



Chatham, MA Fish Pier

Winter 2022 Newsletter

A Note from Our Team...

Before we get too far into 2022, we wanted to take a moment to reflect on all the great work Harvesters accomplished in 2021. Despite the ongoing challenges of the Covid-19 pandemic, we still managed to secure some great achievements last year and we look forward to continuing to work hard for the industry again this year.

Thanks to the support of our members, sponsors, and donors, we continue to be the voice for the commercial fishing industry in the virtual halls of Congress, at NOAA and across the new administration, and with industry allies throughout the seafood industry.

As we reflect on 2021 and look ahead to 2022, we are honored to be a voice for the industry, and work with our members and partners to grow and strengthen Harvesters. Please know that our phones, inboxes, and virtual doors are always open.

We look forward to another successful year for the Harvesters!

Chris Brown
President

Leigh Habegger
Executive Director

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MSA Reauthorization in Congress: Our Work with Fisheries Champions in D.C.

As Congress focused most of its attention in 2021 on the Build Back Better Act and the Infrastructure Investment and Jobs Act (better known as the Bipartisan Infrastructure Package), Representatives Jared Huffman (D-CA) and Ed Case (D-HI) managed to find time to continue their work on a Magnuson Stevens Act (MSA) reauthorization bill.

Harvesters' members were proud to be invited as speakers at six of the eight listening sessions hosted by Rep. Huffman. These listening sessions provided a platform for fishing industry and conservation stakeholders to give their perspective about what's working in the MSA and what might need tinkering.

After participating in the listening sessions, Harvesters worked closely with Rep. Huffman's office while he drafted his MSA reauthorization bill. We provided constructive feedback on many provisions including climate ready fisheries (shifting stocks, Council management), fisheries data collection (electronic monitoring and reporting, recreational catch data), Council transparency (Council votes, membership eligibility, and conflicts of interest), and essential fish habitat and bycatch language. Our input resulted in changes to the bill that better reflect the needs of the commercial fishing industry.

We also provided additional feedback on the introduced bill, Sustaining America's Fisheries for the Future Act of 2021, to Rep. Huffman and



Rep. Jared Huffman (D-CA), Official Press photo

his staff. And, ahead of the November 16, 2021 House Natural Resources Water, Oceans, and Wildlife Subcommittee MSA hearing, our Executive Director met with House Natural Resources Committee staff and Committee Members' staff on both sides of the aisle and provided our feedback on the bill.

We appreciate the changes we've been able to secure in the bill language. We will continue to work with Rep. Huffman and others on the committee to advocate for additional changes to the bill that reflect the needs of the industry ahead of any markup or floor action scheduled this year.

You can find our statement on Mr. Huffman's bill introduction [here](#). You can view the MSA hearing [here](#).



#Deck2DC: Educating Congress on U.S. Fisheries and Our Management Success

Last fall, Harvesters launched our first ever national digital campaign, #Deck2DC, to improve fisheries knowledge on the Hill and produce better policy outcomes at the federal level. With misinformation about the fishing industry on the rise, we worked with a communications firm to tell our story and share our commitment to accountability and responsible stewardship of marine resources, and keeping our ocean productive and healthy.



We targeted four Congressional offices in DC and their home districts and used educational materials, dynamic ads, social media posts, and targeted emails to educate these offices on fishermen in their state and U.S. fisheries management. We developed factual, easily digestible information about the fishing industry and our fisheries management that were used in this campaign and now are permanent additions to our website. We also created eye-catching and informative videos that highlight four fishermen in different regions: Chris Conklin (South Atlantic), Jack Cox (South Atlantic/Mid-Atlantic), Jason DeLaCruz (Gulf of Mexico), and Brad Pettinger (West Coast).

Over the course of the six-week campaign, we tracked metrics that measured the success of the campaign including: impressions (how many times a message was displayed to a viewer), click through rate (the percentage of viewers who clicked on a message to learn more on our website), page views (how many unique views a webpage received), and time spent on page (how much time a viewer spent looking at a webpage). Based on these metrics, Deck2DC was a huge success! We garnered nearly 1 million message impressions and almost 2,200 click throughs to our website. The #Deck2DC webpage saw more than 7,400 page views where viewers spent more than 2 minutes on the page (the baseline is 30 seconds).

As Congressional offices adjust to an increasingly virtual world, #Deck2DC proved to be an innovative and effective tool for Hill engagement. Looking ahead, we are excited to build on the campaign's momentum with additional videos highlighting our fishermen and information about the commercial fishing industry's commitment to sustainability. We are confident these are valuable resources that further our mission to educate Hill staff and cultivate new fisheries champions in DC.

Click [here](#) to visit our #Deck2DC webpage and view video interviews. Click [here](#) to visit our Fisheries 101 webpage and learn more about U.S. fisheries management

Executive Director Highlighted by the Seafood Nutrition Partnership during Women's History Month

Last October, our Executive Director, Leigh Habegger, was highlighted by the Seafood Nutrition Partnership's celebration of Women in the Seafood Industry as part of Women's History Month. The Partnership recognized seafood champions who work tirelessly so we can continue to enjoy delicious, sustainable seafood. Ashford Rosenberg, Policy Director for the Gulf of Mexico Reef Fish Shareholders' Alliance (one of our members), was also highlighted in this series.

We encourage you to read more about the women highlighted in this [series](#) and get to know some of the faces in the industry!



What is your hope for women in the seafood industry?

It's been incredible to watch the rise of so many talented women in this industry over the last few years. We are seeing more and more women on the decks of fishing vessels, in the processing and supply chain sectors, and onshore where they're covering everything from supply chain logistics to running Fishermen Wives' Associations to working on fishing policy and regulations.

Many women have paved the way and served as role models and mentors for me, and I hope that as we continue working in this industry, our presence on boat decks and in policy discussions becomes less of an anomaly.

There's a general consensus amongst the fishermen I work with, men and women, that they are proud to harvest a sustainable, wild protein source for American consumers. I hope that our collective efforts succeed in educating the public about the sustainability of our domestic seafood products, their enormous nutritional benefits, and the importance of eating seafood and supporting the commercial fishing industry. We are the heartbeat of many coastal communities and we are proud of our work.



Federal Fisheries Funding: Working to Ensure Robust Investments in U.S. Fisheries

In 2021, Harvesters continued to engage in the federal appropriations process that Congress undertakes annually to provide funding for government programs and agencies. Dedicated House and Senate Appropriations committees work on drafting 12 different appropriations bills that touch every single part of the federal government, including fisheries and fisheries management.

Engaging in the appropriations process is a top priority for Harvesters because the industry depends on robust federal investments in our scientific workforce, fisheries infrastructure, and federal programs to manage our marine resources sustainably.

Last spring, the commercial fishing industry joined forces with industry allies to advocate for additional NOAA/NMFS federal appropriations for the fiscal year 2022 (FY22). Together, we requested funding for the following NOAA/NMFS programs:

- Fisheries Data Collections, Surveys, and Assessments
- Regional Fishery Management Councils
- A wide variety of national and regional electronic technology needs
- Young Fishermen's Development Program
- Climate and Fisheries Initiative

Our fishing businesses depend on ongoing science, research, and management work conducted by NOAA. Without serious investments in a variety of NOAA programs, we cannot tackle the climate crisis and remain a global leader in fisheries management and sustainability.

As we look ahead to FY23 funding, Harvesters will continue to work hard to ensure our industry's voice is heard during the annual appropriations process and that NOAA and NMFS programs receive robust federal funding.

Fisheries surveys conducted by NMFS, and in partnership with the industry, are crucial to our understanding of the status of our fishery resources. They are an integral piece of the stock assessment process. Without adequate funding, we risk interrupting decades-long time series surveys by losing ship time and survey capacity.



Harvesters' Board Members in DC advocating for federal fisheries funding



Four New Members Added to Harvesters' Growing Ranks

In 2021, we added four new members to Harvesters' ranks! We are pleased to welcome the following groups:



**COMMERCIAL FISHERIES
CENTER OF RHODE ISLAND**

Commercial Fisheries Center of Rhode Island: The Commercial Fisheries Center of Rhode Island (CFCRI) was founded in 2003 to preserve commercial fishing as a profession, culture, and way of life through sustainable fisheries resources. CFCRI, a diverse group of Rhode Island fishing organizations, believes in cultivating an environment of open communication and encourages the sharing of knowledge about our ocean and its resources. The group brings fishermen, scientists, managers, and elected officials together in a collaborative effort to improve fisheries and the understanding of the marine environment.

Half Moon Bay Groundfish Marketing Association: Half Moon Bay Groundfish Marketing Association is a collaboration of commercial fishermen in Half Moon Bay participating in the West Coast Groundfish IFQ Fishery, one of the most regulated fisheries in the world. The Association is committed to working together to provide fresh, local, and sustainably harvested seafood while protecting the ocean environment and the commercial fishing heritage of its families and local community.



Hawaii Longline Association: The Hawaii Longline Association (HLA) was established in 2000 to advance the interests of fishermen and related industries involved in the Hawaii longline fisheries (deep-set targeting bigeye tuna; shallow-set targeting swordfish). HLA provides a voice for Hawaii longline fishermen in the conservation and management of their fisheries. HLA supports science-based conservation and management measures and advocates on behalf of its members within both domestic and international management settings. HLA also coordinates cooperative research activities within the Hawaii longline fleet.



Sablefish and Halibut Pot Association: The Sablefish and Halibut Pot Association, a Homer-based organization, represents North Pacific fishermen who longline pots to harvest sablefish and halibut. The organization was formed in response to the increasing depredation by whales on the sablefish and halibut catch on traditional hook longline vessels. In the five years since pots were allowed in the North Pacific, 70 percent of sablefish is now harvested by pots (and the number is growing), while whale interaction with sablefish pot gear is minimal.



You can learn more about our member organizations [here](#).

Our Work in Washington, D.C.

2021 was a busy year for Harvesters and our members in Washington, DC. Between a new administration taking the reins, continued Covid work, MSA reauthorization effort, a 30x30 Executive Order, FY22 Appropriations, the rapid development of offshore wind, supporting young fishermen and working waterfront infrastructure, and general outreach and education, we stayed plenty busy on the Hill, even if it was nearly all virtual.

We had a steady presence on the Hill through official meetings and countless phone calls with Hill staff to discuss legislation and pressing fisheries topics. We also helped answer many questions about the fishing industry and our fisheries management system. We met with administration officials at CEQ, Interior, BOEM, and NOAA to discuss 30x30, offshore wind, and other commercial fishing industry challenges and needs. At our annual meeting in September 2021, NOAA Fisheries Assistant Administrator Janet Coit joined for a lengthy discussion about challenges and opportunities for the commercial fishing industry.

We continue to stay in close contact with our fisheries champions on and off the Hill, and we are working hard to cultivate new Congressional fisheries champions and educate administration officials.



Black drum, Murrells Inlet, SC



U.S. Capitol, Washington, DC

A Look Ahead

As 2022 gets underway, there are both challenges and opportunities for our industry. We are committed to staying engaged in DC on a variety of legislative and regulatory efforts to keep you on the water and fishing including: MSA reauthorization, 30x30, offshore wind energy development, offshore aquaculture development, federal appropriations, data recalibration efforts, electronic monitoring and other fisheries technologies, U.S. Coast Guard issues, and others as bills are introduced and regulations are promulgated.

We look forward to continuing this important work in 2022 on behalf of the commercial fishing industry! Thank you to our members and allies—we couldn't do this great work without your support!



Fishing gear, Pt. Judith, RI



Sponsor Spotlight: Ocean Strategies - Seattle, WA



Brett Veerhusen



Hannah Heimbuch



Georgie Heaverley

Ocean Strategies (OS) is a fish-focused public affairs firm based in Alaska and Washington state. Their three full-time staff are all experienced fishermen from Alaska—Principal Brett Veerhusen and consultants Hannah Heimbuch and Georgie Heaverley. They've fished from the Aleutian Islands to Prince William Sound, and bring a lifetime of industry experience into their communications and policy work.

Though rooted in the North Pacific, OS works nationwide to connect diverse members of the seafood supply chain as stakeholders in shared policy. Focused on local-to-global ocean issues, they work closely with marine industries, non-profit partners, and every sector of the seafood supply chain—including harvesters, engine manufacturers,

processors, grocers and more. Their mission is to lead innovative and strategic efforts between the fisheries, seafood, and marine conservation arenas, working for the people and projects of America's fishing industry that inspire them.

If your company is interested in supporting Harvesters as a corporate sponsor, click [here](#) for more information or email info@seafoodharvesters.org

If you are an individual fisherman who would like to join Harvesters, you can sign up as an Associate Member [here](#) and scroll down. Email info@seafoodharvesters.org with questions or for more information.

Member Organizations



Seafood Harvesters of America / 1717 K St. NW / Suite 900 / Washington, DC 20006

t: (703) 794-5114 e: info@seafoodharvesters.org

www.seafoodharvesters.org

