



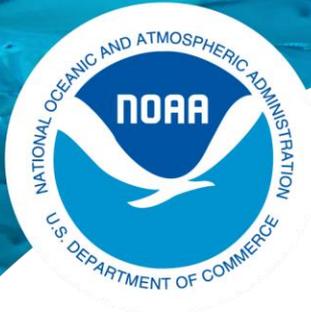
**NOAA  
FISHERIES**

Atlantic Highly  
Migratory Species  
Management  
Division

# Atlantic Highly Migratory Species Recreational Fishing Action Agenda

Atlantic HMS Fall Advisory Panel Meeting

September 11, 2013



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## Recreational Fishing Statistics (2011)

**70** million trips

**455,000** jobs  
supported

**\$102** billion  
in sales & value  
added impacts

**11**  
million  
anglers

More than just an enjoyable way to spend time with friends and family...



# NOAA's Commitment



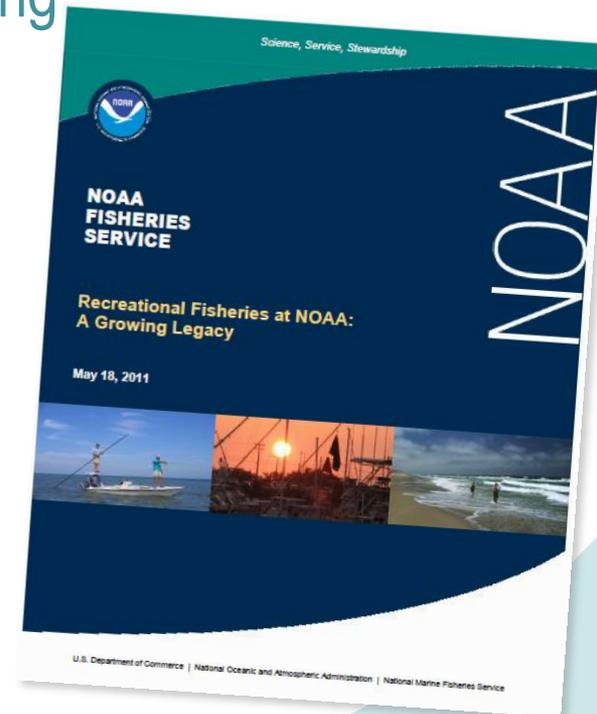
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# NOAA's Commitment to Anglers

Establish a strong and trusting partnership with the recreational fishing community through action

## Engagement Initiative Pillars:

- Fishing Opportunities
- Recreational Catch and Effort Data
- Socio-economic data
- Communication
- Institutional Orientation



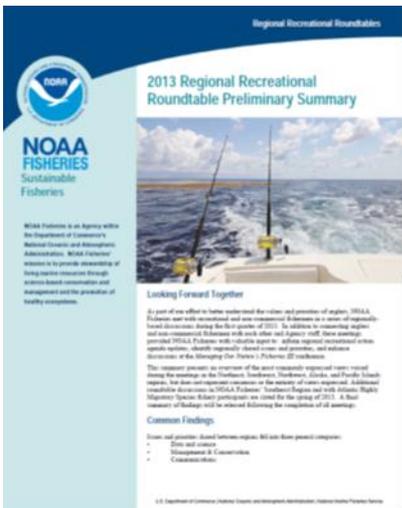
# 2013 Primary Efforts



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- Regional recreational fisheries roundtables (Spring)
- Managing Our Nations Fisheries III (Spring)
- National angler perceptions survey (analysis ongoing)
- MAFAC Recreational Fisheries Working Group exercise (ongoing)

- Regional recreational action agendas (Fall)
- Recreational release mortality (ongoing)
- “Idle Iron”



### NOAA Fisheries Saltwater Recreational Fishing Attitudes and Preferences Survey Preliminary Results



**Introduction**  
In the fall of 2012, NOAA Fisheries initiated a nationwide survey of saltwater recreational anglers to enhance our understanding of recreational fisheries' perceptions, management preferences, and restrictions. Undertaken as part of NOAA Fisheries' Recreational Fisheries Engagement Initiative, the survey will provide managers with information to better understand and more easily align decisionmaking with recreational preferences, gauge angler expectations, and create a baseline against which to gauge future management performance when complete.

Over 14,000 surveys were randomly distributed to active recreational fishing permit holders in continental United States and Alaska beginning on February 13th, 2013. Recreational fishery participants and managers in NOAA Fisheries' Pacific Islands Region requested a delay in sampling in that region, which was accommodated.

The data summarized below are nationally aggregated frequency distributions from partial results (4,110 responses) for a few highlighted survey questions, to provide participants in the Managing Our Nations Fisheries III conference a sense of the data being reported. All results are preliminary, based on limited results, and subject to change. Additional surveys are expected through FY2013 with detailed analyses to follow. Final results will be shared with stakeholders, fishery management councils, universities, and other interested parties.

#### Threats to the Marine Environment

The survey asked respondents to rank the severity of 14 individual threats to the marine environment (e.g., climate change, nonpoint source, etc.).

The following were identified as severe or moderate threats to the marine environment by the greatest percentage of respondents in the initial results: overfishing as a result of recreational fishing activity (86%), industrial pollution (86%), and habitat loss (79%).

Conversely, the following were identified as "not a threat at all" or "not very serious threat" by the greatest percentage of respondents in initial results: alternative energy (67%), shipping (37%), and overfishing as a result of recreational fishing activity (48%).

For more information on the NOAA Fisheries Recreational Engagement Initiative please check us out at:

[www.noaa.gov/fisherymanagement/initiatives](http://www.noaa.gov/fisherymanagement/initiatives)

# Regional Recreational Fisheries Roundtables



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All NMFS regions and Atlantic HMS (Jan. – May 2013)

## Data & Science

- Confidence in catch/effort data varies, but is generally low
- Interest in electronic self-reported data systems
- Enhance quantification of recreational releases

## Management

- Management too biologically conservative
- Inadequate understanding of cumulative effects of lost fishing opportunities from all sources
- Stability desired

## Communications

- Additional feedback on data collection and study results
- Greater participation in shows and regular discussions



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# Managing Our Nation's Fisheries III

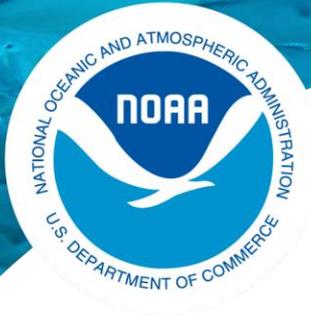
## Themes

- Improving Fishery Management Essentials
- Advancing Ecosystem-based Decision-making
- Providing for Fishing Community Sustainability

## Findings

- More and better communication & representation
- Manage with long-term mortality rates instead of yield to improve fishery stability
- Additional flexibility with regard to Annual Catch Limits
- Standardize and require review of allocation decisions
- Expanded socio-economic analysis requirements and application of results
- Greater involvement of fishermen in research will result in better science, greater buy-in, more trust

# Angler Opinions and Perceptions Survey



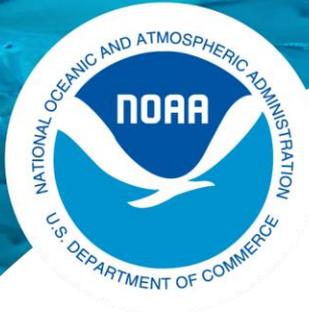
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- Approximately 14K surveys distributed to active permit holders ( ~9,200 returns)

## Areas of Inquiry

- Importance of specific trip attributes
- Management strategy preferences
- Importance of management objectives
- Satisfaction with current management
- Threats to the marine environment

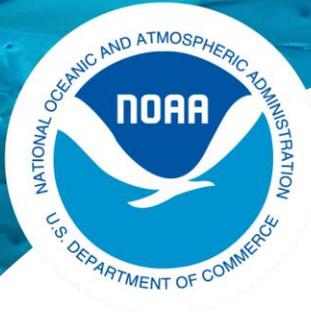
# Angler survey (cont.)



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- **The opportunity to fish on abundant and diverse fish stocks is important to anglers.**
  - More than 80% of surveyed anglers want lots of fish, 85% cited the availability of species with 90% of anglers identified opportunities to fish in high quality areas as important
- **Recreational fishing is a tradition to pass down to future generations.**
  - 95% of respondents believe that ensuring high quality fishing opportunities for future generations is important.
- **Recreational anglers have a strong conservation and stewardship ethic.**
  - More than three-quarters of respondents felt that protecting marine biodiversity, rebuilding overfished stocks, and protecting threatened and endangered species were important management objectives.

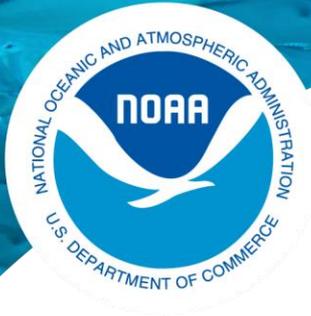
# Angler survey (cont.)



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- **Anglers are optimistic about the future** with 79% of anglers planning to take the same number or more trips next year as last.
- **Anglers understand the important role of management** and would like to see their perspectives more fully represented in the management process.
- **Recreational anglers understand ecosystem effects** and recognize a broad range of threats to the marine environment from overfishing to pollution to habitat loss.

# On the Horizon



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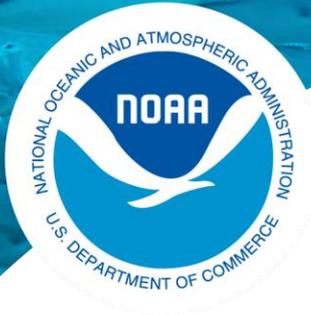
**2013**

- **MAFAC RecFish Working Group**
- **Regional RecFish Action Agendas**
- **Angler Expenditure Survey results**

**2014**

- **Recreational economics workshop  
National Saltwater Recreational Fisheries  
Summit II (April 2014)**
- **Next generation national recreational  
action agenda (Q1 FY2015)**





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# Thank You

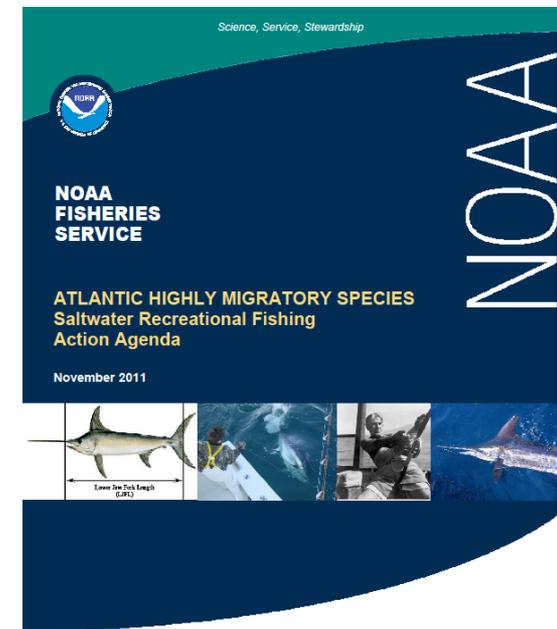
## Questions?

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# Atlantic HMS Recreational Fishing Action Agenda

- Five overarching goals w/ tangible objectives:
  - Improve recreational fishing opportunities
  - Improve recreational catch, effort, and status data
  - Improve social and economic data
  - Improve communications
  - Institutional orientation



U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service

# Goal 1 – Recreational Fishing Opportunities

- **Objective:** Provide for and, where practical, improve recreational opportunities for Atlantic HMS
  - Vigorously advocate for fair and equitable treatment of United States recreational interests at ICCAT
  - Proposing ways to provide equitable opportunities to land “Trophy” bluefin tuna throughout their temporal/geographic range (Amendment 7)
  - Develop a proposal to assess angler satisfaction with HMS fisheries and management

## Goal 2 – Improved Recreational Catch, Effort, and Status Data

- **Objective 1** – Evaluation and improvement of “rare event” recreational fishing surveys in cooperation with NOAA Fisheries Office of Science & Technology
- **Objective 2** – Support Atlantic HMS tournaments & provide opportunities to obtain HMS recreational data
- **Objective 3** – Facilitate quick reporting of catch information by anglers via internet & phone reporting

# Goal 3 – Improve Social and Economic Data on Recreational Fisheries

- **Objective 1** – Develop contemporary benchmark analyses of the socio-economics of recreational HMS fisheries
- **Objective 2** – Collect updated social and economic data from HMS recreational anglers
- **Objective 3** – Collect social and economic data from charter/headboat owners and/or captains

# Goal 4 – Improved Communication

- **Objective 1** – Conduct on-the-ground communication efforts with HMS constituents
  - Distribute outreach materials to registered HMS tournaments
  - Recruit recreational participants for shark stock assessments
- **Objective 2** – Communicate information regarding major NOAA initiatives with HMS constituents
  - Increase awareness of MRIP projects
  - Distribute annual Recreational Compliance Guides and update when needed

# Goal 5 – Institutional Orientation

- **Objective 1** – Maintain balanced recreational and commercial representation on the Atlantic HMS Advisory Panel
- **Objective 2** – Improve institutional awareness – Provide opportunities for recreational anglers and the Atlantic HMS Advisory Panel to provide comments and feedback on the HMS Action Agenda. Keep NMFS leadership informed.

# Additional Activity Supporting Recreational Fisheries

- Improve/maintain healthy HMS stocks and access to recreational fisheries
- Issued 25,000 HMS Angling and 4,000 HMS Charter/Headboat permits in 2012
- Register Atlantic HMS tournaments
- Support and enhance state catch card programs
- Enhance constituent awareness and understanding of HMS management actions

# Current Socio-Economic HMS Projects

Charter/Headboat Cost-Earnings Logbook Study

HMS Private Angler Expenditure Survey

# HMS Charter/Headboat Cost-Earnings Study

- Developed logbook study of HMS CHB permit holders to better understand unique aspects of CHB fishery
  - Sampling ~20% of 4,200 HMS CHB permit holders
  - Covering full Atlantic HMS region (i.e., all Atlantic and Gulf states)
  - Collecting data on cost-earnings, targeted species, and fishing methods used

# HMS Charter/Headboat Cost-Earnings Study

- CHB permit holders provided with:
  - Trip summary cost-earning forms
  - No Fishing Forms
  - Packets mailed in early July
- Asked to report weekly on trips targeting HMS only
- Logbook collections and follow-up calls to non-compliant captains are on-going

# HMS Recreational Fishing Expenditure Survey

- Conducted in 2011 to collect data on marine angler trip and durable good expenditures & estimate economic impacts of the recreational fishery
  - Conducted in 2 month waves
  - Separate survey of HMS anglers to ensure adequate sample size (LPS region + NC only)
  - Asked for expenditures on most recent HMS trip

# HMS Recreational Fishing Expenditure Survey

- Preliminary trip expenditure data analysis
  - Divide anglers by target species (tuna, billfish, shark)
  - Average expenditures per private HMS angling trip
  - Total expenditures estimated by expanding by number of total directed HMS private boat trips (ME – NC)
    - Estimates from MRIP/LPS databases
  - Total expenditures assigned to economic sectors
  - Expenditures (ME – NC) used to estimate total economic impact and employment, which will support regulatory analyses

# HMS Recreational Fishing Expenditure Survey

## HMS Angling Trip Expenditures and Directed Trips (ME – NC)\*

	<b>TUNA</b>	<b>BILLFISH</b>	<b>SHARKS</b>
Sample Size	1,047	95	107
Avg Trip Expend.	\$540	\$1,151	\$565
Boat fuel	\$323	\$834	\$307
Food & drink	\$74	\$124	\$71
Bait	\$48	\$56	\$100
Directed Boat Trips	27,648	5,123	6,669
Total Expenditures	\$14,935,141	\$5,896,128	\$3,771,066

\* Expenditures represent preliminary estimates for private HMS boat trips only, and do not represent for-hire or tournament trips for HMS species.

# HMS Recreational Fishing Expenditure Survey

## Economic Impact of HMS Angling Trip Expenditures (ME – NC)\*

	<b>TUNA</b>	<b>BILLFISH</b>	<b>SHARKS</b>
Total expenditures	\$14,935,141	\$5,896,128	\$3,771,066
Employment	123	48	31
Total output	\$18,990,136	\$7,496,728	\$4,699,144
Value added	\$11,174,886	\$4,430,437	\$2,693,281
Labor income	\$6,556,543	\$2,580,148	\$1,562,033

\* Expenditures and impacts represent preliminary estimates for private HMS boat trips only, and do not represent for-hire or tournament trips for HMS species.