



# Sea Grant South Atlantic Release Rodeo



# 2025 Sea Grant South Atlantic Release Rodeo



Sea Grant wants best fishing practices gear in fishermen's hands



SAFMC Release wants more entries that can be used for validation

## Rodeo Structure



May - July



4 entries/month



8 entries/month if include ruler



2 names drawn by Sea Grant/month!



# 2025 Sea Grant South Atlantic Release Rodeo: Outcomes



When comparing SAFMC Release submissions to challenge months during an average of previous years (2023 & 2024)



Submissions increased by ~30%



Number of submissions with photos doubled



Number of submissions with photos that can be used for length validation almost tripled



# 2025 Sea Grant South Atlantic Release Rodeo: Outcomes



Best fishing practices gear distributed by Sea Grant to randomly selected participating fishermen



Positive feedback from fishermen on challenge & Sea Grant giveaways



Built meaningful relationships with fishing community members



# 2025 Sea Grant South Atlantic Release Rodeo



**Thank you to everyone who helped to make  
the 2025 Release Rodeo a success!**



# 2026 Sea Grant South Atlantic Release Rodeo



# 2026 Sea Grant South Atlantic Release Rodeo: Promotion and Outreach



## Communication Resources

- Sea Grant Release Rodeo webpage
- ([gulfseagrant.org/reef-fish-extension/safmc-release-rodeo/](https://gulfseagrant.org/reef-fish-extension/safmc-release-rodeo/))
- Flyer

## Outreach Methods

- Pre-launch outreach:
  - Partners
  - Fishing club emails
  - Seminars
  - Emailing BFP MVPs
  - Newsletters
    - SAFMC Release
    - South Atlantic Bite
- Continuous outreach:
  - Sea Grant social media
  - Sea Grant articles
  - SAFMC Release newsletters



# Sea Grant South Atlantic Release Rodeo



## Discussion Questions

1. With the goal of recruiting fishermen to participate in the Release Rodeo, what additional outreach avenues should be pursued, either now or for any similar challenges that could be held in the future?
2. Are there outreach products that would make sharing information about the Release Rodeo easier? (Currently rely on webpage and flyer.)