



Outreach and
Communications
Advisory Panel
Meeting

October 4-5, 2022

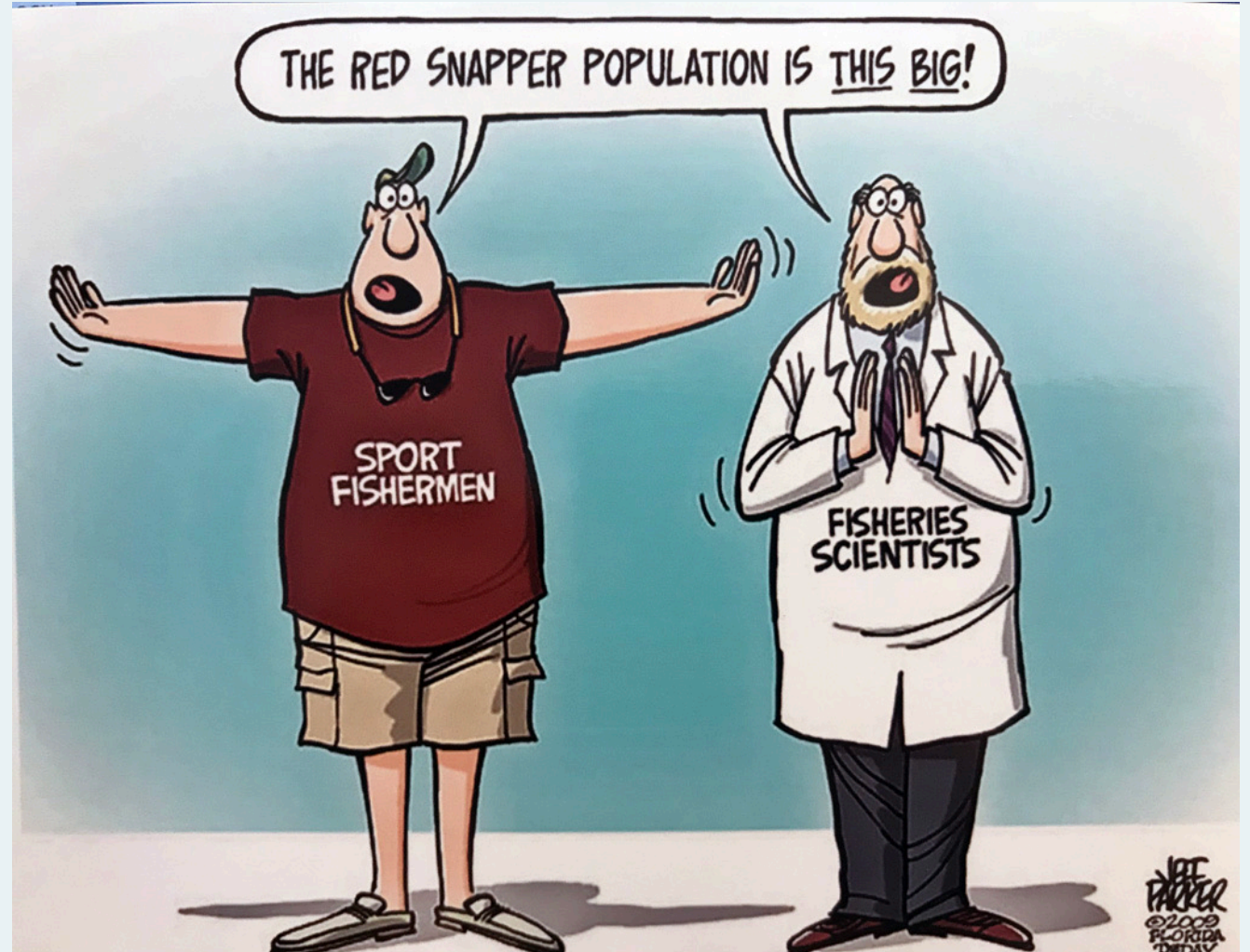
THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Red Snapper Challenges – Outreach and Communications



Red Snapper

- **Good News** – Stock is rebuilding
- **Management Challenge:** address release mortality primarily in recreational fishery
- **Communication Challenge:** public understanding, frustration, trust



Red Snapper Management Overview



- Prior to 2010 – Rec bag limit 2 fish per/person per day, 20” min. size limit
- 2009 - SEDAR 15 Stock Assessment: *Overfished and undergoing overfishing*
- 2010 – Interim rule and Snapper Grouper Amendment 17A
 - Prohibits harvest of Red Snapper
 - 35-year rebuilding plan
 - Annual Catch Limit (ACL) set at zero
 - Circle hook requirement for SG fishery



“Perfect Storm”

- 2007 MSA Reauthorization
 - Established ACLs and AMs
- Red Snapper Closed in South Atlantic and Gulf of Mexico
- In South Atlantic
 - High recruitment from earlier year classes
 - Lots of 18-20” fish



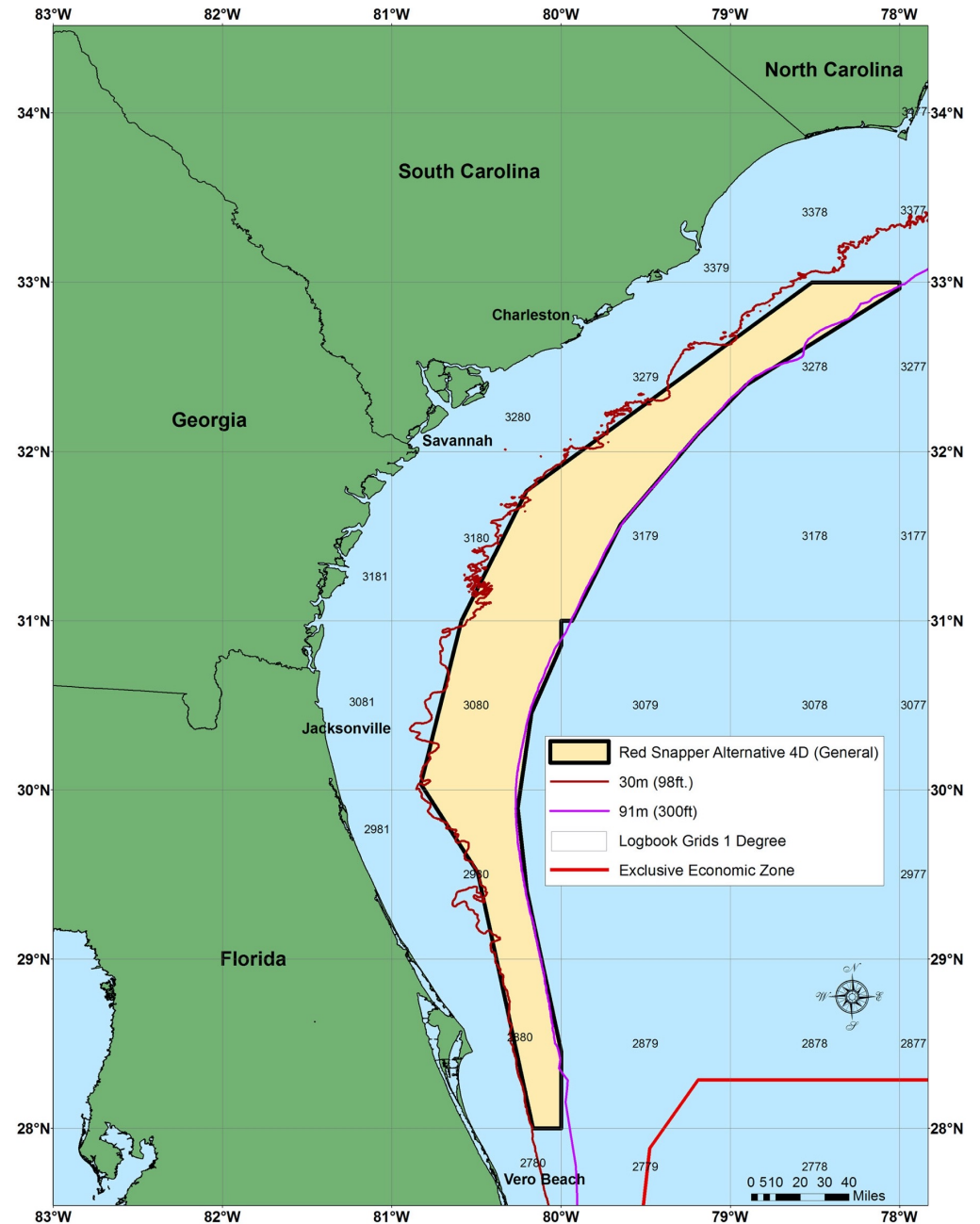
National Protest
Washington DC
February 2010



Amendment 17A

Closing Red Snapper to harvest is not enough.
Action included to:

- Establish area closure in federal waters to prohibit fishing for all snapper grouper species





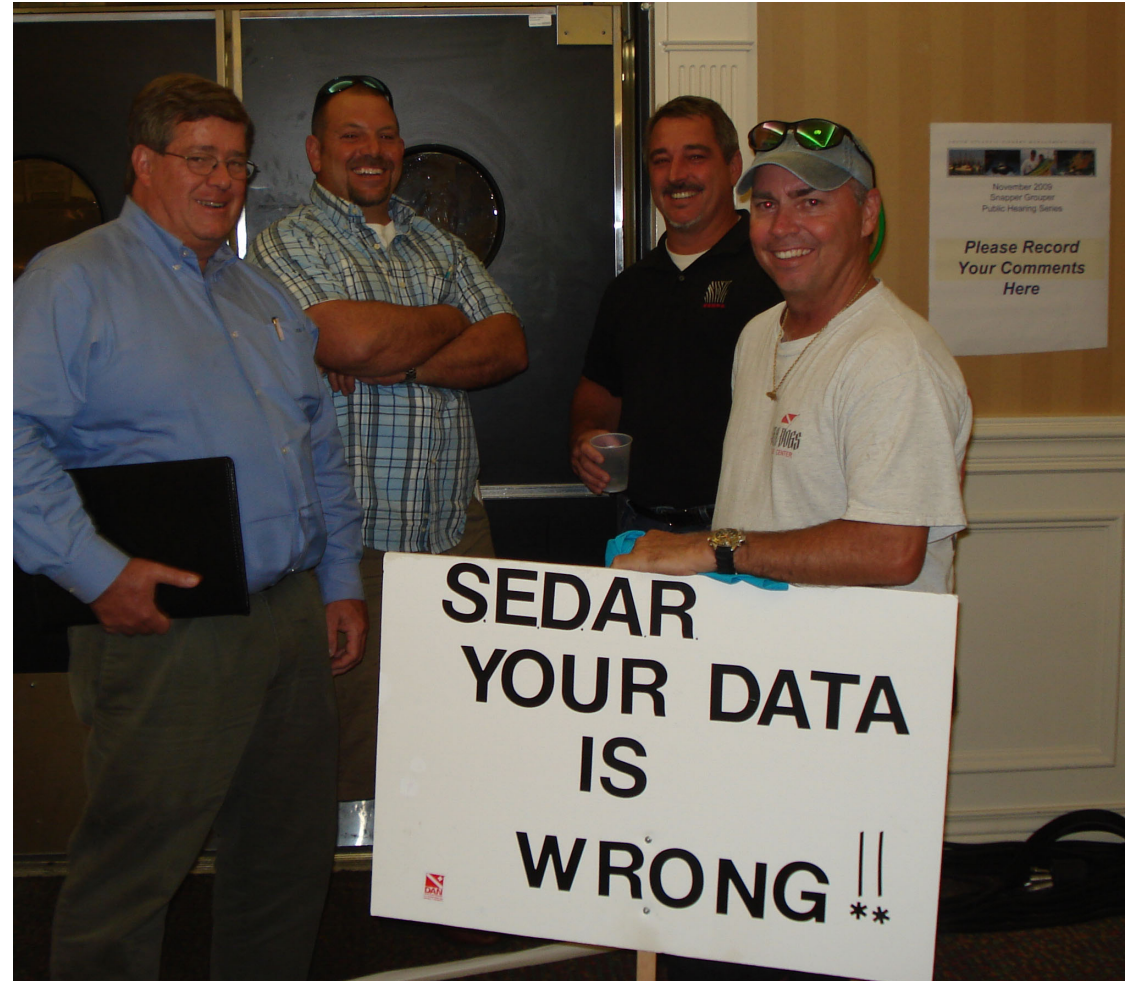
Amendment 17A Public Hearings November 2010

Cape Canaveral





Jacksonville 2010



Red Snapper Management

- **2010 SEDAR 24 Stock Assessment (Update)**
 - *Overfished and undergoing overfishing*
 - *Stock rebuilding – area closure not necessary*
- **2013 – SG Amendment 28**
 - Establishes a process to allow harvest

Limited harvest in 2012, 2013 and 2014

No harvest in 2015, 2016 and 2017*

*Emergency action allows for harvest, rec fishery opens
Nov 3-6 and 10-13, 2017



2014

Pressure to Allow Harvest Increases

*“We cannot stress enough how important the red snapper fishery is to Florida's economy. While we appreciate SAFMC's recent efforts to potentially move towards allowing a limited harvest beginning in July 2018, the South Atlantic red snapper fishery will remain closed this year. This decision is disappointing for residents and small business owners from Jacksonville to Miami especially considering the **enhanced opportunities being afforded to their peers along Florida's Gulf coast.**”*

2017 Letter to Secretary of Commerce from Senators Marco Rubio and Bill Nelson



Management



- **2018 SG Amendment 43**
 - Changes process to set ACL
 - Establishes total ACL = 42,510 fish
 - Set opening dates for seasons
 - Recreational - second Friday in July
 - Commercial – second Monday in July
- **2019 SG Reg Amendment 29**
(Best Practices)
 - Descending device and hook requirements

Management



- **2020 SG Regulatory Amendment 33**
 - Removed minimum requirement of 3 days for recreational season
- **RECENT SEASONS**
 - 2019 – 5 days, 2 split weekends
 - 2020 – 3 days
 - 2021 – 3 days
 - 2022 – 2 days
- **2022 SEDAR 73 Red Snapper Assessment**
 - *Stock overfished and overfishing continues primarily due to recreational discard mortality*

Management Moving Forward



- **Management Strategy Evaluation (MSE) for the Snapper Grouper Fishery**
 - Long-term approach
- **2022 SG Regulatory Amendment 35**
 - Updates the ACL for Red Snapper
 - Recreational gear restrictions to reduce released SG species
 - Single hook rig requirement
 - Prohibit electric (hydraulic-powered) reels
 - Includes appendix to address **Best Fishing Practices**



Direction from the Council*

Direct staff to develop a program to expand Best Fishing Practices education and outreach for the snapper grouper recreational fishery and include in Regulatory Amendment 35 as an appendix.

- Ensure the public has clear statement/understanding of the problem – the increased extractive capacity of current fisheries resulting from advances in technology, etc. – and the role of stakeholders in addressing this issue.
- Catalogue what has been done by other entities and regional partners including the Descending Device Coordination Group and the Sea Grant Reef Fish Fellowship.
- Include cost estimation for proposed expansion.
- Reach out to industry groups as well and obtain feedback from the Outreach and Communication Advisory Panel.

*For exact language, see the September 2022 Snapper Grouper Committee Report.

Outreach Efforts Refresher

- Dedicated Best Practices page on SAFMC Website
 - Partnering with state agencies and Sea Grant for content
- Fish Smart Collaboration
 - Online tutorial on SAFMC website
 - Descending device distribution
- Tackle shop outreach
- BFP stickers and wallet cards
- Outreach events, such as ICAST, FL Keys Seafood Festival and GA Coast Fest



Current Outreach Efforts Refresher

- Tackle shop outreach throughout the South Atlantic region
- Partnering with community leaders to hold fishing seminars
- Charter trips with media personnel to demonstrate the benefits of best fishing practices
- Industry events, such as ICAST
- Partnering with state and local groups, such as SC DNR
- Gathering information via SAFMC Release and MyFishCount





Questions

The recreational discard problem, as described in this presentation, is complex. What tools could outreach staff use to communicate this problem in an engaging and effective way?

Given additional resources, what NEW facets of outreach and communication could the Council utilize to spread information on best fishing practices?

Are there additional industry groups staff could engage with to spread information on best fishing practices?

