10 and chefs have computers they're ordering from and  
11 they can -- that's how they access the Monterey Bay  
12 information to a large degree now.

13 But that should be a target audience  
14 for you with this information.

15 MS. BUTZLER: Uh-huh. That's right.

16 CHAIRMAN BALSIGER: Thanks, Bill. And  
17 then Tom was next.

18 MR. BILLY: There are one million  
19 retail establishments. Your kiosks would be very  
20 expensive. It would cost ten dollars each --  
21 that's \$10 million.

22 MR. RAYBURN: That's one major  
23 contribution on your point, Tom.

24 MR. BILLY: Right.

25 CHAIRMAN BALSIGER: Let's see. I've  
26 got you on the list, Mary.

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1 MR. DEWEY: Hold on.

2 CHAIRMAN BALSIGER: In a minute.

3 MR. DEWEY: So I think that that's --  
4 someone needs to investigate and look through the  
5 past efforts of National Marine Fisheries Service  
6 and others in this area. There's a whole multitude  
7 of different ways to get this information into the  
8 hands, and I think just a little work there would  
9 identify the right path.

10 In part, in answer to your question, if  
11 I remember correctly, the NOAA per capita  
12 consumption figures showed that last year or the  
13 last year the data was available was an all-time  
14 record. So notwithstanding how many of these cards  
15 are out there, people are eating more seafood.

16 CHAIRMAN BALSIGER: Chris.

17 MR. DORSETT: Thanks. I had a question  
18 about -- on your species list, you have shrimp.  
19 And I'm sorry if I missed this, but it seems like  
20 we're talking in terms of stock sustainability.  
21 And with shrimp, you have a whole other set of  
22 issues with habitat impact, bycatch, etc.

23 Is that kind of information going to be  
24 listed on this site?

25 MS. BUTZLER: Yes. It will be. So in  
26 the life history, we can have a description and, in

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1 the management description, we could talk about,  
2 you know -- a sentence about bycatch and what has  
3 been done in the past, you know, ten, 15 years and  
4 kind of where we see we're going. So we're not  
5 gonna skirt the issue; it will be in there.

6 And then eventually we -- some of the  
7 links, like the habitat links or we'd have a  
8 bycatch link just generally, like on the main page,  
9 so it's not fishery-specific, but we can go a lot  
10 more in depth about the issues behind bycatch and  
11 everything. So we will include it. We won't --

12 MR. DORSETT: Will there be statistics  
13 on bycatch and things like that? Or it will be  
14 what we're doing about bycatch? Because those are  
15 two different issues.

16 MS. BUTZLER: It should -- as long as  
17 the information is available, it should be both.  
18 So, like I said, we're not trying to do more  
19 research. We're trying to summarize what's out  
20 there. So as long as we can find it -- and the  
21 shrimp experts, you know, when they're reviewing  
22 the information, you know, if they say, This is  
23 wrong. Take it out of there, we'll have to take it  
24 out of there. But as long as it's there, we will  
25 leave it up.

26 CHAIRMAN BALSIGER: Mary Hope.

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1 MS. KATSOUROS: About, you know, doing  
2 the campaign regarding a certain species, about --  
3 I think it was in 2002 there was a big campaign and  
4 they got chefs involved and it was all over the New  
5 York Times, the Washington Post, you know, and  
6 other, you know, metropolitan papers not to eat  
7 swordfish. And, you know, I don't know how much  
8 money was put into this campaign, but you would go  
9 to restaurants and they would have this little  
10 thing saying, Swordfish is not, you know -- there's  
11 not enough of them. Do not eat it, etc., etc.

12 What happened was the swordfish was  
13 already caught and available and then you had  
14 seafood houses like Red Lobster, etc., you know,  
15 buying up the swordfish that the other restaurants  
16 weren't, and there was a larger demand for  
17 swordfish than before the campaign started.

18 People were losing money so they -- I  
19 actually taught a class and had them look at this  
20 as a case study. So it had just the opposite  
21 effect than was originally intended. So it was  
22 unintended consequences which made swordfish, you  
23 know, maybe good or bad, you know, more available  
24 to the general public, something they knew about,  
25 but the overall thing about not catching it or not  
26 buying it didn't happen.

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1                   And so you have to worry about such  
2 unintended consequences.

3                   CHAIRMAN BALSIGER: Thank you. John  
4 Forster

5                   MR. FORSTER: Just to respond to  
6 several of these comments and specifically to  
7 Peter's point because we've seen it in the farmed  
8 salmon industry. We've had BCB scare and the whole  
9 wild thing and now everybody's eating as much  
10 farmed salmon as they ever were than before.

11                   So I think waging a public campaign is  
12 actually a very difficult thing to do which is why  
13 these people now are going off to the retail  
14 chains. That's why I've seen Greenpeace go off to  
15 the retail chains and why I've seen -- in regard to  
16 Wal-Mart. And that's the danger, which is what  
17 Ralph talked about. If you can shut a major  
18 distributor down on these things, then you've got a  
19 problem.

20                   And so I just find myself wondering  
21 maybe if there's some way NOAA can sort of -- if  
22 there is a miscarriage of justice, in NOAA's  
23 opinion, NOAA could fortify that, go in and say to  
24 Wal-Mart, Look, no you're being misled here and  
25 we'll stand behind you in this case if you feel  
26 that you would like to continue to sell this

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1 product and it's being wrongly presented.

2 But that's the danger. If they go off  
3 to the distribution system, then you cut the supply  
4 off to the public.

5 MR. JONER: That will ensure you an in  
6 with Wal-Mart for your Peter job.

7 CHAIRMAN BALSIGER: Okay. Catherine.

8 MS. FOY: I'd like to point out that  
9 you have some allies in this fight to get the word  
10 out and those are the people that -- the producers,  
11 the fishermen, the point of sale, the -- any value-  
12 added products. You could get them to advertise  
13 that they are managed by NOAA. Most of them cannot  
14 afford a certification, but if they are managed,  
15 then that gives them a respectability that they  
16 need for the public.

17 So they would be probably more than  
18 happy to put a "www.dot - Managed by NOAA. Checks  
19 out," then that would get your word out very  
20 quickly and still give you a point of sale access.

21 CHAIRMAN BALSIGER: Good point. Ralph  
22 had his hand up again.

23 MR. RAYBURN: The point I'm trying to  
24 make is -- if I can just -- you know, we can have  
25 domestic fisheries and other seafood supplies that  
26 are impacted by external forces and these fisheries

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1 are undergoing extensive management and  
2 considerations in, you know, and the process is  
3 ongoing and -- obviously not perfect but still it's  
4 ongoing. And so, again, I go back to the idea of -  
5 - and I think John expressed it well -- that you --  
6 you know, you're undermining what the Government's  
7 doing in going -- in managing in a sustainable  
8 fishery regime with a lot of external activities or  
9 agendas and stuff like that.

10 And so the Government stepping in in  
11 this way and finding some way to have an informed  
12 consumer of seafood so they can accept that they're  
13 going to buy this product because they appreciate  
14 the fact it's being managed on a sustainable level,  
15 or attempting to be sustainable, is important.

16 And it seems to me that should be a  
17 role of NOAA Fisheries in this kind of regime, and  
18 to validate that and to make it -- make it  
19 substantial and robust enough so that you get by  
20 and you're not just, you know, abdicating your  
21 responsibility.

22 CHAIRMAN BALSIGER: Bill.

23 MR. DEWEY: I want to underscore what  
24 John commented on with the sustainability  
25 certification programs. I think that the survey  
26 and the polling and statistics would support that,

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1 by and large, the consumer -- back to Pete's  
2 comment -- the consumer in the United States is not  
3 that concerned about the sustainability. The  
4 nutrition ranks very high in the polling,  
5 nutritional value of seafood ranks high in the  
6 polling but, in Europe, you'd get very different  
7 results on that same question. But in the United  
8 States, at least the polling that's been done  
9 doesn't necessarily support that and the  
10 environmental groups have realized that, the NGOs  
11 have realized that and have also realized the way  
12 to circumvent it, as John mentioned, is to go to  
13 these retailers like Wal-Mart, which was -- that  
14 was a major win for them. That got a lot of play  
15 and a lot of other retailers are going to feel the  
16 pressure now because of what Wal-Mart's done and  
17 we're going to see a lot more certified -- MSC-  
18 certified products as a result of that, which I  
19 think is unfortunate. It's a disservice to NOAA.  
20 It's a disservice to the industry. And in a lot of  
21 cases, it's driven by green wash and what Wal-Mart  
22 is trying to do there. But I guess it underscores  
23 in my own mind there's an opportunity for NOAA,  
24 whether it's through this website or through actual  
25 outreach to these large retailers as well, to go in  
26 and explain how well the fisheries are managed so

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1 that they aren't feeling so much pressure to go  
2 down the certification path.

3 CHAIRMAN BALSIGER: Thank you. Rachel,  
4 that was great. Appreciate that. Generated a lot  
5 of interest. I think this idea started with MAFAC  
6 NOAA said six years ago, so it's nice to see it  
7 come to a point where maybe it will be --

8 MR. JONER: Jim, I just have a question  
9 for Laurel. Will there be a chance to follow up on  
10 this some more?

11 MS. BRYANT: Absolutely. Rachel will  
12 be contacting you.

13 MR. JONER: I mean, in the  
14 subcommittees? Is this not going on --

15 MS. BRYANT: We absolutely can. There's  
16 no reason not to. Vision team, I did want to say  
17 we even have a breakout room, so we can do that.

18 I wanted to just put one last final  
19 note on that. When Mary brought up the give  
20 swordfish a break, it's -- this is the Rebecca Lent  
21 hat. One of the things that just drives Rebecca  
22 Lent crazy is to this day we run across people  
23 still, Swordfish is overfished and don't eat it and  
24 it's bad. And I say, No. International, we were  
25 successful and we did it. We've never had a  
26 platform to be able to demonstrate that really

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1 active aggressive domestic management can have a  
2 good influence.

3 The last thing I want to mention as far  
4 as access and public awareness, one of the  
5 opportunities that probably Jim and Sam will be  
6 involved in having to carry forward when this gets  
7 more mature, there's two major events in addition  
8 to some of the seafood marketing and, you know,  
9 everything from Boston Seafood to the seafood  
10 promotion things that are going on that we would  
11 feature this in, but there also is the pending  
12 Ocean Hall that will be coming and opening in  
13 September of 2008 that we're involved with.

14 And parallel to that project, and at  
15 some point I will bring MAFAC a presentation on it  
16 -- I'm the fisheries rep on that -- and they want  
17 to have a web portal that will parallel everything  
18 in that hall, in addition to having an Oceans in  
19 the News kiosk right there at the Natural History  
20 Museum that is to be maintained and updated.

21 One of the things that we've been  
22 pushing very hard for is that included in that  
23 architecture would be the FishWatch so that, as  
24 things happen and as events occur -- so there are  
25 some very long-term opportunities ahead and it  
26 would be great to get your guidance.

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1                   CHAIRMAN BALSIGER:  Thanks, Laurel.  
2                   How's your cold, Sam?  
3                   MR. RAUCH:  Well, I haven't taken the  
4                   medicine yet.  
5                   CHAIRMAN BALSIGER:  Can you --  
6                   MR. RAUCH:  It's going to knock me out  
7                   as soon as I take it.  
8                   CHAIRMAN BALSIGER:  Well, Dr. Methot  
9                   was promised a three o'clock showtime.  Would you  
10                  mind switching or --  
11                  MR. RAUCH:  Sure.  Go ahead.  
12                  CHAIRMAN BALSIGER:  Do you want to do  
13                  that, Rick?  
14                  MR. METHOT:  Either way.  
15                  CHAIRMAN BALSIGER:  Okay.  If it's okay  
16                  with you, Sam, let's do -- get to Rick Methot and  
17                  this direct fish statistics and -- two little parts  
18                  here.  It's got my name by it on the agenda, but I  
19                  don't know anything about it, so Rick Methot who,  
20                  as I mentioned, is one of the stock assessment  
21                  scientists from -- works for Headquarters now -- is  
22                  that enough introduction, Rick?  
23                  MR. METHOT:  Close enough.  
24                  CHAIRMAN BALSIGER:  Okay.  
25                  MR. METHOT:  I'm going to be pinch-  
26                  hitting here today, so I'll do my best to answer

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1 any questions that come up, but we may have to get  
2 back to you later on some issues.

3 First topic is bringing you up to speed  
4 with where we're at with responding to the NRC  
5 review of our recreational statistics programs.  
6 You know, certainly these programs are, you know,  
7 not only important both nationally and regionally;  
8 they meet a number of needs that we have out there.  
9 We need these to make reports on the catch and the  
10 participation of our recreational fisheries, again  
11 both regionally and nationally. We have a need for  
12 that information.

13 Some of this information feeds, you  
14 know, very directly into our stock assessment  
15 programs to figure out what's going on with the  
16 fishery impacts on these stocks and what is the  
17 allowable catch level? And, finally, these  
18 recreational statistics programs are becoming  
19 increasingly important to the actual monitoring of  
20 the performance of the fishery to feed back on the  
21 regulatory programs making certain that things are  
22 meeting the expectation that we have when fishery  
23 management plans are developed.

24 So the -- these recreational  
25 statistics, it's pretty widespread and it's  
26 growing.

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1                   Our ability to, you know, carry out  
2                   these programs -- I mean, we asked for this NRC  
3                   review of the programs in order to get some  
4                   feedback on where we stand, you know, what's going  
5                   to be needed, and we got a pretty strong wake-up  
6                   call from them. You know, we know and our partners  
7                   in these programs know that there are shortcomings,  
8                   that we aren't able to do everything we want to do.  
9                   We got a pretty strong wake-up call from them that  
10                  we have a ways to go. There are technical issues  
11                  that need to be attended to in order to be certain  
12                  that the programs meet the needs and we need to be  
13                  more attentive to being certain that what we are  
14                  doing actually does meet the needs of the clients  
15                  that we have in the various councils and  
16                  commissions and our constituents around the  
17                  country. So there's a growing list of needs that  
18                  are out there.

19                  If we're going to really meet these  
20                  needs, we're going to need to, you know, work with  
21                  you and a lot of our clients in order to get the  
22                  information. It's a two-way communication issue;  
23                  you know, what are our programs doing and what do  
24                  they need to do?

25                  We've already taken steps to put in  
26                  place a steering committee. One of the first

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1 things that the steering committee is doing is  
2 organizing a workshop to pull together the  
3 information from around the country. What's going  
4 on immediately through this next month -- in  
5 August, there will be workshops held on the Pacific  
6 Coast, the Gulf, and Atlantic, the regional  
7 workshops to bring together scientists, managers,  
8 representatives from the recreational fishing  
9 community to evaluate, you know, what are their  
10 regional needs, what are the potential gaps that  
11 are there in meeting those needs, and start pulling  
12 this information together. We will come together.

13 The first week in September, there's a  
14 meeting scheduled in Denver to have a joint  
15 meeting, getting representatives from these  
16 regional meetings together to talk about, again,  
17 laying out -- reaffirming what it is that we're  
18 looking to do with these recreational programs,  
19 starting to identify, you know, what are the gaps  
20 between what we can do today and what those needs  
21 are, starting to identify what can we do with the  
22 current resources that we have, where can we  
23 reallocate what we're doing, re-emphasize the  
24 efforts in order to start filling these gaps.  
25 We'll also identify things that can only be  
26 accomplished through an expanded program.

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1                   Now, again, the communication part of  
2 this is critical that, you know -- obviously, the  
3 credibility of our program has been questioned  
4 through the results of this review. And we need to  
5 reestablish that credibility. We can only do that  
6 through good communication with all of our partners  
7 on this and the whole community.

8                   One of the things that we'd like to ask  
9 immediately is that MAFAC work to establish a  
10 subcommittee that would help us to accomplish this  
11 kind of communication and feedback to improve our  
12 program. We would ask that -- to have such a  
13 subcommittee, that we, know, start very immediately  
14 so that that representative could participate in  
15 this September 6 to 8 workshop in Denver to start  
16 laying the groundwork for what needs to happen from  
17 there.

18                   We think that for us to, you know, make  
19 much further progress on responding to the review,  
20 we have to take the results from that workshop and,  
21 from there, what we will look to be accomplishing  
22 is a fairly long-term plan to both do what we can  
23 do technically both on the regional levels, working  
24 with all the partners, as well as our core  
25 statistics program in Silver Spring to look at what  
26 could be accomplished today. But it's really the

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1 long-term effort in order to meet the needs.

2 Jim, that's what we have current  
3 status. The focus right now is on gearing up for  
4 that workshop so we can get the feedback we need in  
5 order to move on, and we very much want to work  
6 with MAFAC to make that happen.

7 CHAIRMAN BALSIGER: So in order to get  
8 ready for the workshop, I caught that you would  
9 like to have MAFAC have a subcommittee so that such  
10 representative could possibly be at the Denver  
11 workshop. Is there any work before the MAFAC,  
12 before the Denver workshop?

13 MR. METHOT: I don't think it's  
14 absolutely necessary. I mean, obviously, you know,  
15 there's a lot of expertise here and a lot of good  
16 thinking on where we need to go with recreational  
17 fisheries, but I don't think we absolutely need to  
18 have anything from MAFAC before that time.

19 Again, we are holding or participating  
20 in these regional workshops and that's going to be  
21 our primary source of input for the September  
22 meeting as well as, you know, the things we're  
23 organizing ourselves in terms of potential areas of  
24 responding to the NRC review.

25 CHAIRMAN BALSIGER: Good. Thank you.  
26 Go ahead.

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1                   MR. DiLERNIA: Mr. Chairman, we have a  
2                   -- Chairman Fletcher is Chairman of the  
3                   Recreational Fisheries Subcommittee. And I would  
4                   think that it would go to his committee and, Mr.  
5                   Fletcher, I don't know if you could recommend --  
6                   make recommendations maybe at the end of this  
7                   committee meeting -- at the end of our meeting in  
8                   the next couple of days as to how we should proceed  
9                   and how we should interact. But I would refer it  
10                  to your committee, sir.

11                  MR. FLETCHER: Okay. Are you going to  
12                  be around, Rick?

13                  MR. METHOT: I can be, but I have  
14                  another meeting tomorrow at Sand Point. So -- but  
15                  I certainly can call up you later.

16                  CHAIRMAN BALSIGER: At least get  
17                  contact information back and forth so we can do the  
18                  best for you. Ken.

19                  MR. ROBERTS: Is the NRC report public?  
20                  I mean, is it a link that we can go read it?

21                  MR. METHOT: Yes. It is available at  
22                  this time.

23                  MR. ROBERTS: And what's the link?

24                  MR. METHOT: I don't have it  
25                  immediately available. We can get that information  
26                  to you.

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1 CHAIRMAN BALSIGER: I thought it was  
2 distributed to all the members.

3 MS. BRYANT: It is up on the Web, and I  
4 think we sent -- this is the first time I've seen  
5 it printed like that. We couldn't really get  
6 copies before.

7 MR. ROBERTS: I'm wondering was there  
8 any conclusion made as to what role the inability  
9 to define the population that you're sampling  
10 compared to other aspects of the problems?

11 MR. METHOT: It certainly is among the  
12 technical issues. I mean, it's obviously a very  
13 diverse population and with many aspects. And the  
14 issues of identifying the populations being sampled  
15 and being able to target the sampling to specific  
16 aspects of the population are among the technical  
17 areas that we need to shore up.

18 MR. ROBERTS: If you had the  
19 registration done next year, how much more credible  
20 would your estimates be, do you think?

21 MR. METHOT: Well, they certainly made  
22 reference to having a registry as, you know, an  
23 important thing to help have a more precise  
24 sampling frame.

25 The scope of the registry, you know,  
26 needs to be part of that. You know, there is a

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1 registry for a component of the population means  
2 that you still need to have another sampling  
3 program for components that are excluded from that  
4 registry. And so the issue of a two-framed  
5 sampling comes up so that if you have a registry  
6 that would allow you to be very efficient at  
7 sampling one component, then you could focus some  
8 other resources to try to cover things that are not  
9 part of the registry. So there's various options  
10 like that that can be considered once you have a  
11 registry to cover at least the components.

12 But the more inclusive that registry  
13 is, the more efficient that you can be in your  
14 overall sampling.

15 MR. ROBERTS: That's one of the points  
16 that I was getting to because we have a populous  
17 state in Louisiana. If you're over 60 years old,  
18 you don't need any kind of license other than a  
19 five-dollar stamp saying you're over 60 years old  
20 is what it amounts to, and so you're out of the  
21 population survey.

22 And so at the start of any sort of  
23 participation registration, it's very important if  
24 it's costful -- really nothing -- particularly the  
25 growing number of people that are in the retired  
26 phase of their life because you're facing a growing

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1 percentage of people who are participating who  
2 aren't registered.

3 MR. METHOT: And it's possible to  
4 consider issues of having registered participants  
5 that are separate from who needs to pay to  
6 participate, you know. The things can be separate  
7 and -- but -- it's creativity along this line, so -  
8 -

9 CHAIRMAN BALSIGER: I think this item  
10 was on the agenda mainly because we thought people  
11 were familiar with the National Research Council's  
12 report, which was not positive, so Rick was trying  
13 to tell us how we intend to move forward on it  
14 rather than answering questions about the  
15 shortcomings -- not -- but if you want to go into  
16 the technical problems, that's fine with me, but  
17 that's -- it was more of a heads up and making sure  
18 you had an ability to participate in the future.

19 But having said that, I've got a list  
20 here with Vince being next.

21 MR. O'SHEA: Thanks, Mr. Chairman.  
22 First, a public announcement and that is when our  
23 commission did a stock assessment, American  
24 lobster, the most valuable species managed by our  
25 commission, we put together a peer review team of  
26 scientists from -- that weren't from the East Coast

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1 and Dr. Methot was gracious enough to serve on  
2 that, along with Terry Quinn, and we got a lot of  
3 mileage out of that document they gave us, so thank  
4 you very, very much for doing that.

5 The second part is sort of a truth in  
6 advertising. Regarding the so-called East Coast  
7 workshop prior to Denver, before the National  
8 Academy of Science study was commissioned, the  
9 Atlantic States Commission met with our member  
10 states and we developed what we thought were the  
11 needs from both the science perspective and the  
12 managers' perspective for what we needed from a  
13 recreational data collection system. What  
14 we've committed to is -- and we presented that, by  
15 the way, to Dr. Hogarth simultaneously with him  
16 announcing that he was gonna do the National  
17 Academy of Science thing that was going to take 18  
18 months. So we've dusted off our white paper and  
19 have circulated back to our state directors and at  
20 our scheduled Commission meeting two weeks from now  
21 in Crystal City, Virginia, we intend basically to  
22 validate that white paper that was done two years  
23 ago. Dr. Van Voorhees and maybe Dr. Ponwith intend  
24 to be there. But I just want to make it clear for  
25 the East Coast folks that figured on a workshop  
26 with thousands of people and recreational, all

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1 different sectors, that's not going to happen.

2 That's not what we committed to on this side.

3 But I think we're going to get, the  
4 bottom line, the information you all need to feed  
5 into the Denver meeting.

6 So thank you.

7 MR. METHOT: That's very good. Very  
8 good. We certainly recognize that this is another  
9 iteration in an ongoing process and that there's a  
10 lot of good groundwork that's already accomplished,  
11 so that would be excellent.

12 CHAIRMAN BALSIGER: Eric.

13 MR. SCHWAAB: Yeah. Just -- just a  
14 couple of process questions. Can you describe a  
15 little bit the makeup of your steering committee?

16 MR. METHOT: Let's see. Do I have all  
17 of our members here? It's a relatively small  
18 group. Let's see. Who do we have on it? -- Randy,  
19 Larry, yourself, and from Headquarters we have  
20 Bonnie Ponwith and Nancy Thompson involved. And to  
21 -- we've asked Kitty Simons from Pacific Region to  
22 be involved as well in order to broaden the scope  
23 of the fisheries that are covered, trying to keep  
24 that part small and -- you know, we probably will  
25 get involved in it a bit further as we approach  
26 that workshop.

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1 MR. SCHWAAB: And do you have -- and  
2 these regional meetings, you have times and dates  
3 for those or --

4 MR. METHOT: Well, let's see. They're  
5 all being managed regionally. We focused pretty  
6 much on putting together the September workshop.  
7 So the Pacific meeting is going to be the last week  
8 of August, right, in Portland, and the Gulf and  
9 Atlantic meetings are -- in a couple of weeks from  
10 now, you'll have the Atlantic meeting.

11 MR. O'SHEA: I think it's Thursday, the  
12 14th or 17th of August in Crystal City, during our  
13 ASMFC meeting week.

14 MR. SCHWAAB: Is that advertised  
15 somewhere on a general website somewhere?

16 MR. METHOT: Not that I know of. I  
17 don't know -- we don't have it from ours, and  
18 actually that's another -- I'm glad you brought  
19 that up because we are working on putting together  
20 an informational website and hopefully in a week or  
21 so we'll have that fully operational so that we  
22 will have a central point to get information on  
23 this ongoing process.

24 But in terms of advertising, you know,  
25 those regional meetings, I think I would just start  
26 by going to the regional commissions to get

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1 information on that.

2 CHAIRMAN BALSIGER: Ralph.

3 MR. RAYBURN: Yeah. I just had a  
4 comment on it. I talked about having our  
5 Recreational Subcommittee do this. I don't think  
6 we have a Recreational Subcommittee, do we? I  
7 mean, you've got --

8 MR. FLETCHER: It's not formal. It was  
9 kind of ad hoc.

10 MS. BRYANT: But Bob -- we kind of  
11 talked about this subcommittee and rec. fish issues  
12 come up. We've got Bob, who will be meeting with  
13 all the recreational folks.

14 MR. RAYBURN: So there is an ad hoc?  
15 Who's on it?

16 MR. FLETCHER: Well, Randy was on it.

17 MR. RAYBURN: I don't mean to make a  
18 big deal out of it. I just --

19 MS. BRYANT: And Tom.

20 MR. RAYBURN: -- kind of like --

21 MR. FLETCHER: Vince was involved.

22 MR. RAYBURN: We've got the  
23 subcommittee structure set up and --

24 MS. BRYANT: The committee structure is  
25 here, too. It doesn't mention recreational,  
26 though. We just knew that that was going to be --

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1                   MR. RAYBURN: That's not why I brought  
2 that up. And all I was trying to do was just  
3 formalize the process, that if we did have -- you  
4 know, it looks to me like -- I think when we talked  
5 about this, the Commerce Subcommittee was going to  
6 cover recreational fisheries. You know, you have  
7 Bob certainly on that, so I think -- you know, just  
8 to formalize that, that you have that under the  
9 Commerce Subcommittee would be a recreational  
10 fisheries working group or whatever and then I  
11 would further say that if somebody on that group  
12 wanted to go -- could go to the Denver meeting,  
13 that MAFAC should pay them to be the representative  
14 at this Denver meeting. But I'd like to do it, you  
15 know, within our formal structure and not  
16 necessarily just creating another group out there.  
17 But I'm just -- I'm sorry. I'm a little anal on  
18 that stuff, I guess.

19                   MR. DiLERNIA: To respond to what Ralph  
20 is bringing up, the Recreational Subcommittee was  
21 actually formed from the Commerce Subcommittee.

22                   MR. RAYBURN: Okay.

23                   MR. DiLERNIA: And the members that  
24 were assigned to it or asked to do work at the last  
25 committee meeting, last MAFAC committee meeting,  
26 was Mr. Fletcher, Kramer, let's see -- Tom, right -

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1 - Ralph, you were on there. Ken, I'm not sure if  
2 you did any work on that. And I was on that.

3 So the recreational group at this point  
4 would be basically the recreational representatives  
5 to MAFAC, plus a couple of others -- Mr. Donofrio  
6 has --

7 MR. RAYBURN: He's on that as well,  
8 though he's not listed here.

9 MR. DiLERNIA: Yeah. He's been  
10 assigned to it, although we haven't seen him.

11 MR. RAYBURN: And Bob is the chair of  
12 that group.

13 MR. DiLERNIA: Yes, he is.

14 MR. RAYBURN: I would think it  
15 appropriate to support the comments here, that we  
16 try to have a representative from MAFAC attend the  
17 Denver meeting and that MAFAC, you know, support  
18 that travel.

19 MR. DiLERNIA: I think that's what you  
20 were asking for, weren't you?

21 MR. RAYBURN: That's what you're asking  
22 for; right?

23 MR. METHOT: Absolutely. Absolutely.

24 MR. RAYBURN: And I was gonna suggest  
25 that commissioners, too, but it sounds like the  
26 commissions are already involved, so we'd get good

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1 coverage if we had one of our, you know, principals  
2 there. Does that work for you?

3 MR. METHOT: Very good.

4 MR. RAYBURN: And I can make that in a  
5 motion or we can take it up at the end. I'll make  
6 it in a motion, that we --

7 MR. RAFTICAN: I'll second it.

8 MR. RAYBURN: -- that we direct or, you  
9 know, have a chair of the Recreational or his  
10 representative attend the Denver meeting with  
11 MAFAC's support for travel.

12 CHAIRMAN BALSIGER: We have a motion  
13 and a second. I guess is there any discussion? Is  
14 there any --

15 MR. RAYBURN: Laurel, is there any --

16 MS. BRYANT: Well, that's fine. We had  
17 it on the agenda for Thursday for all those things,  
18 but that's fine. Let's --

19 MR. RAYBURN: Oh, okay. No.

20 MS. BRYANT: -- do it -- no, I've got  
21 it down.

22 MR. RAYBURN: And I didn't mean to jump  
23 --

24 MS. BRYANT: We'll -- I just need --

25 MR. DiLERNIA: Could we table the  
26 motion until Thursday?

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1 MR. RAYBURN: Fine. I have no problem  
2 with that.

3 MR. DiLERNIA: Consent? The seconder  
4 agrees?

5 MR. RAYBURN: As long as everybody --  
6 as long as we have a quorum left at the end of the  
7 meeting on Thursday so we can take action. You  
8 know, that's always a problem.

9 CHAIRMAN BALSIGER: Thank you,  
10 Professor. I think that's the way to do it. We'll  
11 bundle them together and, if it looks like we're  
12 losing a quorum, we'll have an emergency meeting in  
13 the lobby or something like that.

14 Okay. Thank you. Now, Rick, could you  
15 mention a little bit about the NOAA Ocean Research  
16 Priorities Plan and whether there's opportunities  
17 to review and input on that?

18 MR. METHOT: Yeah. Going even further  
19 afield to me talking about this, so please don't  
20 ask any questions at all. But I did have a chance  
21 to look a little bit about what's going on here,  
22 and I think it is a good opportunity. The Joint  
23 Subcommittee on Ocean Science and Technology is  
24 putting together an effort to establish a  
25 subcommittee that would be looking at putting  
26 together a research plan, and they've built this

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1 upon a variety of efforts that have gone on through  
2 the spring here.

3           There was a workshop, a public workshop  
4 in April of this year, and that plus some other  
5 public input has been used to put together what  
6 they're calling an Ocean Research Priorities Plan  
7 and Implementation Strategy. This is in draft form  
8 now, but I expect that it's going to be released  
9 fairly soon for review. It's going to be released  
10 to the -- let's see -- a variety of groups,  
11 including the National Academies of Ocean Studies  
12 Board by the end of this month I believe is their  
13 target for that review.

14           At that point, you know, the other  
15 opportunities for public review. The scope of the  
16 report I think is very pertinent to the kind of  
17 issues that we have here today. I mean, just  
18 looking it, their over-arching priorities being  
19 ocean forecasts, ecosystem approaches to  
20 management, and ocean observation programs.

21           Some of their themes are stewardship of  
22 natural resources, improving ecosystem health,  
23 increasing resilience of natural hazards, so a  
24 variety of very pertinent topics and, again, the  
25 focus of much of what's there in the report  
26 certainly touches upon fishery issues and certainly

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1 recognizes that fisheries are part of the ecosystem  
2 and it's something that -- it's a two-way  
3 interaction, that the fisheries are affected by the  
4 ecosystem as well as being one of the factors you  
5 need to take into account.

6 So I expect that getting feedback from  
7 MAFAC would be valuable and I think you'll find  
8 that the report touches on themes that are very  
9 important to you.

10 CHAIRMAN BALSIGER: On a slightly  
11 distracted one, Rick started speaking so you may  
12 have said this but this comes out of the U.S.  
13 Commission on Ocean Policy and the Pew Commission  
14 which had all the recommendations following which  
15 the Government with 19 agencies developed an Ocean  
16 Action Plan. And so feeding the Ocean Action Plan  
17 are a few things, one of which is a Subcommittee on  
18 Management and Research called SMAR, and the  
19 other one is the Joint Subcommittee on Science and  
20 Technology which is the research agenda that Rick  
21 is talking about here, so it's making progress on  
22 the Ocean Action Plan.

23 You may have said that, but I just --

24 MR. METHOT: Part of it, but you  
25 reinforced it well, and certainly good connections  
26 with the efforts like the Ocean Observation System

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1 is certainly part of it as well.

2 CHAIRMAN BALSIGER: Okay. Thanks. Any  
3 questions on that? Vince?

4 MR. O'SHEA: This is back on the rec.  
5 thing.

6 CHAIRMAN BALSIGER: Go ahead. I think  
7 the other was informational and we'll watch for it,  
8 but go ahead.

9 MR. O'SHEA: Just to make sure that I  
10 understand on this recreational workshop and sort  
11 of your overall strategy -- and I think there may  
12 be some questions around the table about this and I  
13 think it's important to get it clear before a work  
14 group goes off and tries to do things. But my  
15 understanding is you have the National Academy of  
16 Science report, which has given a long laundry list  
17 of things for the Agency to do to "fix MRFSS."  
18 It's my understanding that within those  
19 assignments, there is considerable -- the Agency  
20 feels there's considerable discretion on how they  
21 go about solving those particular problems and they  
22 want to ensure that, at the end of the day, the  
23 fixes that they build into MRFSS are responsive to  
24 the needs of the councils, the state managers, as  
25 well as the federal scientists and perhaps the  
26 state scientists that are doing stock assessments.

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1 And that's my understanding of what we're trying to  
2 accomplish; that alignment is what we're trying to  
3 accomplish in Denver.

4 And I suspect it's also going to be  
5 hopefully a prioritized laundry list knowing that  
6 we may not be able to do everything but at least we  
7 ought to know what the present system is, know what  
8 our needs are, do a gap analysis and see what we  
9 can afford to pay.

10 Now, having -- you're nodding, Rick.

11 MR. METHOT: Yes.

12 MR. O'SHEA: So so far, so good. What  
13 this doesn't say is what the Agency is doing to  
14 reach out to the recreational community and engage  
15 them in sort of the final or the sort of final  
16 response to the National Academy of Science.

17 So while I think it's great that  
18 somebody from MAFAC be present in Denver, I would  
19 be -- it's not my understanding that that's how you  
20 all are going to check the recreational box on this  
21 MRFSS thing, that this is just a component of the  
22 Agency's response to the National Academy of  
23 Science.

24 MR. METHOT: Absolutely. We see that  
25 involving MAFAC is very critical for us to be able  
26 to fulfill that part of the requirement, but that

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1 won't be the only thing we're doing to reach out to  
2 the constituent community. It's certainly the big  
3 issue.

4 MR. O'SHEA: Because -- if I could,  
5 because if we don't get the -- you know, quite  
6 frankly, the recreational sector on board with this  
7 response thing, we're going to be right back the  
8 same -- to the square that started this whole  
9 process two years ago.

10 MR. METHOT: Right. Absolutely.

11 MR. O'SHEA: We will not have solved  
12 anything.

13 MR. METHOT: Right.

14 CHAIRMAN BALSIGER: Good points. I  
15 appreciate that. Larry.

16 MR. SIMPSON: Parallel event. We're  
17 going to be involved in, and I hope you will, too,  
18 council systems. We're going to involve the  
19 charter boats. We're going to try to involve some  
20 aspect of the private anglers. So it's going to be  
21 -- MAFAC is just one of several inputs.

22 CHAIRMAN BALSIGER: Eric.

23 MR. SCHWAAB: Yeah. Just on this --  
24 back on this -- and we're trying to refrain from  
25 getting into the details of what this looks like,  
26 but Vince's comment about fixing MRFSS makes me

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1 want to raise the question that I thought about  
2 raising earlier but refrained, and that is are you  
3 fixing MRFSS or is it among the possible outcomes  
4 that you would replace MRFSS with something  
5 entirely different that doesn't look at all like  
6 MRFSS?

7 MR. METHOT: All options are to some  
8 degree on the table, right. MRFSS is not -- I  
9 mean, we also don't see this as just about MRFSS.  
10 I mean, the report itself, you know, perhaps  
11 focused on MRFSS in summary statements, but it was  
12 pretty clear that on any program going out trying  
13 to collect information on recreational fisheries to  
14 some degree shared these faults. And we recognize  
15 that, you know, MRFSS is trying to do something,  
16 but we have other programs that we rely upon that  
17 are not following exactly those protocols that are  
18 part of the collection of efforts nationally that  
19 are implemented regionally.

20 So we're all in this together is the  
21 way we see it, and we need to have a joint  
22 solution.

23 CHAIRMAN BALSIGER: Well, I think your  
24 point's good. All options are on the table and you  
25 will have an opportunity to influence it.

26 MR. SCHWAAB: That's the response I was

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1 hoping to hear because, frankly, you can do a lot  
2 of things to fix MRFSS and you're still not gonna  
3 get the kind of real-time data that you might need  
4 out of this, and that's as far as I'll go into the  
5 substance of this.

6 But I just wanted to also just echo  
7 what Vince just said. There are two components to  
8 this challenge that's before you. One is to fix --  
9 you know, to get more accurate and more timely  
10 data. The other is to have the sectors -- like the  
11 recreational sectors -- believe that you've done  
12 that. And there are two entirely different sets of  
13 challenges.

14 MR. METHOT: They're certainly  
15 connected as well. And part of the workshop is to  
16 identify just how far are we from, you know, the  
17 need -- what you describe as real-time needs. We  
18 aren't going to be able to provide real-time needs  
19 today, so how big is that goal, how much can we  
20 close it with current resources, and what would  
21 take a big effort in order to close it to  
22 everyone's satisfaction? I mean, we ought to be  
23 realistic about laying out just what is this gap  
24 and what it's going to take to close it.

25 CHAIRMAN BALSIGER: Thanks, Rick.  
26 Great. Let's see. Thanks, Rick. We appreciate

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1 you coming over here.

2 We've got -- Bob?

3 MR. FLETCHER: Real quickly, Rick.  
4 Would you clarify for me what these steering  
5 committee meetings that Vince is involved in and  
6 Randy is prior to this workshop?

7 MR. METHOT: Mostly about organizing  
8 the workshop, just getting our scope --

9 MR. FISHER: Mostly it's been about  
10 Randy yelling on the phone about the fact he didn't  
11 want to go to another meeting.

12 MR. METHOT: I was going to leave that  
13 part out. But, really, it's right now focused on  
14 getting us prepared for the scope of this workshop  
15 right now.

16 CHAIRMAN BALSIGER: Thanks.

17 MR. DiLERNIA: What do you need from  
18 MAFAC or what can this committee do -- what can the  
19 recreational sub working group do at this meeting  
20 over the next day or two so that someone can come  
21 from MAFAC prepared to participate in the September  
22 meeting -- beginning of September in Denver?

23 MR. METHOT: I think the biggest thing  
24 is to help us understand what it's going to take to  
25 regain the trust of the recreational fishing  
26 community about our statistics programs. I mean, I

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1 think that's a big part of it. So it's going to be  
2 trying to understand the scope of the communication  
3 we need beyond just coming and talking with you.  
4 You know, how much more do we need to do in order  
5 to realistically reach out to the community?

6 MR. DiLERNIA: Fletch, you good with  
7 that? Okay. Thank you.

8 MS. BRYANT: I think you said it at the  
9 end. I talked with Bonnie on Thursday and we kind  
10 of threw this together, it was really -- it was a  
11 look at the MAFAC makeup and an interest in it.  
12 There's such a broad representation and even a  
13 broad representation within the recreational  
14 community that it wasn't just getting input but  
15 also guidance on how to strategize and actually  
16 reach out and expand that knowledge and have it  
17 come back in. So I think that will be a key  
18 element.

19 CHAIRMAN BALSIGER: Thanks a lot.  
20 Let's see. We have two agenda items left.

21 I'd propose that we do Sam's report on  
22 Endangered Species Act and then take a five- or  
23 eight-minute break while we set up the new  
24 computers and then finish with Professor DiLernia's  
25 "Vision" statement, if that works for everybody.

26 (Pause.)

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1                   MR. RAUCH: Okay. Bill thought it  
2 would be a good idea to update this group on the  
3 Endangered Species Act, mainly because of what I  
4 said earlier today, that it looked like legislative  
5 efforts, which had been ongoing for the last six,  
6 ten years died an ugly death earlier this spring.

7                   And the Endangered Species Act is  
8 something that nobody really wants to touch because  
9 everybody thinks it's broken but it's broken for  
10 different reasons, diametrically-opposed reasons.  
11 The environmental groups think it is not nearly  
12 protective enough of the species, whereas property  
13 groups think it is far too restrictive and so  
14 everybody thinks change is needed but everybody is  
15 scared of the change because they don't want to  
16 lose what they're given.

17                   But the legislation -- so the  
18 Administration was I think quite publicly taking a  
19 back seat to Congress and letting Congress work  
20 through its process and that hasn't happened and  
21 now we have a new Secretary of Interior, Senator  
22 Henthorn, who introduced a new ESA bill when he was  
23 in Commerce and now he's in charge of Interior and  
24 both Commerce and Interior have to reassess now and  
25 to figure out whether anything needs to be done to  
26 the Endangered Species Act which affects -- it

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1 affects what NMFS does dramatically, it affects  
2 fisheries, it affects many things in this bill.

3 So let me see if I can lay out an  
4 introduction to this issue. What we've had in the  
5 ESA is the structure -- the system hasn't changed  
6 for the last 20 years. The statute was  
7 reauthorized more than 20 years ago, significantly  
8 in '84. The regulations, the last significant  
9 change to the regulations were in '86. That was  
10 the structure and it really hasn't changed to any  
11 major extent since then.

12 But what has changed, what has changed  
13 is rather than going through regulations, we've had  
14 a series of regulatory initiatives to try to  
15 improve stakeholder participation in permitting,  
16 safe harbors, candidate conservation agreements. I  
17 don't propose to give you a lecture on what all  
18 these things mean because it took me -- I've been  
19 dealing with Endangered Species Act for a decade  
20 and a half and I still don't know all the stuff  
21 there is to know about it. And I've only got like  
22 15 minutes, so I'm not going to --

23 What else has changed is that we've got  
24 court cases that have interpreted the static  
25 regulatory regime from the Supreme Court -- there's  
26 a number of Supreme Court decisions down to a

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1 number of district court decisions, all of which  
2 add layer and layer of judicially-imposed policies  
3 on the Administration. And because everybody is  
4 afraid to touch the Endangered Species Act, that's  
5 what we have. So we have a lack of Government  
6 leadership. The laws get created by judges --  
7 which is not necessarily a bad thing but, when that  
8 happens, you get a lot of different and conflicting  
9 directions. Depending on which judge you got and  
10 how that case was resolved and what the law says,  
11 you're going to get one court going one way and  
12 another court going another way and that is not a  
13 good way to run the Government.

14 But the most significant thing that has  
15 happened, certainly from NMFS's perspective, is  
16 that we have a massive increase in listings. We  
17 didn't change the system, but we have changed what  
18 goes into the system a hundred-fold from NMFS's  
19 perspective.

20 Back in 1986, when there was the last  
21 regulatory change, I think NMFS may have had three  
22 species on the list. Now we've got the entire West  
23 Coast is covered with salmon listings, we've got  
24 listings out in the ocean, we've got critical  
25 habitat being designated in the ocean, we've got  
26 Atlantic salmon, we may have coral coming up very

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1 soon. So NMFS's participation in this process is  
2 increasing markedly and it is having the same kind  
3 of effects certainly on the West Coast the Interior  
4 is having and so we're running into the same kind  
5 of claims from both the environmentalists and the  
6 property owners about, you know, what's good and  
7 bad about the Endangered Species Act.

8 So we're looking at what to do about --  
9 you know, it looks like legislative change, for  
10 good or bad, is off the table. But what would we  
11 do -- what can we do in the current system, what  
12 things should we focus on is one of the things that  
13 NMFS and Interior are beginning to look at using  
14 the tools that we have.

15 I -- from NMFS's perspective, one of  
16 the things that we want to focus on, and we've  
17 heard this from a lot of people, is recovery. It's  
18 easy to get on the Endangered Species Act. It's  
19 very hard to get off. And it's easy to say we  
20 should focus more on recovery. That's an easy  
21 thing and everybody will agree with it. But what  
22 do you do?

23 You've got, for instance, right whales,  
24 300 Northern Atlantic right whales out there. It's  
25 going to take 400 years, at minimum, if they  
26 started breeding now and nobody ever kills another

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1 one, for them to recover. Creating a recovery plan  
2 that will assure you of getting there in 400 years,  
3 that's tough. You know, these are endangered  
4 species because there's not very many of them left.  
5 That means they're not like some of these fish  
6 stocks that can recover very quickly in ten years.

7 And so saying we want to focus on  
8 recovery and actually doing it is very hard. And  
9 it's very hard also because as pervasive as the  
10 Federal Government is regulating, a lot of the  
11 problems come from private landowners certainly for  
12 salmon -- a lot of the actions needed to recover --

13 I think we have a better opportunity in  
14 the ocean, for ocean stocks, because the Federal  
15 Government does have so much more control. But  
16 that's why I'm saying we're at least looking at are  
17 there ways you can improve recovery?

18 If you look at the bills, what was  
19 going to get passed in Congress, everybody agreed  
20 recovery was something we should focus on, so  
21 Congress had some ideas about that.

22 The role of critical habitat. Critical  
23 habitat is -- it looks like it's here to stay, at  
24 least until Congress -- if Congress ever gets  
25 around to it. But we've got some diametrically-  
26 opposed pressures of critical habitat. On the one

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1 hand, we've got pressures to designate more and  
2 more lands as critical habitat. Then the question  
3 is: What's their role?

4 And a lot of people say, well, the role  
5 should be critical habitat has to have techniques  
6 to recover. Okay. Well, since we don't know what  
7 recovery is from these stocks, that creates a  
8 difficult standard. It's a good ideal; it's hard  
9 to put that in practice.

10 And, you know, what is -- critical  
11 habitat is -- is it federal? What does it mean to  
12 be in critical habitat? Because if it is a  
13 wilderness area, if you designate critical habitat  
14 and all of a sudden you can't do anything to it,  
15 that becomes an enormous regulatory burden. If you  
16 buy the idea that you can have some modifications  
17 but have modifications that will ultimately benefit  
18 endangered species, well, that creates a more  
19 workable system but it also delays recovery by its  
20 very nature.

21 So, you know, we are focused with those  
22 contrasting mandates of critical habitat, between  
23 having -- preserving -- doing everything possible  
24 we can to get these off the list at the earliest  
25 possible time and having a system that can work so  
26 that you can have fishermen in critical habitat or

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1 you can have development in critical habitat. And  
2 if you can have those things, what level of those  
3 things?

4 Private landowners and stakeholders.  
5 These are two different groups but they're both  
6 important. Landowners, as I said, for many of our  
7 species that are not purely ocean species, you need  
8 the private landowners in order to recover. If you  
9 don't have them, you will never be able to recover.  
10 So you need to figure out whether the ESA would be  
11 top-heavy from the top down. You must do this in  
12 the following line, or is it going to have  
13 incentives. And most of the Congressional effort,  
14 and I think most of the Administration's view of  
15 this, is the ESA is top-heavy enough. We need to  
16 work on the mechanics and create more incentives  
17 and a lot of the policies I talked about and the  
18 Congressional interest was attempts to get carrots  
19 out there to get landowners into the program.

20 Stakeholders are different. The  
21 stakeholders are the entire voting public. I mean,  
22 I am not a landowner in California and yet it might  
23 make me feel good to know that there -- that the  
24 landowners in California are not eradicating the  
25 last of some little species.

26 And this is the dynamic of the

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1 Endangered Species Act. People in Oklahoma care  
2 about turtles in the ocean, just because they do.  
3 And, you know, these are the stakeholders that this  
4 country is being part of. So paying attention to  
5 those endangered species stakeholders is important  
6 if any of these changes are going to work.

7           And it's also important -- even if  
8 you're not a landowner but if you are a part of the  
9 industry system, we've seen that where you can have  
10 the industry involved in recovery, planning for  
11 recovery. It has a lot greater chance of success  
12 and it's going to have a lot better chance of  
13 getting it right because you get funding and you  
14 get all these other things. It's a collaborative  
15 effort as opposed to a pure Government regulation.  
16 But those are hard to do. Because if you have a  
17 collaborative effort, that necessarily entails some  
18 degree of compromise and nobody ever wants to  
19 compromise in the Endangered Species Act.

20           Transparency of science and decisions.  
21 This is a tough one. You know, I've litigated  
22 Endangered Species Act cases since the early '90s.  
23 And a lot of the decisions, not from NMFS -- let's  
24 talk about -- these were law firms -- where you  
25 couldn't follow from A to B. It was either -- it  
26 was in jeopardy or it was listed because I know it

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1 when I see it kind of science. And maybe you could  
2 back it up, but sometimes you can't. And it goes  
3 both ways. I mean, sometimes the sides were very  
4 much in favor of the species. And so you would get  
5 listings and decisions that were supportive of  
6 species health and all that, but you couldn't  
7 really justify it based on the science. And you  
8 would get sued by them and you'd lose.

9 Or on the other side, you'd get  
10 authorizations to allow some project or some  
11 fishery  
12 -- well, not fisheries, but some -- ten percent on  
13 the (indiscernible) and, you know, the  
14 (indiscernible) would say, Oh, this is going to be  
15 fine. It's going to have no problem. And you  
16 couldn't figure out how the (indiscernible) figured  
17 that out, given the overall bad state of the fish.  
18 And you'd lose.

19 There is a common theme in the ESAs.  
20 If you couldn't explain your decisions, you'd lose.  
21 The problem is that there's so few of them -- I  
22 mean, it's a lot like the recreational fisheries in  
23 terms of data quality. You don't really know and  
24 you're dealing with uncertainties in this field.

25 So one of the challenges we have at  
26 NMFS and at Fish & Wildlife Service is making our

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1 decisions in general more transparent. There is an  
2 overall -- I don't know whether anybody's talked to  
3 this group about the Data Quality Act. It's a big  
4 issue in this Administration to have more peer  
5 review and better-explained science. And this is  
6 on the Endangered Species Act and I think will  
7 generate better transparency of science and  
8 decisions. But that's one of our tasks is how to  
9 do that.

10 And the last one is workable standards.  
11 And the Endangered Species Act is tough because  
12 there is never a compromise. I mean, if you're  
13 wrong, it's not like you can pay it back next year  
14 because there won't be any species left. So you  
15 get a lot of very stringent standards and case law  
16 and things like that, but the industry also needs  
17 to work. There needs to be a way in which the  
18 common person can come in and say, If I do this, I  
19 either will get shut down or I won't. And right  
20 now -- and I don't think it's just new. I think  
21 this has been the case for a while -- you don't  
22 really know what you're going to get when you come  
23 to the Fish & Wildlife Service agencies or when you  
24 get out of court. And so workable standards that  
25 people can rely on is something that we're trying  
26 to get.

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1                   And the current standards about what is  
2 or is not prohibited under the Endangered Species  
3 Act or how you get there are extremely confusing.  
4 You need --

5                   All right. So the questions -- the  
6 generic questions that we're going to be looking at  
7 as an organization with Interior are should ESA  
8 communications be improved? Could it be improved?  
9 Should we actually -- given how controversial this  
10 is, even to give this presentation, I'm nervous  
11 because this is just a very difficult subject.  
12 People get paranoid. I guess it's paranoid with  
13 reason. They get paranoid to what the result will  
14 be. Will we be giving up either the protections to  
15 landowners or the species?

16                   So should the communications be  
17 improved? You know, are we comfortable living in a  
18 system that everybody thinks is broken but nobody  
19 wants to fix? And, if so, how should it be  
20 improved? We have some choices, given that we're  
21 not going to do legislation, I think, although, you  
22 know, if we do legislation, we have to look at --  
23 that's a very long-term agenda and people have been  
24 doing that for a long time.

25                   We've done some administrative policies  
26 to help improve the landowners and efficiencies and

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1 we could do that -- we can do regulations. The  
2 regulations haven't changed in a long time. Agency  
3 emphasis, we can do that, too. You know, we can  
4 say, Here is more emphasis on recovery. Well,  
5 that's easy to say. We would agree. But that in  
6 itself it doesn't get us very far.

7 So I know this is sort of a vague  
8 presentation because, unless you're involved in the  
9 nuts and bolts and details of the ESA, saying  
10 anything more than the vague statements is very  
11 hard.

12 MR. FLETCHER: But you're also an  
13 attorney, so --

14 MR. RAUCH: Yeah. Not anymore. I'm  
15 retired.

16 MR. DiLERNIA: What do you mean not  
17 anymore?

18 MR. RAUCH: Not anymore.

19 MR. DiLERNIA: You're not an attorney  
20 anymore?

21 MR. RAUCH: No.

22 MR. DiLERNIA: Why not?

23 CHAIRMAN BALSIGER: Not a practicing  
24 attorney.

25 MR. RAUCH: I'm not a practicing one.  
26 I can't practice. I've been --

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1 AUDIENCE MEMBER: That's why I'm here.  
2 I'm here to keep my eye on him.

3 MR. RAUCH: That's my presentation.  
4 This is something that -- let me just finish. This  
5 is something that NMFS is going to be doing. I'm  
6 not sure what role MAFAC can play in that but, to  
7 the extent that MAFAC wants to play in that, input  
8 would be welcome because everybody else has given  
9 us input and it would be better to have input from  
10 the group that was designed to give us input.

11 CHAIRMAN BALSIGER: Thank you, Sam.  
12 Larry, start out.

13 MR. SIMPSON: I have a general  
14 question, Sam.

15 MR. RAUCH: Yes, sir.

16 MR. SIMPSON: Is the Fish & Wildlife  
17 Service the lead agency of the Government for  
18 Endangered Species Act and NOAA Fisheries  
19 secondary, or are they co-equal?

20 MR. RAUCH: Well, on paper, they're co-  
21 equal.

22 MR. SIMPSON: Okay.

23 MR. RAUCH: In reality, the Interior  
24 has much greater political clout in terms of -- and  
25 they're a broader program than we do.

26 MR. SIMPSON: Right. That's why I

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1 asked it.

2 MR. RAUCH: And their Secretary knows a  
3 whole lot more about it than our Secretary does.  
4 Just the fact of the way it is.

5 MR. SIMPSON: Well, I could -- my  
6 advice is a quarter will get you a cup of coffee.

7 MR. DiLERNIA: Speak up, Larry. I'm  
8 sorry. I didn't hear a thing up here.

9 MR. RAUCH: You didn't -- it's nothing.

10 MR. DiLERNIA: Didn't miss anything?  
11 Okay.

12 CHAIRMAN BALSIGER: Okay. Anything  
13 else? I guess we can discuss on Thursday whether  
14 or not MAFAC wants to be involved in this.

15 MR. DiLERNIA: Well, we have a  
16 Protected Resources Subcommittee and Bob Fletcher  
17 just got elected again because he's Chairman of  
18 that also. Bob, the rest of us can go home. You  
19 can take care of all of this work, can't you?

20 The recreational group is the working  
21 group; it's ad hoc. But there is protected  
22 resources that Fletcher just loves California sea  
23 lions.

24 MR. RAUCH: And I think that's one of  
25 the reasons -- that's one of the reasons Bill  
26 thought we should come and make this presentation

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1 because you already do have the standing Protected  
2 Resources Subcommittee and this is one of the  
3 things perhaps you might be interested in looking  
4 at.

5 MR. DiLERNIA: And you need to know  
6 from us those two questions, the answers to those  
7 two questions.

8 MR. RAUCH: Well, to answer these  
9 questions is not an easy thing. I don't propose to  
10 think that you could answer these questions in two  
11 days. But what I would like to know is do you want  
12 to be involved in answering those questions and, if  
13 so, how would you like to be involved in that?

14 And I think that's a legitimate  
15 expectation that we can ask. But to answer those  
16 questions, that's a long time and you don't want to  
17 go into that based on my 15-minute presentation.

18 MR. DiLERNIA: Okay.

19 MR. FISHER: Bill, are you going to do  
20 something anyway or -- I mean, the election's two  
21 years away. I mean, so --

22 MR. RAUCH: Well, there's an election  
23 in November.

24 MR. FISHER: Yeah. I mean, so --

25 MR. RAUCH: No. We are looking at  
26 that. I mean, we are looking at -- there's a lot

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1 of things that we could theoretically do. We could  
2 change the regulations. We could change -- we  
3 could issue more policies. We could revise  
4 policies. We could take away some of the work on  
5 our policies. We could work on emphasis. We will  
6 necessarily be implementing the Endangered Species  
7 Act and one of the things we are -- one of the  
8 things Senator Henthorn wants to do is to look at  
9 can we use our tools other than legislation to  
10 include in it? That's why I raise this now. It's  
11 something Interior has taken the lead on. They  
12 went out and talked to their stakeholders. We  
13 thought we should go out and talk to ours. Whether  
14 something happens in the next two years or not is a  
15 question for (indiscernible) because, as I say,  
16 anybody -- anytime you touch the Endangered Species  
17 Act, it becomes a political issue just by the mere  
18 fact that you're touching it.

19 CHAIRMAN BALSIGER: Sam, if guidelines  
20 or regulations can be changed without the Act  
21 changing, at some point Fish & Wildlife Service or  
22 fisheries has proposals and there's a piece of  
23 paper they could look at, it's obvious how MAFAC  
24 could contribute. But do you think there's a role  
25 prior to that time?

26 MR. RAUCH: Well, there should be. I

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1 mean, that's -- you know, it depends on when and if  
2 MAFAC wanted to take that up. I don't know -- you  
3 know, at this point, the most significant change we  
4 could make is a regulatory change, barring  
5 legislation. How long it would take to actually  
6 get to the point of issuing a proposed rule, I  
7 don't know and it depends on -- that really depends  
8 on powers that be over in D.C. well above me, the  
9 timing of those kind of things.

10 But I think we think MAFAC can have a  
11 role in it and it can be timely.

12 CHAIRMAN BALSIGER: Heather.

13 MS. McCARTY: Thank you. Sam, are you  
14 going to other stakeholder groups like the councils  
15 and so on with these questions?

16 MR. RAUCH: We probably will go to the  
17 council. I think the next council meeting is -- I  
18 don't know when, but we will be trying to do that.

19 MS. McCARTY: Good.

20 MR. RAUCH: As I said, this is  
21 something that Senator Henthorn -- Secretary  
22 Henthorn now would like us to start looking at and  
23 we're trying to do that, without putting something  
24 on the table to start with because that's just bad.

25 MR. DiLERNIA: Sam, will you be here  
26 Thursday?

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1 MR. RAUCH: Yes, I will.

2 MR. DiLERNIA: Perhaps, Fletcher, your  
3 group could meet with Sam on Thursday morning and  
4 come back with some recommendations or comments or  
5 --

6 MS. BRYANT: On strategy.

7 MR. DiLERNIA: Okay.

8 MR. FLETCHER: It's going to be  
9 interesting because that's three subcommittees that  
10 I'm supposed to be at.

11 MR. DiLERNIA: Yeah. I know. I know.  
12 You'll have to be --

13 CHAIRMAN BALSIGER: You'll have to be  
14 on your toes.

15 MR. DiLERNIA: Maybe when we adjourn  
16 today, we'll try to figure out -- put our heads  
17 together here.

18 MR. JONER: You're just going to have  
19 to start early, Bob. Get here at 6:00 a.m.

20 MR. DiLERNIA: I mean, designate --  
21 what I would suggest that you designate a chairman  
22 for some of your other groups and just take it that  
23 way. That would be my suggestion.

24 CHAIRMAN BALSIGER: Mary Hope.

25 MS. KATSOUROS: How many species does  
26 NMFS have listed as endangered?

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1 MR. RAUCH: I believe that NMFS has  
2 about 30.

3 MS. KATSOUROS: And how many have been  
4 de-listed in the last 20 years?

5 MR. RAUCH: From NMFS's perspective,  
6 none. From --

7 MS. BRYANT: Gray whale.

8 MR. FLETCHER: Gray whale.

9 MR. RAUCH: Gray whale, yeah. That was  
10 -- I guess that was NMFS's, so, yeah, gray whales.  
11 I believe Interior's got maybe three. Gray whale  
12 is the only one I think was de-listed because it  
13 recovered. I think the others were de-listed  
14 because of data error. They found more of them  
15 than they thought or they figured they weren't a  
16 species.

17 I should say we actually did de-list  
18 blue trout because we found it wasn't as -- later  
19 in the process, we figured out it wasn't really a  
20 subspecies and so we de-listed that.

21 MS. KATSOUROS: So one recovered. You  
22 de-listed one because it was recovered.

23 MR. RAUCH: Yes.

24 MS. KATSOUROS: And then X because of  
25 data errors.

26 MR. RAUCH: Yeah.

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1 MS. KATSOUROS: Of the 30.

2 MR. RAUCH: Yes. I mean, there's no  
3 question that the Endangered Species Act at best is  
4 putting more species into the protection and trying  
5 to hold the line as opposed to getting them off the  
6 list. Getting them off the list is tough.

7 And, you know, we -- we want to get  
8 more off, but that's easier said than done.

9 CHAIRMAN BALSIGER: Pete.

10 MR. LEIPZIG: Of those 30 species, I'm  
11 just curious, how many are salmonids?

12 MR. RAUCH: I think there's 26  
13 salmonids.

14 MR. LEIPZIG: Okay.

15 MR. RAUCH: And we've got -- we've got  
16 whales and turtles --

17 MR. LEIPZIG: So there are 40.

18 MR. RAUCH: So maybe 40 then, maybe 40.  
19 We've got 26 salmonids, we've got whales, we've got  
20 turtles, we've got steller sea lions. We may have  
21 coral.

22 MS. BRYANT: Yeah. We just added the  
23 coral.

24 MR. RAUCH: Yeah. We've got Atlantic  
25 salmon, which is not part of the 26. Some of them  
26 are jointly managed with Interior. But it's -- I

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1 mean, it's less than 50 I would think. Interior's  
2 got maybe 700. They've got plants.

3 CHAIRMAN BALSIGER: Ken.

4 MR. ROBERTS: Just out of curiosity,  
5 how much litigation does the General Counsel's  
6 office get involved in on these species? Is it  
7 burdensome, nonexistent?

8 MR. RAUCH: It's incredibly burdensome.  
9 Half of the litigation -- I mean, the General  
10 Counsel's office litigates about a hundred cases a  
11 year and half of those are endangered species  
12 cases. The other half are fisheries cases.

13 CHAIRMAN BALSIGER: Okay. Thank you,  
14 Sam. I think we've found some way we may make  
15 progress through the committee process and so good.

16 Let's see. If it's okay with everyone,  
17 Tony is going to lead the final session. How long  
18 do you think it will take to go --

19 MR. DiLERNIA: Well, how long do you  
20 want to go? I think five, ten minutes.

21 CHAIRMAN BALSIGER: If we come back at  
22 4:00, we'll probably still be done by 5:00.

23 (Recess from 3:49 p.m., until 4:02 p.m.)

24 CHAIRMAN BALSIGER: If we get started,  
25 we'll still get a timely finish, I think. Just  
26 before we get going, these microphones are very

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1 sensitive. And so when the main conversation is  
2 going on and people over here are having side  
3 conversations about how stupid somebody else is,  
4 that's on the tape. So you have to be careful with  
5 what you're saying on this side.

6 MS. BRYANT: And just know that this is  
7 going to some transcriber, who's not Mike, who  
8 won't know anything and it will end up in the  
9 transcript, so do be aware or we'll have a little  
10 President Bush incident.

11 MR. SIMPSON: That's where you come in.  
12 You've got to sanitize. My secretaries have to do  
13 that a lot, a lot. Be surprised what they hear.

14 CHAIRMAN BALSIGER: Professor DiLernia  
15 will lead us through --

16 MR. DiLERNIA: Thank you, Jim.

17 CHAIRMAN BALSIGER: -- the "Vision"  
18 document.

19 MR. DiLERNIA: Thank you. I spoke with  
20 Dr. Hogarth this afternoon during lunchtime and he  
21 reiterated something that he said this morning in  
22 the conference call to us regarding the 2020  
23 document. He said what he hopes that we eventually  
24 produce is a document that say could be used by a  
25 business group or a finance group if they said to  
26 themselves, Okay, if we wanted to invest in

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1 America's fisheries, where we see growth and where  
2 we think we can make some money -- because that's  
3 where we think the growth is going to be -- if  
4 we're going to place money somewhere in an  
5 investment, where should that money go?

6 Where would -- where do we see -- where  
7 is the growth going to occur? Where is the --  
8 where will -- what sectors of the American fishing  
9 industry want to go contraction? Which sectors of  
10 the American fishing industry will go in expansion  
11 and growth? And what are the factors that will  
12 affect that that we can possibly invest in?

13 And so that's the -- I would say the  
14 common theme or thread that we should keep in mind  
15 as we look at this -- development of this 2020  
16 document and where we're going to go with it.

17 This presentation is going to cover our  
18 activities since the last MAFAC meeting, the  
19 project itself, some of the issues to be discussed,  
20 and how do we go forward.

21 In February, we all met in Fort  
22 Lauderdale and the concept of MAFAC and the concept  
23 of developing this 2020 document was approved by  
24 the committee. Coincidental with my travel for the  
25 Recreational Fishing Data meeting, I met with Dr.  
26 Hogarth on March 28th and he reiterated what he --

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1 the message I just delivered to you regarding what  
2 this document should eventually should produce or  
3 what we should hopefully produce in the form of a  
4 document.

5 And, to that end, on March 3rd (sic),  
6 we met again in Silver Spring and Dr. Hogarth has  
7 designated Mary Hope Katsouros as the staff to work  
8 with MAFAC in producing this document. That was  
9 done on March 30th.

10 During April, May, and June, there were  
11 several discussions with members of the fishing  
12 community regarding the MAFAC project. And on June  
13 6th, again coincidental with travel for another  
14 issue or another activity, there was a meeting in  
15 Dr. Hogarth's office at his request and, in that  
16 meeting, the participants -- Dr. Hogarth, Laurel,  
17 Mary Hope, and myself -- to discuss our roles and  
18 responsibilities associated with the project.

19 On June 15th, the National Fishermen  
20 agreed to cover the project and its progress. And  
21 we're going to see that part of this project really  
22 is going to -- we have to do a significant amount  
23 of outreach because the desire is to get input from  
24 the American fishing industry regarding what they  
25 see as where we are evolving and where we would be  
26 15 years from now.

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1                   Originally, I had conceived or I  
2                   thought that the concept would simply come from the  
3                   members of MAFAC, but Dr. Hogarth was willing to  
4                   put some budget money towards this and he suggested  
5                   that we go beyond this meeting room and we contact  
6                   individuals in the industry in the country and ask  
7                   for their input and ask for their advice. And he's  
8                   been looking for outlets to contact the industry.

9                   National Fisherman magazine has agreed  
10                  to be one of those outlets. And there have been  
11                  discussions with Sportfishing magazine to be an  
12                  outlet to the recreational community, and we have  
13                  an agreement in principle at this point between  
14                  Doug Owen, who's the editor of Sportfishing  
15                  magazine and the Agency regarding also helping us  
16                  promote this idea and providing an outlet for the  
17                  Agency to the recreational community, but that has  
18                  not been finalized yet, but we do have an  
19                  understanding and Sportfishing magazine has agreed  
20                  in concept to provide actually a column for Dr.  
21                  Hogarth similar to Bill's Corner -- that's a  
22                  national fishing magazine -- so that Bill can speak  
23                  directly to the recreational community.

24                  On the 20th, there was a -- the minutes  
25                  of the June 6th meeting went to the participants.

26                  On June 26th, the project description

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1 was distributed. It was supposed to be distributed  
2 to the working group, but I believe maybe all the  
3 MAFAC members may have received it, a description  
4 of the project itself.

5 Next slide, please. Next slide.  
6 Develop a vision document which describes the  
7 future of 2020 of the U.S. Marine Fisheries both  
8 commercial and recreational sectors as well as the  
9 availability of seafood for our nation's economy  
10 and food security.

11 Next slide. Proposed duration and  
12 methodology. It's conceived that it will take --  
13 it's going to be a two-phase project. One phase  
14 will be in information-gathering and collecting of  
15 data and information. And phase two, six months,  
16 will consist of -- well, phase one is literature  
17 review, data collection, special sessions. Dr.  
18 Hogarth has suggested that we hold sessions in  
19 conjunction with the regional fishery management  
20 councils and also in conjunction with the three  
21 state fisheries commissions to get information.

22 And phase two -- next slide -- six  
23 months will be analyze and put together the data,  
24 the information that we receive, and prepare drafts  
25 for review and circulate the drafts amongst the  
26 committee members and try to come up with a -- try

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1 to develop a final report.

2 Next slide. Thorough report, future  
3 marine fisheries. Present the committee's analysis  
4 and deliberation over the last 12 months.

5 The report will contain, but not be  
6 limited to, current trends. Again, this is  
7 important. Current trends in both the recreational  
8 sector, commercial sector, the consumer, and how  
9 the present trends evolve over the next 15 years  
10 and the impact of those trends on marine fisheries.  
11 Probably that last sentence probably best describes  
12 the project itself.

13 Next slide, please. Evolution of  
14 management strategies and their impact on the  
15 commercial and recreational fishing sector. I'm  
16 sure we should look at where -- it's recommended  
17 that we should look at that. I'm sure we'll hear  
18 from the fishing community regarding that issue.

19 The role of aquaculture in enhancing  
20 commercial and recreational fishing, meeting  
21 seafood needs. I personally believe that  
22 aquaculture will play a significant, significant  
23 role in development of our fisheries over the next  
24 15, 20 years, and I think it should have a  
25 prominent place in this report.

26 A road map -- finally, Vision 2020, a

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1 road map of the future of U.S. marine fisheries.

2 Next slide. The working group -- and  
3 the reason we use the term "working group," it's  
4 only because of -- all MAFAC members are expected  
5 and hopefully will contribute and participate in  
6 this project. But for organizational purposes, we  
7 had to define a working group and so what we did  
8 was -- what Dr. Hogarth suggested was that we take  
9 the -- select a chairman from the various  
10 subcommittees and, in addition to that, added a  
11 couple of additional -- and also the executive  
12 directors of the Commission and finally to that  
13 group add a couple of additional members from the  
14 committee.

15 So the working group consists of  
16 myself, Mr. Billy, Mr. Dorsett, Mr. Fletcher, Mr.  
17 Gilmore, Mr. Fisher, O'Shea, Mr. Simpson, Ms.  
18 McCarty, and Mr. Rayburn.

19 But, again, that's a loose definition  
20 of the working group. We hope everyone will  
21 participate.

22 Next slide. Issues to be resolved.  
23 Here are some of the questions that we need to get  
24 some resolution, come to some conclusions on at the  
25 end of this -- by the end of this meeting. Perhaps  
26 not by the end of today but by the end of the MAFAC

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1 meeting and there is going to be a working group  
2 meeting tomorrow morning. I'll get to that in a  
3 few minutes.

4 But time frame, number one, is 12  
5 months sufficient?

6 Number two, in the questionnaire, what  
7 should be included in our questionnaire? What type  
8 of questions should we ask? How open-ended should  
9 it be? An annotated bibliography, is it worth the  
10 effort? Our staff would have to put together a  
11 bibliography.

12 Are there any other suggestions from  
13 the committee for publicizing the project?

14 And are Congressional briefings to  
15 inform the members of Congress and staff  
16 appropriate?

17 I'll look for answers or maybe some  
18 discussion on this when I finish my report, and I'd  
19 like to continue to answer these questions tomorrow  
20 morning in the subcommittee meeting.

21 Next slide. Okay. Also, another  
22 question is: Will additional sessions, aside from  
23 the regional council meetings and the commission  
24 meetings, be necessary? To that point, when I  
25 mention regional council meetings and commission  
26 meetings, which currently envision is that if we're

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1 going to have a meeting at a regional fisheries  
2 council meeting, we would hope the MAFAC member  
3 that resides in that region or myself or both of  
4 us, along with Ms. Katsouros, would run that  
5 meeting, that informational-gathering meeting. I  
6 don't want to use the term "hearing." I just -- I  
7 mean, it's easy for me to use the term "hearing,"  
8 but let me -- if I do use it, it's my mistake.  
9 It's not a hearing. We are gathering information.  
10 And so as we travel to the eight regions, we hope  
11 that MAFAC members that reside in those regions  
12 could possibly chair that information-gathering  
13 meeting and also, as we go to the commission  
14 meetings, we hope perhaps some of the committee  
15 members who reside within the region that the  
16 Commission encompasses could join us.

17 I mean, who better to know who to seek  
18 advice from than those individuals who reside  
19 within the region or the executive directors of the  
20 three commissions who probably hear from their  
21 fishermen on a regular basis and who could  
22 recommend to us who are reliable sources of  
23 information. And so we're going to rely on members  
24 and the executive directors in giving us advice  
25 regarding that -- where we should go for our  
26 information-gathering.

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1                   Also, to that end, what other major  
2 meetings should take place? Should there be any  
3 additional major meetings take place and, if so,  
4 who should attend?

5                   Next slide. Moving forward, next  
6 slide. Okay. The working group. There will be a  
7 working group meeting tomorrow morning from 8:00 --  
8 it's on your agenda -- from -- a subcommittee  
9 working group -- anyone who wishes to attend from  
10 MAFAC -- it will be from 8:00 a.m. to 12:00 noon in  
11 this room here. I'd like to have some discussion  
12 now on some of the questions we've asked, but we do  
13 have to adjourn by 5:00 at the latest today, and I  
14 would like to develop a more defined strategy and  
15 plan tomorrow morning in the working group with the  
16 subcommittee here in this room.

17                   The other subcommittee's going to meet  
18 tomorrow morning. Is --

19                   MS. BRYANT: You've got the -- Tom  
20 Billy.

21                   MR. DiLERNIA: Tom Billy, the  
22 aquaculture, --

23                   MS. BRYANT: Aquaculture.

24                   MR. DiLERNIA: -- will be in the next  
25 room also during the same time.

26                   Now, the problem is if you want to

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1 attend both, we're going to have to ask you to pop  
2 back and forth unless there's -- I don't see any  
3 other way at this point. And, again, you'll have  
4 to just dance back and forth between the two.

5 It's unfortunate that we have the two  
6 committees scheduled at the same time, particularly  
7 because, again -- and I'll repeat -- I think  
8 aquaculture will play such an important role in the  
9 development of our fisheries over the next 15  
10 years.

11 Laurel?

12 MS. BRYANT: I do want you to remember,  
13 though, that the subcommittees -- it is  
14 unfortunate. That's kind of the way it needed to  
15 work out. But do remember that the purpose of the  
16 subcommittees is to kind of do some heavy lifting,  
17 some fleshing out, some detailing, and the hope and  
18 the goal is to be able to do that in an efficient  
19 manner so that the majority of Thursday can be for  
20 that information and that fleshed-out detail to be  
21 presented to the full Committee for truly in-depth  
22 discussions and any decision-making. We were  
23 really trying to maximize that full Committee time  
24 to consider those issues.

25 And this agenda got a little loaded up  
26 there at the end. We weren't expecting it. But I

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1 think if we go with that approach and just know  
2 this is a labor-saving device in order to deal with  
3 multiple issues with few members, that maybe it  
4 won't be so --

5 MR. DiLERNIA: Well, Jim, I have a  
6 suggestion, but --

7 CHAIRMAN BALSIGER: Well, I don't have  
8 a good suggestion, but we do have all day tomorrow,  
9 if you consider the bus ride somehow and if you  
10 consider -- I'm not sure what's planned at  
11 Manchester, if there's any opportunity there. But  
12 you also have Thursday morning.

13 MR. DiLERNIA: That was going to be my  
14 suggestion.

15 CHAIRMAN BALSIGER: So we may be able -  
16 - if you had an agenda of the way you might step  
17 through your meeting versus how Tom Billy steps  
18 through aquaculture, it might allow the members to  
19 --

20 MR. DiLERNIA: Perhaps at the end of --  
21 by 12:00 noon tomorrow, Dr. Billy, you and I can  
22 come together and try to plan some type of joint  
23 meeting, whatever, for Thursday morning. So if we  
24 could break up into two smaller groups to try to  
25 get some work done tomorrow morning and then  
26 Thursday morning bring -- maybe have the entire

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1 Committee convene rather than have two  
2 subcommittees and try to work on --

3 MR. BILLY: When do we have to leave  
4 tomorrow?

5 MS. BRYANT: We leave at -- the bus  
6 comes at 12:15 and we'd like to be out of here by  
7 12:30. We'll probably arrive at Manchester between  
8 2:00 and 2:30. It always depends on traffic.

9 We'll have about two -- two hours and  
10 15 minutes of a tour, see the research projects,  
11 and then some relax time and salmon dinner will  
12 commence at about 5:00 and we have some evening  
13 entertainment that will probably commence at around  
14 6:00 or 6:15.

15 So I don't know if there will be any  
16 time over at Manchester, but on the bus there might  
17 be.

18 MR. BILLY: Can we have like one of the  
19 two groups start about 7:00 tomorrow morning?

20 MS. BRYANT: That room will be open and  
21 so will this.

22 MR. BILLY: Seven to --

23 MS. BRYANT: As early as you want.

24 CHAIRMAN BALSIGER: -- 10:00 and then  
25 10:00 to 12:00 and reverse it Thursday? It's three  
26 hours and two hours.

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1 MR. DiLERNIA: You mean, the entire  
2 MAFAC group do aquaculture from 7:00 until 10:00  
3 and then --

4 MR. BILLY: Well, there's -- yeah.

5 CHAIRMAN BALSIGER: Well, I guess Mr.  
6 Billy's aquaculture group could, for example, meet  
7 from 7:00 to 10:00 and everyone that wanted to  
8 attend that could, which wouldn't have to be the  
9 whole MAFAC. And then if your group met from 10:00  
10 till --

11 MR. DiLERNIA: Twelve.

12 CHAIRMAN BALSIGER: -- 12:00, then  
13 whoever wanted to be in that, which might include  
14 them all, but not necessarily. I'm not sure if  
15 that's enough time.

16 MR. BILLY: Then we could play it by  
17 ear for Thursday morning. See how far we get.

18 MR. DiLERNIA: I have no objection to  
19 it if the other Committee members -- Committee  
20 members, is that agreeable?

21 MS. McCARTY: That's a good idea.

22 MR. DiLERNIA: Very good. All right.  
23 Let me just get it straight, Bill. You volunteered  
24 to start the seven o'clock meeting?

25 CHAIRMAN BALSIGER: Well, let me  
26 propose one other thing -- how about 7:00 till

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1 9:00, 9:00 till 11:00, and you've got 11:00 to  
2 12:00 to maybe finish up some aquaculture stuff  
3 and, by that time, the members will know where to  
4 go in case you don't get done in two hours.

5 MS. BRYANT: And you still have  
6 Thursday that if you need to do more time on Vision  
7 or whatever, there will be that.

8 MR. DiLERNIA: Do you want to do 7:00  
9 or do you want me to do 7:00, Tom? It doesn't  
10 matter.

11 MR. BILLY: I don't care.

12 MR. DiLERNIA: Let him do 7:00. You  
13 just got 7:00. You got 7:00. We'll get 9:00.

14 MR. BILLY: That's fine -- 7:00.

15 MR. SIMPSON: Seven's Aquaculture; 9:00  
16 is Vision?

17 MR. DiLERNIA: Yes, sir.

18 MR. SIMPSON: Okay.

19 MR. DiLERNIA: Questions now on what  
20 we've done so far? Heather?

21 MS. McCARTY: Are you anticipating that  
22 this group will have a short discussion on what  
23 you've presented now?

24 MR. DiLERNIA: Yes.

25 MS. McCARTY: Okay. If so, I have  
26 something that I want to say.

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1 MR. DiLERNIA: Oh, okay. I just --

2 MS. McCARTY: Whenever you're ready.

3 MR. DiLERNIA: And I'm ready.

4 MS. McCARTY: Okay.

5 MR. DiLERNIA: And I just want to,  
6 again, point out that Mary Hope Katsouros, she's  
7 our staff member on this and so she's going to be  
8 taking notes on everything we say here, hopefully  
9 putting it all together nice and neat for us. So,  
10 Heather, please.

11 MS. McCARTY: I've been thinking about  
12 this and one thing that struck me going through  
13 this material, looking at the plan and so on, is  
14 that in the process that we have laid out, we have  
15 ample opportunity to hear from stakeholders in all  
16 of these regions. And we have -- what we'll get  
17 from that is everyone's idea of what they think is  
18 going to happen in the future, which is, at best,  
19 speculation, hope, and fear and so on.

20 And those are all really legitimate  
21 because those drive -- those things drive a lot of  
22 actions in policy. However, it strikes me that we  
23 might also need consultation, advice, and so on  
24 from expert individuals, particularly in the fields  
25 of fishery science, climate change, market  
26 analysis, and so on because we need to know what

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1 the state of the resource might be and what we  
2 should expect in those areas and in global markets  
3 and so on.

4 And so it seems to me that we have sort  
5 of two jobs. One is to get information from  
6 stakeholders and the other is to get data and fact  
7 or as close to it as you can from another whole  
8 group of folks.

9 And I don't know how we can  
10 legitimately talk about the future unless we look  
11 at those things from both perspectives. I just  
12 throw that out because I think we'll probably get  
13 to that point, but I think we need to start  
14 thinking about it now.

15 MR. DiLERNIA: To this point?

16 MR. LEIPZIG: Yeah.

17 MR. DiLERNIA: Pete.

18 MR. LEIPZIG: It just strikes me that  
19 it's really the same thing. It's just who you're  
20 asking.

21 MS. McCARTY: It's all speculation.

22 MR. LEIPZIG: They're different groups  
23 of people.

24 MS. McCARTY: Right. But I'd rather  
25 hear from a climate scientist about the future of  
26 the temperature than I would from, you know, --

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1 MR. LEIPZIG: But he's still  
2 speculating.

3 MS. McCARTY: -- Chris Oliver, you  
4 know.

5 MR. LEIPZIG: But he's still  
6 speculating. And the fishermen you talk to may not  
7 talk about climate change. They're just focusing  
8 your questions about speculating in the future to  
9 different groups of people.

10 MS. McCARTY: That's right. Anyway,  
11 that's my statement.

12 MR. DiLERNIA: To this point, Mary  
13 Hope?

14 MS. KATSOUROS: I think -- I'm not sure  
15 -- but I think that there is a similar exercise  
16 going on on the future of fisheries science.

17 MS. BRYANT: It's the -- I believe that  
18 may be the data research priorities for the next  
19 ten years, which is kind of the document that Rick  
20 mentioned that will be out for public comment in  
21 about a month. And it's very good -- there's a  
22 couple of documents that Rachel and I have been  
23 looking at that we wanted to provide folks as kind  
24 of an idea on how they approached it and what was  
25 available.

26 MR. DiLERNIA: Heather.

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1 MS. BRYANT: If that answers the  
2 question.

3 MS. McCARTY: Just as a follow-up to  
4 that, that's one of the things that started me  
5 thinking about this, Mary Hope, was that this would  
6 be a particularly good resource in that area, and  
7 there's other resources that we could pull in in  
8 the other areas, particularly in the area of  
9 markets, but when -- when Captain Tony said, you  
10 know, Bill Hogarth wants us to look at it from the  
11 perspective of an investor, where are you going to  
12 put your money -- if you were going to put your  
13 money into fisheries, what would you look at?  
14 You'd for sure want to look at the resource and  
15 you'd for sure want to look at the management and  
16 the market situation even though, as you point out,  
17 Pete, it is speculative always. But you for sure  
18 want to look at those things. You -- and you'd  
19 also want to go around to the industry and say,  
20 What do you think's going to happen? You'd want to  
21 do all those things.

22 MR. DiLERNIA: Yes.

23 MS. KATSOUROS: Is that the document  
24 that Steve is doing with the science --

25 MS. BRYANT: And it's still internal,  
26 but I think they're anticipating going external and

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1 we'll get copies to MAFAC and let everybody know  
2 and I think that's late in August.

3 MS. KATSOUROS: Yes, 'cause Bill said  
4 that that would help or, you know -- because that  
5 they were doing that, that -- because I asked the  
6 same question, Heather. How come, you know, if the  
7 science is so important, you know, having  
8 confidence in the science is as important.

9 MR. DiLERNIA: Okay. I have John  
10 Forster, Mr. O'Shea, and Eric. Mr. Forster.

11 MR. FORSTER: I was trying to think  
12 through this a little bit from the business  
13 perspective and sort of thinking what a business  
14 would need and you, I think, Tony, had a slide of  
15 current trends up there. And I think I would sort  
16 of say, Well, what's the current status? I mean,  
17 what do we actually know as of today how the  
18 industry is structured financially? I've seen  
19 these figures that Bill's talked about from time to  
20 time, a \$53 billion industry we have here. Well,  
21 how is that \$53 billion made up?

22 And what are the values that construct  
23 it? Not only in terms of market, but what are the  
24 costs that go into it?

25 And so you have this financial analysis  
26 of the industry as it is today and, therefore, you

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1 have a framework on which to understand what might  
2 happen in the future.

3 Now, whether or not such analysis is  
4 possible is a secondary question, but that is  
5 definitely some information that I think a board of  
6 directors would find very useful in looking at this  
7 sort of thing.

8 MR. DiLERNIA: So you're suggesting an  
9 analysis of the current composition of the fishing  
10 industry in the U.S.?

11 MR. FORSTER: Yeah, even just how that  
12 \$53.8 billion is made up, where does it come from  
13 and then you could overlay that -- I would want to  
14 see -- where are the costs that go into it? What  
15 does it actually cost in terms of capital  
16 resources, in terms of management resources? Just  
17 what's the financial structure of the industry?

18 MR. DiLERNIA: That \$58 million (sic)  
19 number that you brought up has been -- you were  
20 quoting Dr. Hogarth.

21 MR. FORSTER: Am I not right? He talks  
22 about this as a \$53 billion business; yes?

23 MR. DiLERNIA: Which means that that's  
24 come from someplace within the Agency.

25 MR. FORSTER: And if you compute that  
26 back to the pounds of fish that actually go into

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1 the U.S. market everywhere, it works out --  
2 everything sells for about 13 bucks a pound because  
3 I've done it. So clearly it's not sort of a landed  
4 value. There's a whole other value in the industry  
5 there which is part of the seafood business. And,  
6 therefore, if you're trying to make a decision  
7 about where you're going to go, I think you need to  
8 know very clearly where you're at.

9 MR. DiLERNIA: Okay. I don't -- in the  
10 recreational industry, it's -- I mean, if I just do  
11 a simple calculation, say, with my business with  
12 fish, I'd calculate -- some of my fish that we  
13 land, which would retail -- if we were to sell it,  
14 it would retail for maybe \$12 or three-, \$400 each  
15 because of the capturing and the recreational  
16 activity was paid for for the fishing and all. So  
17 that somehow must factor in.

18 But -- see, Mary Hope is writing.  
19 Hopefully she's capturing what we're saying here.

20 To that point or -- 'cause I have -- I  
21 have a list here. I have --

22 MS. McCALL: I just have a question  
23 'cause I used to be in Silver Spring, worked for  
24 Headquarters.

25 MR. DiLERNIA: Oh, okay. Hold on.  
26 Could you please state your name for the record.

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1 MS. McCALL: Oh, I'm sorry. I'm Mariam  
2 McCall. I'm an attorney with NOAA and I'm just  
3 wondering how are you going to -- 'cause I haven't  
4 heard anyone say this -- rely on all the current  
5 information that's out there in all the EISS that  
6 the Council -- the Agency has put together, because  
7 it would seem to me that a lot of what many of you  
8 are saying is contained in the most recent  
9 document; for instance, this is the DEIS on the  
10 Pacific Coast groundfish fishery and it has all  
11 that information about how the fishing industry for  
12 the Pacific Coast groundfish fishery is set up. So  
13 it would seem like a lot of that work has already  
14 been done and it would be a matter of doing the  
15 literature search for it and the pulling it out.

16 MR. DiLERNIA: Does anyone have like a  
17 graduate student in economics that wants -- that's  
18 -- I'm not joking. I just may go back to the  
19 university and look for someone myself.

20 I understand you and thank you and  
21 that's a good possible source of the information.

22 MS. McCALL: And if you want to read  
23 this document, it's --

24 MR. DiLERNIA: Back to the list. Mr.  
25 O'Shea.

26 MR. O'SHEA: Thanks, Mr. Chairman. It

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1 seems to me that this assignment or discussion  
2 about going out and holding public hearings and  
3 going to all the councils and all the commissions,  
4 as I think about this, it really sort of puts MAFAC  
5 in sort of a collection analysis mode, which is one  
6 way to get at this problem but, in my mind, that's  
7 a little bit different than having a group of  
8 experts sitting in the room trying to envision what  
9 the future is going to be using -- thanks for  
10 bringing up available data and available  
11 information and the state of the literature. I  
12 hope I'm with friends here but, frankly, I'm quite  
13 skeptical about what we're really going to get --  
14 what you're going to get by -- after an eight-hour  
15 ASMFC Commission meeting having a seven o'clock  
16 listening session. You and I both know who's going  
17 to show up to that. You both -- we both know what  
18 they're going to say and I suspect those folks are  
19 around at the other council processes.

20 So I think just to call attention, it  
21 seems to me it's a strategy shift here of the  
22 decision to have MAFAC go out and start collecting  
23 this stuff. And Heather -- I think, Heather,  
24 you're absolutely -- that's why you and I I think  
25 were exchanging glances back and forth earlier, is  
26 we're going to have all kinds of stuff not

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1 necessarily grounded in science, not necessarily  
2 grounded in facts, and you're going to try to  
3 project forward. And I've done these exercises for  
4 other times and other places. And if it's a  
5 venting thing to make people feel good, Roger, got  
6 that. We can go do that. But if you want to try  
7 to get something that's going to be unique and  
8 different reflecting the unique characteristics of  
9 this organization, we maybe ought to have a little  
10 bit more discussion about where we're going to  
11 spend our time.

12 MR. DiLERNIA: Well, thank you very  
13 much, Vince. That's a good suggestion. You make  
14 good points, and that's the purpose of this -- of  
15 the presentation and of the meeting and the  
16 discussion, as to how do we structure this work,  
17 where do we go.

18 I can forecast who would show up to a  
19 Mid-Atlantic Region meeting and what some of the  
20 comments would be. Yes, I agree with you. At the  
21 same time, how do we -- how does it become a  
22 document that stakeholders somehow feel that  
23 somehow that they were involved in developing or  
24 had input into or participation in, that's where  
25 Dr. Hogarth was coming from when he -- again, not  
26 to speak for Bill, but I think that's where he was

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1 coming from.

2 MR. O'SHEA: I guess my response, Bill,  
3 my response would be -- and, again, this may be  
4 heresy -- but it might not reflect what they say.  
5 I think what it reflects is what MAFAC's opinion  
6 is, and I don't think we ought to worry too much  
7 about -- you know, and I'm not saying that the  
8 public shouldn't be consulted but, by definition,  
9 we're here -- all of us are here as a cross-section  
10 of the public to provide expert advice to the  
11 Secretary and the Assistant Administrator. So just  
12 -- while public involvement is appropriate in a lot  
13 of different cases, I think there's an ability of  
14 this group to provide advice just on its own  
15 standing and by doing its own sort of research,  
16 quite frankly.

17 Thanks.

18 MR. DiLERNIA: Okay. Thank you. Eric  
19 Schwaab.

20 MR. SCHWAAB: Yeah. Well, just to  
21 begin, I agree completely with what I think Vince  
22 is saying. I don't think that we should exclude  
23 interaction with our sort of traditional friends  
24 and associates, but if we try to develop a document  
25 that is somehow accepted by or reflects all of  
26 that, then the document's going to be not worth

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1 writing. I mean, we're going to be trying to  
2 assert some real leadership here in thinking about  
3 things in different ways.

4 And in that context, I think that the  
5 information that we're going to get that's going to  
6 be most meaningful is going to come from outside of  
7 our traditional realm of contacts. So going out  
8 and speaking to economists or, you know,  
9 climatologists or whatever the case might be, is  
10 going to be the place where we're going to get  
11 information that is going to be brought into this  
12 process in a way that's going to add some real  
13 value to a very forward-looking project.

14 Now, just a word or two about -- that's  
15 the substance -- a word or two about process. I  
16 think that when we -- I think that we need to think  
17 a lot about how we're going to have these  
18 conversations, and public meetings or public  
19 hearings in the traditional sense is I think not  
20 going to give us the kind of input that we want.  
21 And one of the things that we ought to be doing,  
22 and maybe Mary Hope is going to do this -- I don't  
23 know -- is designing the process for holding those  
24 conversations and thinking very explicitly about  
25 who we want to reach out to in that process so that  
26 we gain not just buy-in, but the best information

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1 possible that's relevant to the questions that we  
2 are raising.

3 MR. DiLERNIA: Could you give me an  
4 example, Eric? I'm trying to put into practical  
5 application what you're saying because I -- in a  
6 sense, I agree with you. I'm not sure --

7 MR. SCHWAAB: Well, I think -- well, I  
8 mean, the one -- you know, it's sort of somewhat  
9 within our sort of traditional realm, but this  
10 whole question of aquaculture. But the question of  
11 aquaculture in the context of how global seafood  
12 markets are going to be satisfied ten or 15 years  
13 from now and how what we're doing today, both in  
14 the amount and in the way that the supply is --  
15 comes forth, is either going to be -- is going to  
16 fit into that future or not.

17 And if it doesn't, then what does that  
18 future look like? I mean, we've got a guy like  
19 Bill Dewey's who's right here and can tell us how  
20 the current -- many of the current fisheries aren't  
21 going to meet the markets of 15 or 20 years from  
22 now and what those expectations are going to be and  
23 just really be thinking about that a little bit.

24 I think that, you know, when we start  
25 talking about recreational anglers or commercial  
26 fishermen, I think we're leaving out whole big

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1 sectors of stakeholders and user groups that are  
2 going to be I think very dominant 15 or 20 years  
3 from now. Local tourism officials or, you know,  
4 the environmental community. Obviously, I assume  
5 we'll be speaking at length with representatives of  
6 the environmental community in this process but,  
7 you know, what are coastal communities going to  
8 look like 20 years from now and how are aquatic  
9 resources going to be best utilized to meet the  
10 economic, the social, the -- you know, the  
11 environmental demands that are going to be out  
12 there 15 or 20 years from now. I mean, those are  
13 the kind of things that I think -- we need to  
14 articulate the questions and then we need to figure  
15 out how to get those questions answered, not just  
16 say, Here's a bunch of people we want to talk to.  
17 Now what do we want to ask them?

18 So process-wise, that's -- and then,  
19 you know, the last thing I would say is that I  
20 think that we ought to think about that in -- I  
21 mean, we're talking about posting a questionnaire  
22 to the website, but I would think that we'd want a  
23 much more interactive website that's going to be a  
24 centerpiece of this process as we go forward so  
25 that it -- I mean, you know, we get into kind of,  
26 you know, a sort of a blog-based approach where

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1 there's, you know, a give and take about ideas,  
2 there's exchange of information, there's a posting  
3 of here's where we are now and we have  
4 opportunities for back and forth on that again from  
5 -- where we invite participation from people that  
6 we traditionally don't hear from in ways that we  
7 don't traditionally hear from.

8 But I think the design of that process  
9 is going to take a lot of expertise, and I think,  
10 frankly, we're going to have to spend some money to  
11 make that happen in a way that it's going to  
12 satisfy our ability to make the kinds of -- make  
13 the kind of projections and recommendations that  
14 Bill's looking for.

15 MR. DiLERNIA: Thank you very much.  
16 Thank you. I'd like to stick to the list. I see  
17 that -- Frank Lockhart.

18 MR. LOCKHART: Yeah.

19 MR. DiLERNIA: And just -- let's see --  
20 I have Pete and, Mary Beth, I have you. I have --  
21 right now, I have -- just to let you know, I have  
22 Mr. Billy, Mary Beth, Larry Simpson, and Pete.

23 MR. LOCKHART: I had -- actually, it  
24 was almost like we had planned it. My question is  
25 a perfect segue from his, I think, and I actually  
26 just have a question. Throughout the presentation

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1 and some of the comments here, it's still a little  
2 unclear to me whether Vision 2020 is, Okay, if  
3 nothing changes, here's where we're going to be in  
4 2020, or is it, Here's where we want to be in 2020?  
5 They're completely different things.

6 MR. DiLERNIA: Yes.

7 MR. LOCKHART: And I think there's a  
8 completely different process of how you get there.  
9 If you just want to say, Here's where things are  
10 going and get comments, I think that's pretty easy.  
11 You can get some experts and just do trends. But  
12 if you want to have a vision of where you're going,  
13 I think it requires a little bit more -- a lot more  
14 work on your part and you still have to, I think,  
15 lay the groundwork of, Here's where we are, here's  
16 where the trends are putting us, and then you have  
17 to ask really hard questions about that.

18 And --

19 MR. DiLERNIA: Should I --

20 MR. LOCKHART: Go ahead. And that's  
21 basically what I was saying.

22 MR. DiLERNIA: Because what you're  
23 saying is perhaps what some of us have seen as the  
24 document being, Here's where we're going, here's  
25 what's developing, here's what we see if left  
26 alone, whatever. Here's where we're going to be.

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1 MR. LOCKHART: Exactly. The default  
2 position, yeah.

3 MR. DiLERNIA: Okay. What is naturally  
4 occurring. How's the marketplace dictating what's  
5 occurring? How is management -- how are we  
6 developing? And then phase two is do we like that?  
7 Do we like that? And that's another whole separate  
8 issue to be discussed.

9 MR. LOCKHART: Yeah.

10 MR. DiLERNIA: Do we like that or do we  
11 want to change that? Do we want to make  
12 explanations? And if we don't like that, what do  
13 we have to do to change it? That's step three.

14 MR. LOCKHART: Exactly. And I think  
15 you guys, if that's what you want to do, you have  
16 to start asking some tough questions, you know,  
17 some basic trends. Fishing communities are  
18 disappearing everywhere, except maybe Alaska. The  
19 number of fishermen out there, if you judge it by  
20 permits, is going way down, at least on the West  
21 Coast.

22 MR. DiLERNIA: Yes.

23 MR. LOCKHART: By orders of magnitude.  
24 What does that mean? Because if it continues, I  
25 mean, it's going to have some very serious  
26 implications and I think you guys have an

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1 opportunity to ask some really tough questions  
2 because oftentimes these vision documents are so  
3 milquetoast, I mean, that they don't really say  
4 anything, you know. And you guys have an  
5 opportunity to change that.

6 MR. DiLERNIA: At the risk of appearing  
7 to be biased, which -- but in the development of  
8 this document, I see that -- I believe that a  
9 number of the individuals -- everyone sitting at  
10 this table here is an expert in their field and we  
11 know things. We know things intuitively. We see  
12 how things are going. Sometimes by articulating  
13 that as an individual, it's almost difficult, if  
14 not impossible, based on the group that you're part  
15 of or the group that you represent -- because  
16 either the group that you represent or your party  
17 doesn't agree with it or it's damaging to them or  
18 whatever. But if those comments come out as part  
19 of a report from the entire Committee, it lets us,  
20 as I said, serve the group that we're representing  
21 by putting the real truth out there, the real  
22 facts, and insulating us a bit also. So -- I don't  
23 know if that -- so I'm trying to, in a sense, give  
24 the members an opportunity to really say what they  
25 see and feel and, at the same time, give them some  
26 cover, a political cover and insulate them a little

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1 bit as to what the reality is of being up front  
2 sometimes and saying what you think.

3 Mr. Billy.

4 MR. BILLY: This morning, when we  
5 talked about aquaculture, we talked in terms of six  
6 million metric tons and, allowing for modest  
7 population increase, that increasing to seven  
8 million metric tons. Then we talked further about  
9 the possibility that for health and other reasons,  
10 there might be a U.S. Government policy to  
11 encourage doubling per capita consumption, which  
12 would put it up in the range of 14 million metric  
13 tons.

14 Those kinds of numbers, whatever the  
15 right exact numbers are, sound like the kind of --  
16 at least part of the information that Bill's  
17 thinking about in terms of investors looking at  
18 U.S. fisheries. So at least in terms of the  
19 seafood marketplace.

20 One thing that's not clear to me is  
21 when we use the term "U.S. fisheries," what does  
22 that include? Does that include all the importers  
23 that import seafood that makes up 70 percent of  
24 what's consumed in the U.S.? Is that part of U.S.  
25 fisheries?

26 MR. DiLERNIA: You asked --

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1 MR. BILLY: Anyone.

2 MR. DiLERNIA: Well, if I was to offer  
3 you an answer --

4 MR. BILLY: I don't know what we're  
5 talking about from the writeup. What constitutes  
6 "U.S. fisheries"? Is it all that goes into the  
7 seafood supply?

8 MR. DiLERNIA: I would -- I would offer  
9 --

10 MR. BILLY: Where do you draw that  
11 line?

12 MR. DiLERNIA: Yeah.

13 MR. BILLY: Is it just fishermen and  
14 the processors that process domesticly-produced  
15 fish and shellfish?

16 MR. DiLERNIA: Well, if we define it as  
17 those who produce, both recreationally and  
18 commercially, --

19 MR. BILLY: Right.

20 MR. DiLERNIA: -- clearly we're going  
21 to fall short of our goals, which means then that  
22 we have to include aquaculture. And if aquaculture  
23 is not projected to grow or if we don't see  
24 aquaculture growing at the rate to satisfy the  
25 demands that you've described, then we have to  
26 expand it even further to include imports.

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1                   MR. BILLY: Well, yeah. To me, there's  
2 a good likelihood that there's going to be  
3 significant growth per capita consumption for a  
4 variety of reasons. And that's going to come from  
5 somewhere. It's either going to come from some  
6 improvement in domestic production of fish from  
7 wild stocks, from domestic aquaculture, from other  
8 wild stocks around the world, to the extent that's  
9 possible, and from aquaculture growth in other  
10 parts of the world.

11                   And so it is in that context then that  
12 U.S. fisheries, as I think of it, which is domestic  
13 fishing, fishermen, and processors and so forth,  
14 it's in that environment that they will be  
15 functioning in 2020. And so how they -- what they  
16 have to do to be competitive is what they have to  
17 do to -- to put them in the best position to make -  
18 - be profitable and make a living and all of those  
19 things will be in a context like that, a picture  
20 that we will paint for the year 2020 and the demand  
21 for seafood that exists at that time.

22                   So I would agree with Heather's point  
23 about we need to talk to some people that can help  
24 us better pin down what that marketplace will  
25 likely look at in 2020 and then work backwards from  
26 that in terms of what that -- what opportunities

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1 that represents for U.S. fisheries, as I define it.

2 MR. DiLERNIA: Mary Beth.

3 MS. TOOLEY: Originally I was going to  
4 comment on something else and I will, but just to  
5 follow up on what Tom had said, it seems like if we  
6 develop a vision document, that we should kind of  
7 focus -- and I don't disagree with what he said --  
8 but our document should focus on species and  
9 fisheries that are under the jurisdictional of  
10 National Marine Fisheries Service or NOAA. And  
11 then I think you need to consider all of the things  
12 that Tom just said, but in sort of a structural  
13 sort of way of looking at it, the vision statement  
14 should be about, you know, species and fisheries  
15 that are managed by NOAA and items that Tom just  
16 listed are going to impact all of them in a variety  
17 of different ways.

18 But as far as reaching out to other  
19 people, I mean, it did cross my mind that those  
20 people who distribute that seafood, we don't often  
21 see them at council meetings. There are separate  
22 trade organizations in which they participate. But  
23 many of them don't directly participate in the day-  
24 to-day management. So if there was a way to reach  
25 out to them, that could be quite helpful.

26 But my original thoughts were on, you

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1 know, including some social and community aspects  
2 to the fisheries. We all do know where we are at  
3 today. There are lots of concerns --

4 MR. DiLERNIA: Someone's sitting on a  
5 cell phone or something here. It's distracting. I  
6 just want to say that because -- I didn't want to  
7 take away from what you were saying, but I was  
8 waiting for something to blow up.

9 MR. O'SHEA: It's not a cell phone.

10 (Asides.)

11 MR. DiLERNIA: I'm sorry.

12 MS. TOOLEY: But, you know, envisioning  
13 where our communities are going is extremely  
14 important. I mean, there was actually a vision  
15 that was expressed earlier today about how  
16 aquaculture could fit into that and how a fisherman  
17 might choose to go groundfishing at a certain time  
18 of year, lobstering in another, and maybe be  
19 tending his aquaculture site at another. And we  
20 don't have a regulatory structure that's working in  
21 the direction that would allow a fisherman to do  
22 that. If you're a lobsterer in the State of Maine,  
23 you do not have a groundfish permit and it's  
24 unlikely you're going to get one at any time in the  
25 near future and vice versa.

26 So, I mean, those are things to

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1 consider and, in New England, there's been a lot of  
2 consideration of what do we want those communities  
3 to look like in the future and there was a fleet  
4 visioning project that was just completed not too  
5 long ago that was reported out to the council at  
6 its last meeting. And it is just groundfish that's  
7 considered there because, obviously, groundfish is,  
8 you know, an extreme case in New England and it  
9 doesn't encompass the interactions of other  
10 fisheries, but it could be helpful as a resource.

11 MR. DiLERNIA: Okay. Larry.

12 MR. SIMPSON: I'll try to be brief and  
13 concise. I don't know what art is. I just know  
14 what -- know if I like it. That's what we're  
15 talking about here.

16 MR. DiLERNIA: Say again.

17 MR. SIMPSON: I said I don't know what  
18 art is, but I know -- know what -- know good art  
19 when I see it. That's what we're talking about  
20 here.

21 I think the vision document purpose is  
22 good. I think that someone else made a comment  
23 that somebody else will control the content. MAFAC  
24 will control the content. It's MAFAC's role to do  
25 that. Mary Hope will do the staffing; she will  
26 write it. And I think I have a little different

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1 view about the input. I don't think throwing it  
2 open at the end of the meeting is the way to do it.  
3 If you come to the Gulf, I intend to put it on the  
4 agenda as an agenda item. I would integrate it  
5 rather than stand alone. I would also suggest that  
6 you would do the same things with the council --  
7 put it in a committee and let them integrate it  
8 rather than us stand alone.

9 There's no way to determine the final  
10 structure at the beginning. Although that might be  
11 comfortable, it's a dynamic process. And we will  
12 mature during the process. You're going to get a  
13 bunch of junk. Just the cost of doing business.  
14 You're going to get a bunch of junk. You're going  
15 to have some venting. You're going to get some  
16 ideas.

17 MR. FLETCHER: From the usual suspects.

18 MR. SIMPSON: Well, yeah, and then I'll  
19 speak to that. I think I'd written down councils,  
20 commissions. Both I think are good. The jury's  
21 out on Congress be staffers, but maybe, if it  
22 jells, if it matures.

23 Then I had plus specific experts. I  
24 think that's a good idea. I think maybe some  
25 economists. I think maybe some trade associations  
26 in our region -- Texas Shrimp Association, others,

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1 Sea-Grant -- would be useful. I think maybe some  
2 local people who could be put in contact with  
3 legislators and everything -- just open, that  
4 you're receiving input. That's the way I see it.

5 Why should we be doing this? Well, the  
6 change from our beginning in '78 until now, I mean,  
7 it first started off real slow. In the last five  
8 years, it's just -- it's really, really sped up.  
9 Changes like 50 percent reduction in number of  
10 vessels fishing for shrimp in the Gulf of Mexico in  
11 the last three to five, six years. That's  
12 significant. Bycatch interactions. Chris Dorsett  
13 and others know these things as well as I do.  
14 Environmental changes, you know. We went on a tour  
15 at the Fort Lauderdale meeting where we toured the  
16 little thing. There was one strip of a hundred  
17 yards long of unbulkheaded habitat along that whole  
18 ride and somebody owned that and gave it in  
19 perpetuity to stay as a wilderness. That's got to  
20 have an effect.

21 Okay. Societal shifts. We heard Bill  
22 talk about some of his issues. We've got similar  
23 issues in the Gulf with other fisheries, you know,  
24 don't like this in their back yard, don't like to  
25 smell this, don't like to deal with this. You've  
26 got perception versus truth. We've got economics.

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1 We've got recreational versus commercial. We've  
2 got balance among all these things.

3 So I say it's a good work. I say let's  
4 just get after it and see what comes out of it and  
5 it will probably be dynamic and change during,  
6 middle, and after the process.

7 That's it.

8 MR. DiLERNIA: Pete.

9 MR. LEIPZIG: Well, my comments were  
10 probably more germane 20 minutes ago when I raised  
11 my hand. At the time, I guess I was losing sight  
12 of what we were trying to do. Opposing side of the  
13 vision maybe.

14 You know, on one hand, I can see trying  
15 to define, you know, where we think things are  
16 going because we all have a sense of the direction  
17 we're headed and I think we can probably identify,  
18 as others have said, what we think probably needs  
19 to occur to change that to where we'd like it to  
20 go.

21 But some of the comments we're starting  
22 to hear -- I mean, nothing wrong with interviewing  
23 the experts. I mean, they can add to both of those  
24 components, but things like climate scientists and  
25 we're really getting out there. You know, we can  
26 bring in all kinds of economics, you know, in terms

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1 of profit and loss and we're writing a business  
2 plan and I don't know that's really what Bill had  
3 in mind.

4 This can really become a huge, huge  
5 project if we aren't careful. And I don't know  
6 that that's what he wanted. You know, he was  
7 looking for something I think to get done in a  
8 realistic time frame that, you know, that he might  
9 still be here.

10 MR. DiLERNIA: I've got to tell you  
11 he's the one who laid out going to the meetings and  
12 going here and developing a questionnaire. I mean,  
13 he kept talking and I kept saying, Uh-huh, uh-huh.

14 MR. LEIPZIG: You know, we could have a  
15 series of meetings within a matter of months, you  
16 know, given the schedules of Congress and state  
17 commissions or whatever. You know, you can hold a  
18 bunch of meetings real quickly. It's all of the  
19 rest of the information. There's just an enormous  
20 amount of data that exists. And what are you going  
21 to use it for? Really what are you trying to  
22 establish relative to what Bill wanted? And that's  
23 -- my comment was I was losing track of where we're  
24 supposed to be going. And I think that -- and I'm  
25 not criticizing anybody's comments. Let's just  
26 agree, though, on what it is rather than leave it

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1       nebulous where we're going to keep going months and  
2       months and we're still not clear what we're after,  
3       why we're doing it, and we're holding meetings and  
4       getting all kinds of input -- much of it may be  
5       garbage; I suspect it will be -- and for what  
6       purpose?

7                   MR. DiLERNIA: Well, if I -- we only  
8       have a few more minutes today, so I don't want to  
9       come to any conclusions today, but I would like  
10      this discussion to perhaps continue over on -- over  
11      dinner this evening and perhaps tomorrow morning.  
12      And by the time we leave here, I hope to have  
13      definite conclusions and guidelines as to where we  
14      go.

15                   To that point, Heather, because I have  
16      --

17                   MS. McCARTY: To that point.

18                   MR. DiLERNIA: Yes, please.

19                   MS. McCARTY: To that point. I agree  
20      with you. I think there's a volume of stuff here  
21      that we may or may not want to access. However, I  
22      could ask one question and I'm going to ask it of  
23      Dr. Balsiger. What do you think the pollack  
24      fishery in the Bering Sea is going to look like in  
25      five years, in ten years?

26                   MR. SIMPSON: And I would ask a

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1 different question. What would you like it for it  
2 to look like?

3 MS. McCARTY: Well, I -- I know, but --

4 MR. DiLERNIA: Well, can I interrupt  
5 that before he answers? Is he allowed to answer  
6 that question? In other words, in your position at  
7 -- with your position there -- I mean, no. What do  
8 you think it's going to look like?

9 CHAIRMAN BALSIGER: Four hundred and  
10 fifty thousand tons in ten years instead of 1.4  
11 million.

12 MS. McCARTY: There you go. And why?

13 CHAIRMAN BALSIGER: Because the water's  
14 warming up.

15 MR. DiLERNIA: There you go.

16 MS. BRYANT: Absolutely.

17 MS. McCARTY: Thank you. That's why  
18 I'm talking about climate.

19 MS. BRYANT: Absolutely.

20 MR. DiLERNIA: And that's -- I mean,  
21 that's the kind of question -- answer I can give  
22 for my fishery in Mid, and I think that's what you  
23 can do, Pete, for the West Coast.

24 MR. LEIPZIG: And I wasn't picking  
25 necessarily on climate.

26 MS. McCARTY: No, I know. I know you

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1 weren't. I'm just using it as an example of what  
2 we need to know in order to make educated  
3 statements. That's all.

4 MR. LEIPZIG: But as we start  
5 constructing this and it takes on the appearance of  
6 a business plan, and we have to bring some people  
7 in that are going to give us some advice on what's  
8 going to happen with the Middle East so we can  
9 project what the price of fuel is going to be to  
10 know whether people are going to be able to go  
11 fishing, I think we're getting carried away.

12 MS. McCARTY: Yeah. Maybe we are.

13 MR. DiLERNIA: Dorothy, you're next.  
14 You had your hand up.

15 MS. LOWMAN: Well, I think that I sort  
16 of agree, you know, with the general gist of Vince  
17 and tempered a little bit. You know, you can't do  
18 everything. But I think we can sort of structure  
19 the thinking. What are some of the really global  
20 things, and I think you have to consider a climate  
21 change. There are factors that you can't -- we're  
22 not going to change in -- you know, 2020, you know,  
23 we all quit driving or whatever. And -- and now  
24 what are these market -- you know, what are the  
25 market demands or sort of the global opportunities  
26 that are going to be there, you know, regardless of

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1       whether we access them or somebody else accesses  
2       them.

3                       And then look at that and say, Okay,  
4       you know, here is -- you have these and we have to  
5       work within this sort of framework then in  
6       envisioning our vision and those are sort of non-  
7       negotiables. But then what are those things that,  
8       you know -- that, again, then go through that  
9       exercise. And then if we just continue on and it's  
10      status quo and we kind of know what the projected  
11      management ideas are out there but, you know -- but  
12      -- so we don't change -- you know, say some things  
13      we hope would happen fail or, you know -- and it's  
14      just like the resistance, the kind of default kind  
15      of -- you know, so it's a struggle with this hard-  
16      to-make change and there's no money and, you know,  
17      and -- you know, there's no money put into this and  
18      so on and so forth, what would the future look  
19      like? And then what do we want it to be?

20                      And then really focus into what would  
21      have to change, because I think that's going to be  
22      a really important part of this, is if we want that  
23      future, what has to -- where do you have to put  
24      your resources and where do you have to put your  
25      commitment and where do you have to put your  
26      leadership and, you know -- and try to really

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1 identify those.

2 To me, that would be a really useful  
3 document. But, again, I think we're going to also  
4 have to -- part of those resources is all these  
5 people's time, the amount that can be budgeted for  
6 this. I mean, I think Tony had an idea of seeing  
7 if there's a graduate student out there that would  
8 like to also be free help, you know, but that could  
9 be -- you know, could be good to see what resources  
10 we could put into it. But we ought to be realistic  
11 about that, too.

12 MR. DiLERNIA: Ken.

13 MR. ROBERTS: Thank you, Mr. Chairman.  
14 I'm going to offer a couple of answers to the four  
15 questions you posed on your -- since you were nice  
16 enough to prepare the questions, I'll propose some  
17 answers for you.

18 First of all, I think 12 months is far  
19 too short a time period, primarily because we have  
20 a questionnaire involved. And I agree with Eric.  
21 The minute you start trying to articulate your  
22 questions, that will take months of exchange, and  
23 that's when you really find out what it is you're  
24 doing, when you sit down and try to articulate  
25 those questions and all these people get their pet  
26 questions or their pet interest incorporated into

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1 those questions.

2 And from a questionnaire standpoint,  
3 for a group that meets twice a year, 12 months is  
4 just not a realistic time frame for us to get this  
5 job done and I don't think we ought to go into it  
6 constraining ourselves to 12 months and, to meet  
7 that goal, may come out with something we're not  
8 terribly pleased with. But I think the first step  
9 is to articulate the questions and you'll see where  
10 you really are.

11 You asked about an annotated  
12 bibliography. Maybe because I come from academics,  
13 annotated bibliographies are a thing of the past.  
14 People do data searches. Click of a button, you  
15 can get what you want. We can spend time doing it.  
16 I don't think it's terribly useful unless you have  
17 some particular phase of your work that you want to  
18 emphasize in terms of developing an annotated  
19 bibliography to steer people towards certain sorts  
20 of discovery and information. But an annotated  
21 bibliography on everything that's going on in NOAA  
22 Fisheries and all the subjects related thereto I  
23 think would be not worthwhile because, like I say,  
24 time has passed the annotated bibliography, passed  
25 in my view. And the second thing is it's just too  
26 comprehensive to do a good enough job, so I vote no

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1 on spending time on an annotated bibliography.

2 Twelve months to me also is not enough  
3 time. And I'd make one recommendation. The  
4 working group -- if aquaculture is going to be a  
5 big part of where the nation's going to be between  
6 now and 2020, the working group does not have  
7 somebody from aquaculture on it. I know we're all  
8 going to have a chance to exchange, but the working  
9 group's going to be the primary point of contact in  
10 doing a lot of the busy work that the rest of us --

11 MR. DiLERNIA: Tom Billy is.

12 MR. ROBERTS: Who's on it?

13 MR. DiLERNIA: Tom Billy.

14 MS. BRYANT: Tom Billy.

15 MR. DiLERNIA: Is his name missing from  
16 the list there?

17 MR. ROBERTS: No. His name was there,  
18 but I'm not sure, with all due respect, that I'd  
19 classify Tom Billy as an aquaculture expert --

20 MR. DiLERNIA: Okay.

21 MR. ROBERTS: -- when it comes to  
22 businesses.

23 MR. BILLY: I am not an expert.

24 MR. ROBERTS: And I think I would think  
25 Bill and I would think John -- if that's in fact  
26 where we're going.

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1 MR. DiLERNIA: Okay.

2 MR. ROBERTS: I mean, I see the seafood  
3 technology and the process and the safety. But I  
4 just don't see that for aquaculture. And it could  
5 be a very big role for us to be playing here. So -  
6 - just observations.

7 MR. DiLERNIA: I have to -- I'm sorry,  
8 sir. I have three. You had said four. Someone  
9 was speaking. I may have missed it. Twelve months  
10 too short. You suggested a data search. You  
11 suggested that --

12 MR. ROBERTS: I didn't have an opinion  
13 on your fourth question.

14 MR. DiLERNIA: No opinion on the  
15 fourth. Thank you, sir. Perhaps that could be --  
16 those responses can become the beginning of the  
17 meeting tomorrow discussing responses to those  
18 questions and we have our first set of responses  
19 already for nine o'clock tomorrow.

20 It's five o'clock. We're scheduled to  
21 adjourn. Unless there's something that cannot wait  
22 until tomorrow morning, I suggest that we adjourn  
23 and tomorrow, Mr. Billy, your group will meet from  
24 7:00 until 9:00 and then we'll meet at nine o'clock  
25 here, the 2020 group.

26 Yes, sir.

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1 MR. BILLY: Can I just see hands for  
2 those that I can expect to show up at seven  
3 o'clock?

4 MR. SCHWAAB: What was the question?

5 MR. BILLY: Who will be here at seven  
6 o'clock for aquaculture?

7 MR. SCHWAAB: Will you wake me up, set  
8 your alarm?

9 MR. BILLY: I will do that.

10 MR. DiLERNIA: All right. Before we  
11 adjourn, Laurel has some housekeeping items.

12 MS. BRYANT: Heather has put -- Rachel  
13 has put together a list on what everybody owes for  
14 tomorrow's lunch. If you could bring exact change,  
15 it would be great. So we'll be able to pay them.

16 Also, if you've got valuables in this  
17 room, it's okay -- we will make certain that it's  
18 locked. Mike, I assume you're going to be tearing  
19 down?

20 THE REPORTER: Tonight?

21 MS. BRYANT: Yeah.

22 THE REPORTER: I was not.

23 MS. BRYANT: You're not. You're going  
24 to leave it up?

25 THE REPORTER: I'm going to leave  
26 everything here for Thursday.

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1 MS. BRYANT: Okay, for Thursday.  
2 Excellent. That's great. Okay. So we will be  
3 locking this. So if you want to leave things here  
4 or valuables, feel free to do so.

5 Thank you.

6 MR. DiLERNIA: Okay. Before we adjourn  
7 the 2020 group, I'd like to thank Mary Hope for the  
8 work that she's done so far and I'm sure we all  
9 look forward to working with her in the future.

10 Thank you, Mary Hope.

11 (Meeting recessed at 5:07 p.m. on July 25,  
12 2006, to reconvene on July 27, 2006.)

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