From: Dale Sims [mailto:dale@cleanfish.com]
Sent: Friday, August 26, 2011 7:25 PM
To: Kim Iverson
Subject: Re: Wreckfish quotas and the TAC

Members of the South Atlantic Fisheries Management Council:

I am writing to urge the Council to allocate the 2012 wreckfish quota based on the historical catch record of the participants in the fishery.

I am a founder of CleanFish. We are a seafood brokerage and marketing company with clients throughout North America. We focus exclusively on artisan producers of sustainable seafood, both wild capture and aquaculture.
We have successfully introduced Carolina wreckfish into markets like San Francisco, Los Angeles, Chicago, Denver and even Toronto.

I understand that in all probability, the 2012 wreckfish TAC will be reduced from 2MM lbs to 250,000 lbs.bringing the TAC into close alignment with recent historical catch records. I am asking the Council to make allocations of the quota in favor of and based on the historical individual catch record of the current active vessels like the "Lien Machine" and "Bold Venture." New participants in the wreckfish fishery should be held in abeyance until such time as the TAC increases or of one of the existing participants elects to transfers a portion of their allocated quota.

SAFMC has done an excellent job in managing the wreckfish fishery. Allocating the TAC based on the individual catch history is both fair and good fishery management.

Regards,

Dale Sims
Founder / Chief FishMonger
CleanFish - fish you can trust
42 Decatur Street / SF, CA 94103
www.cleanfish.com / dale@cleanfish.com
Direct: +415.501.9236 / Mobile: +415.420.3974
* Named Responsibility Pioneer 2009 by Time Magazine . . . "companies changing the world"
* Winner of Business Week's 2009 Most Promising Social Entrepreneurs Award
* Winner of Social Venture Network 2008 Innovations Award
* Recipient of Food & Wine Magazine's 2008 Eco-Ocean Award

--

Dale Sims
Founder / Chief FishMonger
CleanFish - fish you can trust
42 Decatur Street / SF, CA 94103
www.cleanfish.com / dale@cleanfish.com
Direct: +415.501.9236 / Mobile: +415.420.3974

* Named Responsibility Pioneer 2009 by Time Magazine . . . "companies changing the world"
* Winner of Business Week's 2009 Most Promising Social Entrepreneurs Award
* Winner of Social Venture Network 2008 Innovations Award
* Recipient of Food & Wine Magazine's 2008 Eco-Ocean Award