Sustainable Fisheries

Valerie Termini McCormick, OPC Project Manager

OCEAN PROTECTION COUNCIL

Ocean Protection Council

- Created by the California Ocean Protection Act in 2004
- Overall goal of the OPC is to improve the way that California manages and protects its vast coastal and ocean resources

OPC Members

John Laird Secretary for Natural Resources, Council Chair

Linda Adams Secretary for Environmental Protection

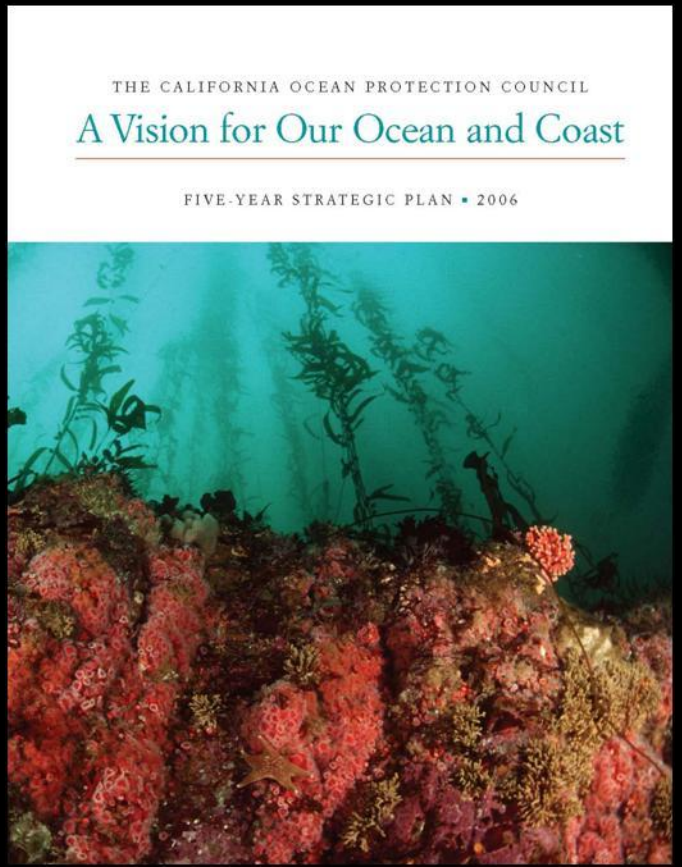
Gavin Newsom Lieutenant Governor & Chair, State Lands Commission

Susan Golding Public Member

Geraldine Knatz Public Member

Fran Pavley State Senator

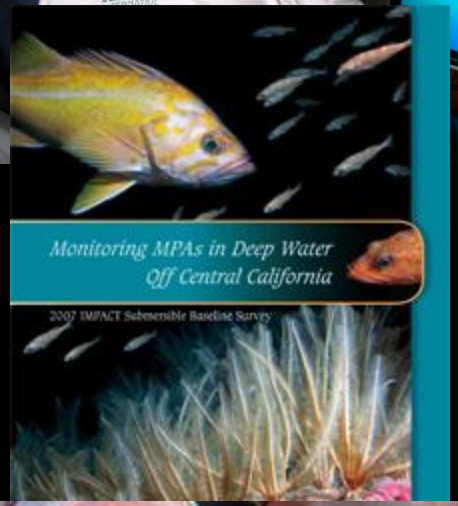
Toni Atkins State Assemblymember

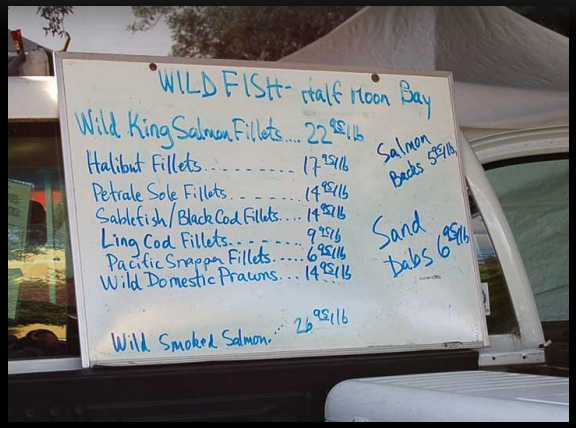


Preserving California's Fishing Heritage

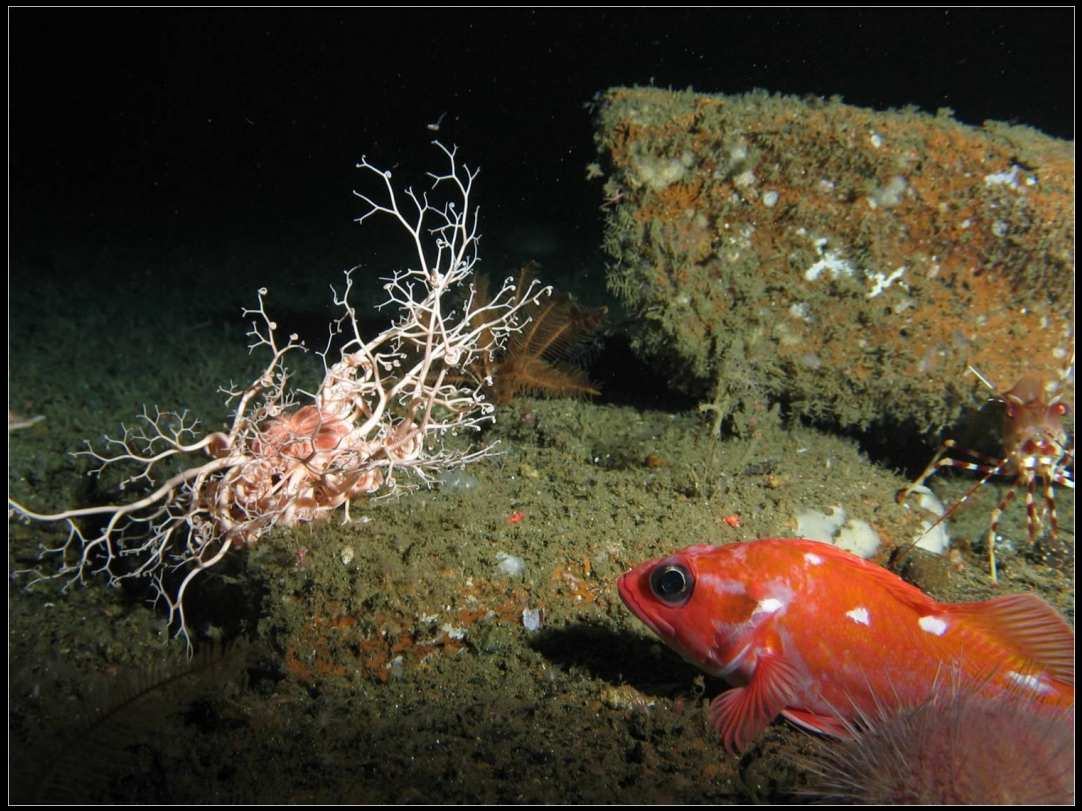
Chronicle / Chris Stewart

Preserving our Coastal Communities





Innovative – Science Based Projects



California Sustainable Seafood Initiative (CSSI)

AB 1217 (Monning, 2009)

1. Protocol
2. Marketing
3. Grant and loan program
4. Logo

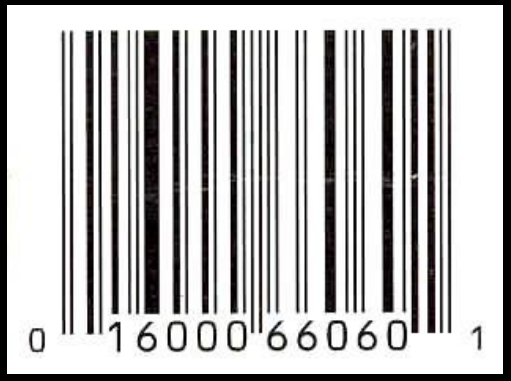
CSSI

1. May use MSC as base
2. CA will add traceability component

CALIFORNIA HALIBUT/ *Paralichthys californicus*

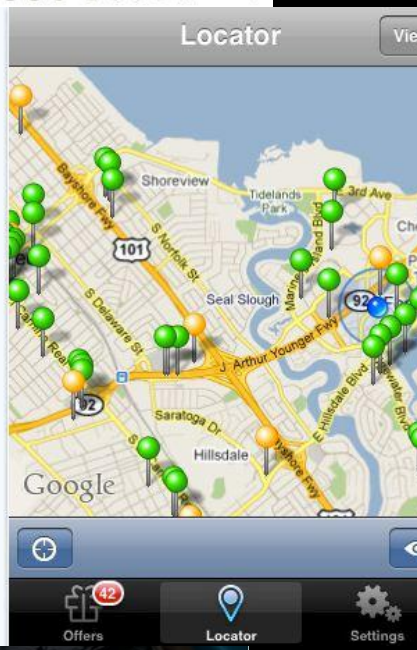
PORT: Half Moon Bay

Fisherman: Pietro Paravanno



Traceability aspects might include:

- Carbon 'fin-p
  - Example:
  - Where th
- Type of fishing gear used
-
-



- Other marketing aspects:
  - Link to a website; facebook page/twitter/etc – become a 'friend' of CA fish?
  - List of nearby restaurants that sell the fish
  - Link to an CA Seafood Application
  - Link to research on fisheries issues
  - Recipes

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