



Innovative Approaches to Address  
Consumer Trends and Perceptions  
*Pacific Fish Trax*

Swordfish Conference May 10-11, 2011 San Diego, California

**Heather Mann, Director  
Community Seafood Initiative**

# Community Seafood Initiative

- Non-profit 501c(3) established in 1998
- Head-quartered in coastal Oregon serving the west coast and north America
- Unique partnership with Oregon State University and Enterprise Cascadia (community development financial institution)
- Mission – to support the seafood industry by providing access to relevant information and appropriate services resulting in successful businesses and fishing communities

# Programs

- Preserving Seafood-related Working Waterfronts
- 45° Northwest Fisheries Reports
- Electronic Fishery Information Systems conference(s)
- Seafood Health Facts
- North American Fish Trax (Pacific, Gulf and Atlantic Fish Trax)

# North American Fish Trax

Information sharing and knowledge creation system

Information is collected, analyzed and shared using creative tools that improve industry performance, resource management, seafood marketing and consumer and public education

System was envisioned and designed by fishermen

Pacific Fish Trax

Gulf Fish Trax

Atlantic Fish Trax

# Fish Trax - Broad Goals

- Support sustainable fisheries
- Empower the seafood industry
- Improve fisheries management, science, marketing, and economic performance
- Build broader stakeholder communities
- Maintain neutrality and objectivity
- Support transparency and quality
- Promote efficient exchange of information
- Support collaboration and co-management
- Protect privacy

# Why Fish Trax?

- Tool that allows industry more control over their future
- Tool that allows the story of the fishery to be told in a credible and accurate way
- Stakeholders decide which data to share and who can utilize it – Fish Trax is a 3<sup>rd</sup> party neutral safe-keeper of the information
- One piece of data can be displayed in a variety of ways to meet a variety of needs – depending on the audience (consumer, marketer, general public, science, management, etc.)

# What We Have Done

- Pacific Fish Trax
  - West Coast salmon fishery
  - British Columbia salmon fishery
  - West Coast albacore tuna fishery
  - West Coast groundfish trawl fishery
- Gulf Fish Trax
  - Gulf of Mexico Reef Fishermen Shareholders' Alliance – *My Gulf Wild* campaign

# My Gulf Wild Campaign

- Initially focused on marketing
- Waning consumer confidence
  - “Red listed” fish (red snapper)
  - Oil spill
- 4 parts to program
  - Conservation covenants
  - Traceability
  - Marketing
  - Seafood safety testing

Tag Number: 100 0200



Tag Number: 100 0400



Tag Number: 100 1001



Tag Number: **1000100**

Fish Type: **Red Snapper**

Harvested From: **1748**  
(see map for your 10x10 mile area)



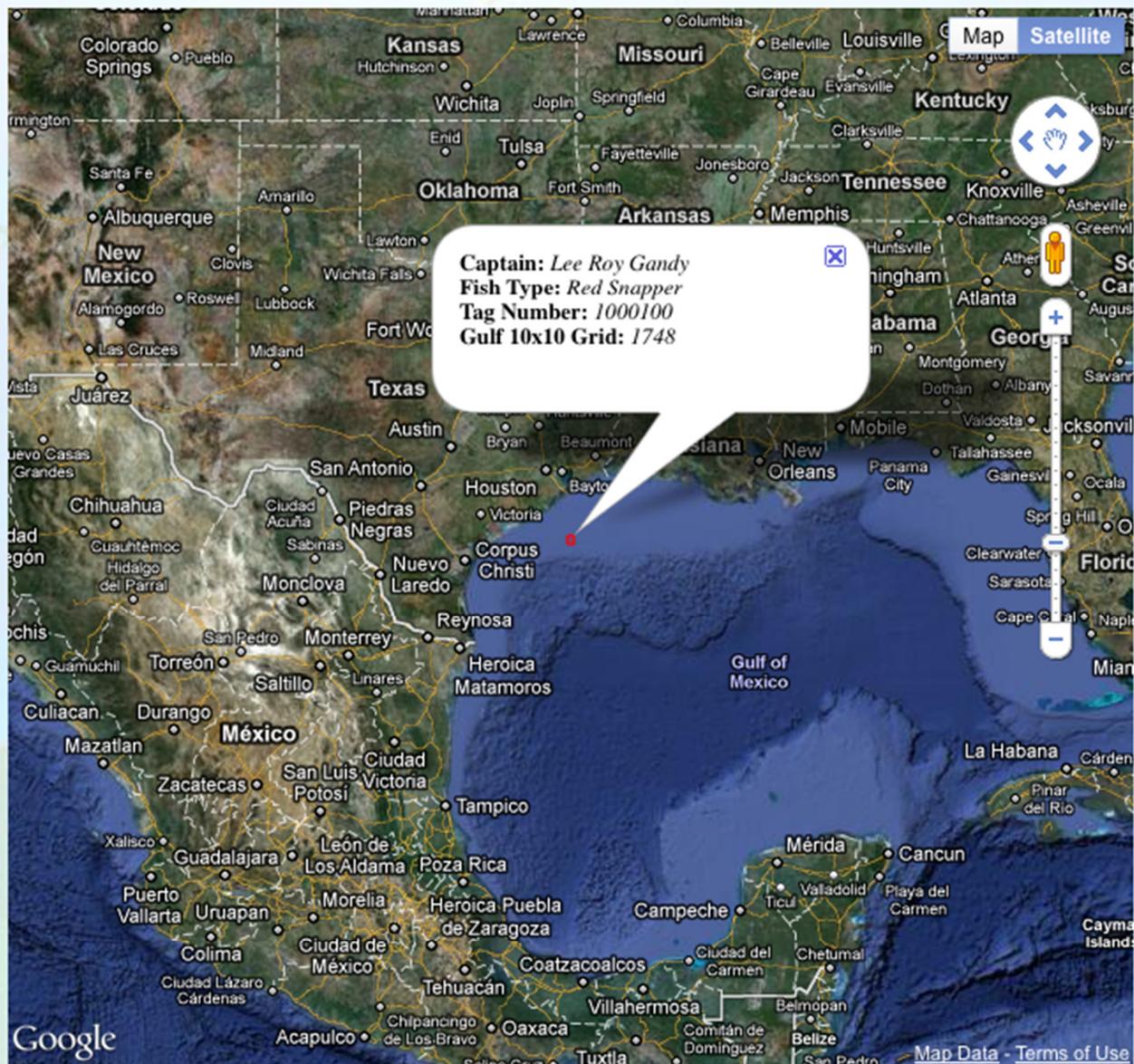
Captain: **Lee Roy Gandy**

Captain Lee Roy Gandy is the captain of the Fishing Vessel Avenger with his home port in Galveston, Texas. He brings his fresh, wild-caught fish to Katie's Seafood Market at Pier 19. Lee Roy was born in Glendale, Arizona and began fishing as a child to help his parents to provide for his 13 siblings. Has been fishing for 47 years. The thing Lee Roy loves the most about fishing "it's just in my blood".

Vessel: **Avenger**

Fish House: **Katie's Seafood Market**

Location: **Galveston, TX**



Powered by Gulf Fish Trax

# Project CROOS Objectives

- Determine patterns of “weak stocks” in virtual real time
- Avoid weak stocks and target healthy stocks
- Track oceanographic conditions
- Develop a “real time” information system
- Improve markets and economic performance
- Provide lasting economic benefits to fleets and coastal communities



Species: Chinook

Length: 34.5 inches

Stock: Central Valley  
Fall

Capture Data

Date: 2 August  
2006

Time: 09:29

Depth: 5  
fathoms

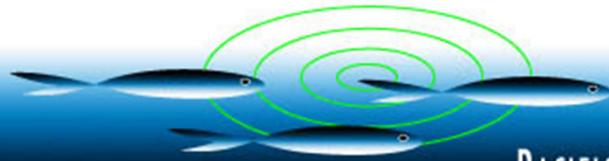
Lat: 124.27689

Lon: 44.01622

Fisherman: Scott Boley

Vessel: Frances





PACIFICFISHTRAX

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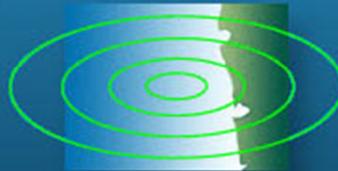
[The Managers](#)



[The Fishermen](#)



[The Fishing Community](#)



[Find Your Fish](#)



[The Marine Scientists](#)



[The Way to Market](#)



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### FIND YOUR FISH

Fishermen in Oregon and British Columbia have collaborated to bring you "Find Your Fish." Our vision is to provide you with information about the origin of the seafood you eat and the story of the fishermen who catch it. Participating fishermen tag each fish they catch with a bar code. If you have a tagged fish, enter the bar code in "Find Your Fish." You will learn who caught your fish, where and how it was caught, and much more. If you don't yet have a tagged fish, try entering one of the suggested bar codes. This test version works for the Georgia Strait chum salmon fishery and the Oregon Coast Chinook salmon fishery.

The find your fish map is one of the exciting consumer components to the Pacific Fish Trax project, helping you catch information that might otherwise get away.

Note: If you don't have a barcode to use, try one of these: OR1111, OR2222, OR3333, BC5555, BC6666, BC7777. Barcodes are case sensitive.

Enter Barcode:

### The West Coast

Map Satellite

**Barcode: OR2222**

State/Province: OR

Fisherman: Evan Merz

Vessel: Joanne

Catch Date: Sep 30, 2010

Species: Chinook



**Summary**  
Loading fisher 82...  
249 fish encounters loaded.  
249 fish encounters found.

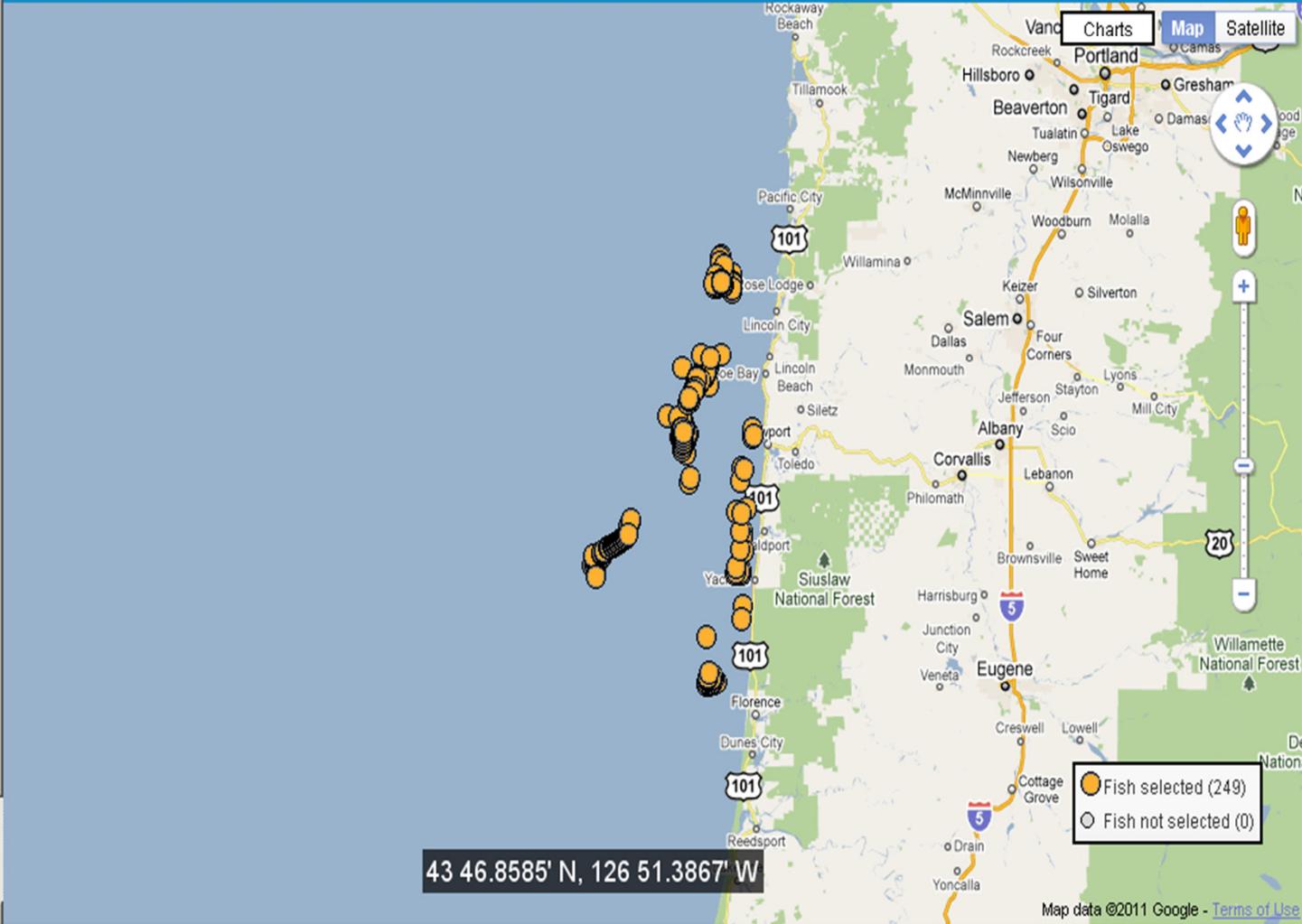
**Date** All  
From (mm/dd/yyyy): 01/01/2006  
To (mm/dd/yyyy): 03/03/2011  
Specific Range: All

**Region** All  
North: 90° 0'  
West: 180° 0' East: 0° 0'  
South: 0° 0'  
Select a Region: All  
[Show Box on Map](#)

**Fish Size** All

Load Defaults Reset All Forms Save Defaults  
Display Mode: Map Graphs Table  
Map Overlay: None  
 Markers  Tracks

Welcome [Name]  
[Home](#) | [Help](#) | [Logout](#)



[Load Defaults](#) [Reset All Forms](#) [Save Defaults](#)

Display Mode: **Map** [Graphs](#) [Table](#)

Map Overlay: **None**

Markers  Tracks

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[Charts](#) [Map](#) [Satellite](#)

**PACIFICFISHTRAX**

**Summary**  
 Loading fisher 82...  
 249 fish encounters loaded.  
 249 fish encounters found.

**Date** All  
 From (mm/dd/yyyy):   
 To (mm/dd/yyyy):   
 Specific Range:

**Region** All  
 North: ° '  
 West: ° '    East: ° '  
 South: ° '  
 Select a Region:   
[Show Box on Map](#)

**Fish Size** All

ID: 14259  
 Barcode: 4312  
 Latitude: 44 22.6140' N  
 Longitude: 124 38.9400' W  
 Date: 09/19/2006  
 Time: 08:57:00  
 Capture Depth (ftm): 8.2  
 Length (in): 31  
 Stock: Central\_Valley\_fa\_Fsp  
 Age (yrs): 3  
 Mature: U

44 29.4356' N, 124 35.9253' W

Fish selected (249)  
 Fish not selected (0)

Map data ©2011 Google - [Terms of Use](#)

Done

Start | Oregon State University ... | Mozilla Firefox | C:\Documents and Sett... | Microsoft PowerPoint - [... | Desktop | 10:35 AM

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**PACIFIC FISH TRAX**  
 Welcome [User Name] Home | Help | Logout

Display Mode: **Map** Graphs Table  
 Map Overlay: Aggregate Catch  
 Markers  Tracks Show/Hide

Load Defaults Reset All Forms Save Defaults

Summary  
 249 fish encounters found.  
 120 fish encounters found.  
 Creating overlay. This may take a moment...  
 4760 data points used in agg overlay.

Date 2010  
 From (mm/dd/yyyy): 01/01/2010  
 To (mm/dd/yyyy): 12/31/2010  
 Specific Range: 2010

Region All  
 North: 90° 0'  
 West: 180° 0' East: 0° 0'  
 South: 0° 0'  
 Select a Region: All Show Box on Map

Fish Size All  
 Biology All  
 Stock All  
 Oceanography Overlays

Charts Map Satellite  
 67.9  
 58.2  
 48.5  
 38.8  
 29.1  
 19.4  
 9.7  
 0.0  
 catch per square nautical mile

44 50.9996' N, 121 2.5561' W  
 Fish selected (120)  
 Fish not selected (129)

Done  
 Start Oregon State University ... Mozilla Firefox C:\Documents and Sett... Microsoft PowerPoint - [...]  
 Desktop 10:40 AM

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 Display Mode: [Map](#) **[Graphs](#)** [Table](#)
 Map Overlay:

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**Using 120 encounters out of 249 total encounters.**

Field	N	Average	Min	Max
Age (yrs)	0	NaN	NaN	NaN
Capture Depth (ftm)	120	47.21	10.00	64.90
Length (m)	118	0.81	0.54	0.95
Length (in)	118	31.80	21.00	37.00
Track Duration (hrs)	46	5.70	1.00	15.00

Length (in) Stock

**Length (in) Distribution:**

Length (in)	Count
< 28	7
28 to 34	88
34 to 40	25
40 to 46	0
>= 46	0

**Stock Distribution:**

Region	Count
Mid Columbia R tule	27
Unknown	21
Mid Oregon Coast	16
Central Valley fa	13
L Columbia R fa	12
U Columbia R sufa	10
Klamath R	3
L Fraser R	3
other	15

Capture Depth (ftm) Mature

Done

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Display Mode: **Map** | Graphs | Table  
 Map Overlay: None  
 Markers  Tracks

**Summary**  
 moment...  
 4760 data points used in agg overlay.  
 No Effort Overlay type selected  
 102 fish encounters found.  
 37 fish encounters found.

**Date** 2010  
 From (mm/dd/yyyy): 06/20/2010  
 To (mm/dd/yyyy): 06/27/2010  
 Specific Range: 2010

**Region** All  
 North: 90° 0'  
 West: 180° 0' East: 0° 0'  
 South: 0° 0'  
 Select a Region: All  
[Show Box on Map](#)

Fish Size: All  
 Biology: All  
 Stock: All  
 Oceanography Overlays

44 40.6445' N, 124 37.4486' W

Legend:  
 ● Fish selected (37)  
 ○ Fish not selected (212)

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Done  
 Start | Oregon State University... | Mozilla Firefox | C:\Documents and Sett... | Microsoft PowerPoint - [...]  
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**PACIFIC FISH TRAX**

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[Save Defaults](#)
 Display Mode: **Map** [Graphs](#) [Table](#)
 Map Overlay: **None**

Markers
  Tracks

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**Summary**  
 moment...  
 4760 data points used in agg overlay.  
 No Effort Overlay type selected  
 102 fish encounters found.  
 37 fish encounters found.

**Date** 2010  
 From (mm/dd/yyyy): 06/20/2010  
 To (mm/dd/yyyy): 06/27/2010  
 Specific Range: 2010

**Region** All  
 North: 90° 0'  
 West: 180° 0' East: 0° 0'  
 South: 0° 0'  
 Select a Region: All  
[Show Box on Map](#)

[Fish Size](#) All  
[Biology](#) All  
[Stock](#) All  
[Oceanography Overlays](#)

44 46.8496' N, 124 38.0254' W

Fish selected (37)  
 Fish not selected (212)

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Done

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**PACIFIC FISH TRAX**  
 Summary  
 moment...  
 4760 data points used in agg overlay.  
 No Effort Overlay type selected  
 102 fish encounters found.  
 37 fish encounters found.

Load Defaults    Reset All Forms    Save Defaults  
 Display Mode: **Map**    Graphs    Table    Map Overlay: None  
 Markers     Tracks

Welcome [User Name]  
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Charts    Map    Satellite

From (mm/dd/yyyy): 06/20/2010  
 To (mm/dd/yyyy): 06/27/2010  
 Specific Range: 2010

Region: All  
 North: 90° 0'  
 West: 180° 0'    East: 0° 0'  
 South: 0° 0'  
 Select a Region: All  
[Show Box on Map](#)

Fish Size: All  
 Biology: All  
 Stock: All  
 Oceanography Overlays

44 54.9113' N, 124 48.8607' W

Fish selected (37)  
 Fish not selected (212)

Transferring data from khm0.googleapis.com...  
 Start    Oregon State University ...    Mozilla Firefox    C:\Documents and Sett...    Microsoft PowerPoint - [...]  
 Desktop    10:54 AM

Mozilla Firefox  
 File Edit View History Bookmarks Tools Help  
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21 fish encounters found.  
 15 fish encounters found.  
 Creating overlay. This may take a moment...  
 314 data points used in agg overlay.

Load Defaults Reset All Forms Save Defaults  
 Display Mode: **Map** Graphs Table  
 Map Overlay: Aggregate Catch  
 Markers  Tracks Show/Hide

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Charts **Map** Satellite

**Date** 2006  
 From (mm/dd/yyyy): 09/19/2006  
 To (mm/dd/yyyy): 09/19/2006  
 Specific Range: 2006

**Region** All  
 North 90° 0'  
 West 180° 0' East 0° 0'  
 South 0° 0'  
 Select a Region: All  
[Show Box on Map](#)

**Fish Size** All  
**Biology** All  
**Stock** All

**Oceanography Overlays**  
 SST - Sept. 19, 2006

46.5  
 39.9  
 33.2  
 26.6  
 19.9  
 13.3  
 6.6  
 0.0  
 Catch per square nautical mile

44 15.2411' N, 125 12.8384' W

Fish selected (15)  
 Fish not selected (234)

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Done  
 Start Oregon State University ... Mozilla Firefox C:\Documents and Sett... Microsoft PowerPoint - [...]  
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# Possibilities

- Tracing systems for seafood products that are designed to meet the needs and marketing demands for specific fisheries
- Fishermen portals – where fishermen can view their own data and make smart decisions about where and how they fish, track bycatch areas, etc.
- Science portals – to support fishery dependent analysis, cooperative research, or other science-related applications
- Fisheries management portals – created to deliver information needed for real and near-real time management depending on the needs of the fishery

Questions?

