

# Appendices



# Appendix A: Workshop Agenda

## U.S. West Coast Swordfish Workshop: Working Towards Sustainability

May 10 & 11, 2011 at the Westin Hotel in San Diego, California

### Day 1, May 10

- 8:30 am Purpose and Origin of this Workshop, Desired Outcomes - Mark Helvey (NMFS)  
Welcome, Agenda Review, and Ground Rules - Scott McCreary and Bennett Brooks (CONCUR)

#### Overview of Swordfish Fisheries

- 9:00 – 9:45 History, Evolution, and Current Status of Swordfish Fisheries: U.S. and International Fisheries  
1) David Itano - Life History, Habitat and Fisheries Overview (University of Hawaii)  
2) Jon Brodziak - North Pacific Swordfish: Stock Status and Trends (NMFS)
- 9:45 – 10:10 A film by John Dutton Media, "Forming Partnerships: Spotlight on U.S. West Coast Fisheries"
- 10:30 – 11:30 Overview of the U.S. West Coast Swordfish Fishery  
1) Marija Vojkovich - Swordfish in California: A Brief History of the Fishery (CA Dept. Fish and Game)  
2) Rod McInnis - Federal Management of U.S. West Coast Swordfish Fishery (NMFS)

#### Panel 1 and Group Discussion

- 12:45 – 2:00 Stakeholder Perspectives on Issues and Challenges in the U.S. West Coast Swordfish Fishery  
Bill Sutton, Marija Vojkovich, Chuck Cook, Dave Rudie, Todd Steiner, Tina Fahy, Taryn Kiekow

#### Social and Economic Factors: Influences on the Fishery and Coastal Communities

- 2:15 – 3:15 Domestic and International Swordfish Supply and Demand and Pacific-wide Ecosystem Consequences  
1) Dale Squires - Transfer Effects and Economic Welfare (NMFS)  
2) Steve Stohs - Overview of the Drift Gillnet Fishery and Regulations (NMFS)  
3) Carrie Pomeroy - Socio-economic Factors Influencing West Coast Swordfish and Fishing Communities (CA Sea Grant)

#### Ecological Factors: Fishery Interactions and Minimizing Ecosystem Impacts

- 3:30 – 4:00 Protected Species: Pacific Sea Turtles, Strategic Marine Mammals, and Seabirds  
1) Jessica Redfern - Synthesizing Protected Species Data (NMFS)
- 4:00 – 4:45 Non-Target Finfish: Billfish and Sharks  
1) Chugey Sepulveda - Selectivity of the U.S. West Coast Swordfish Fishery (Pfleger Institute)  
2) Suzy Kohin - Shark Bycatch in the U.S. West Coast Swordfish Fisheries (NMFS)
- 4:45 – 5:15 The 2008 Swordfish and Leatherback Use of Temperate Habitat (SLUTH) Workshop  
1) Heidi Dewar - Overview of the 2008 SLUTH Workshop (NMFS)

## Day 2, May 11

8:30am Review of Day 1 and Overview of Day 2 - Mark Helvey, Scott McCreary, and Bennett Brooks

### ***Consumer Trends and Perceptions***

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- 8:45 – 9:40 Sustainable and Local Seafood
- 1) John Kaneko - What Makes Hawaii Seafood Sustainable? (Hawaii Seafood Council)
  - 2) Robin Pelc - Monterey Bay Aquarium Seafood Watch (Monterey Bay Aquarium, Seafood Watch)
  - 3) Dave Anderson - The Role of Seafood Advisory Programs in Influencing Seafood Consumers (Aquarium of the Pacific, Seafood for the Future)
- 9:45 – 10:15 Innovative Approaches to Address Consumer Trends and Perceptions
- 1) Dawn Martin - Social Marketing: A Paradigm for Shifting Behavior (SeaWeb)
  - 2) Heather Mann - Fish Trax (Community Seafood Initiative)
  - 3) Valerie Termini - California Ocean Protection Council: Sustainable Fisheries (California Ocean Protection Council)

### ***Panel 2 and Group Discussion, moderated by CONCUR***

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10:30 – 11:45 Innovative Approaches in Sustainable Seafood: Addressing Consumer Trends and Perceptions  
Dawn Martin, Heather Mann, Sam King, Steve Foltz, Andrew Spurgin, Joe Ciaramitaro, Valerie Termini

### ***Luncheon Talk***

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Charles Santerre - Health Risks and Benefits of Eating Swordfish (Purdue University)

### ***Group Discussions: Exploring a Sustainable Supply of Swordfish***

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- 1:00 – 2:30 Trigger Questions 1-3 (for small group discussion at tables)
- 1) *Is the current state of swordfish fisheries sustainable both socioeconomically and environmentally?*
  - 2) *What gear and operational changes could increase the viability of the swordfish fishery and coastal communities while minimizing impacts to protected marine species and the marine environment?*
  - 3) *What can be done to increase the demand for local and sustainable swordfish products and to decrease U.S. reliance on foreign imports?*
- 3:00 – 3:40 Report Out
- 3:40 – 4:00 Trigger Question 4 (plenary)
- 4) *What next steps are needed to carry this conversation forward? How are you willing to participate?*

### ***Wrap Up and Closing Remarks***

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- 4:00 – 4:30 Participants' Perspectives: Key Outcomes, New Insights, and Potential Next Steps
- 4:30 – 4:45 Closing Remarks by Mark Helvey, Scott McCreary, and Bennett Brooks

