



Best Fishing Practices Campaign

- Update on Projects and Upcoming Outreach
- Sea Grant Reef Fish Fellowship Update

SAFMC Meeting: December 2023

'What It Means to Me'

A project highlighting the stories of fishermen in the South Atlantic

Background

- Creating videos to document the stories and perspectives of South Atlantic fishermen.
- Project aims to help bridge the trust gap between the Council and fishermen.

Update

- Presented to fall Advisory Panels.
- Currently in the middle of filming participants.
- Begin releasing videos early 2024.



**Best
Fishing
Practices**

**Master
Volunteer
Program**





Program Updates

- Presented to fall Advisory Panels
- New informational materials
- Setting dates and locations
- 10-15 estimated workshops
 - Tentative Timeline:
 - South Carolina: Q1
 - Georgia: Q2
 - Florida: Q3
 - North Carolina: Q4
- More in depth update in March



Upcoming Events



Florida Keys Outreach Trip

- 1/9-1/14
- Tackle shop outreach
- Sea Grant media headboat trip
- Seminar with the Tackle Box
- FISHstory scanning events
- Florida Keys Seafood Festival

Haddrell's Point Fishing Expo

- Charleston, SC 1/20-1/21

George Poveromo's Seminar Series

- Wilmington, NC 1/20
- Port St. Lucie, FL 2/10
- Myrtle Beach, SC 3/2

Sea Grant Reef Fish Extension Update

December 2023 SAFMC Meeting



SC DNR Reef Fish Survey

- *R/V Palmetto*
- Leg 11 Reef Fish Survey
 - September 17th – 29th
- Chevron trap
- Standardized hook and line
- Surveyed South Carolina MPA's



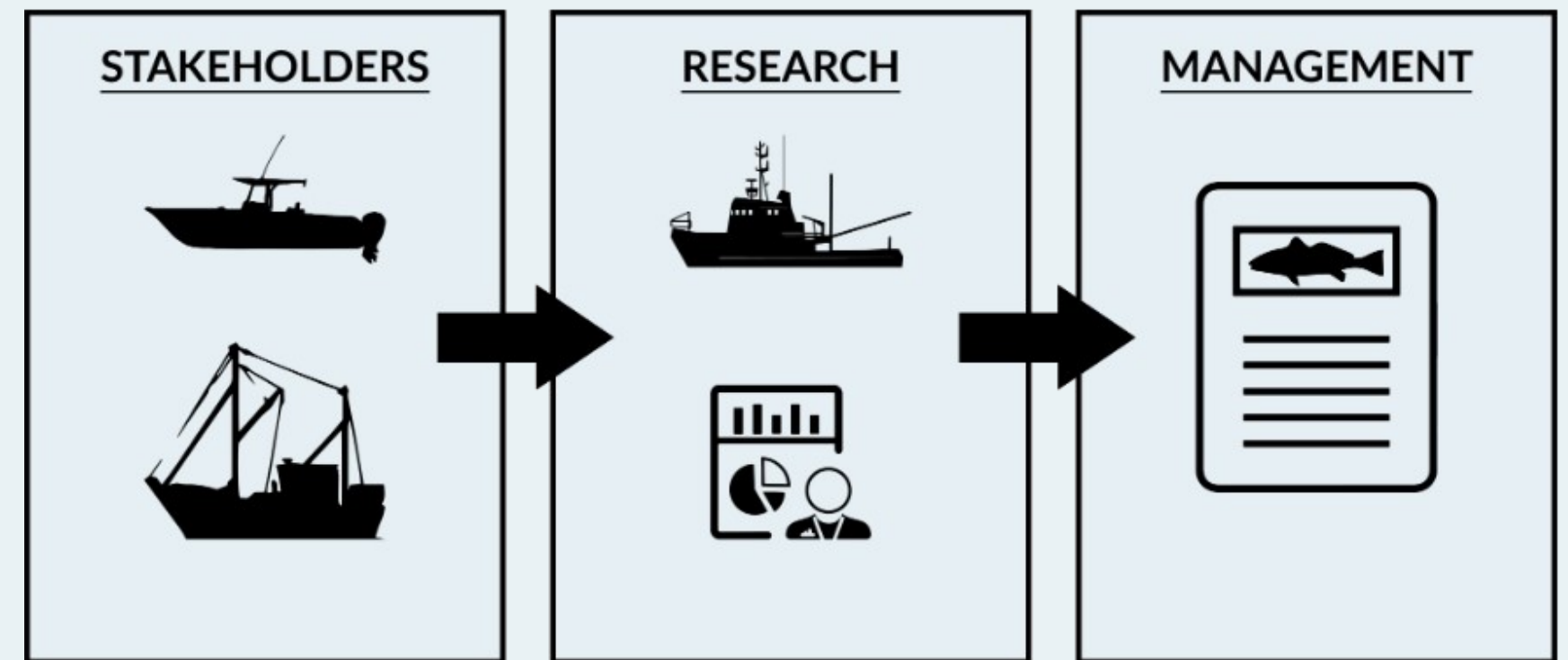
SC DNR Reef Fish Survey

- Independent surveying experience
 - Stronger outreach foundation
- Narrative to be published in an upcoming issue of NC Sea Grant's *Coastwatch* magazine



Reef Fish Extension AP

- October 17th
- New Orleans, LA
- South Atlantic Extension Update
 - AP Discussion
- AP feedback on preliminary results from reef fish longitudinal survey



Isle of Palms Media Trip

- September 5th
- SC Sea Grant writer
Erica Hussey
 - BFP article to be
published in *Coastal
Heritage*
 - Angler preparedness
 - Handling practices
 - Barotrauma physiology
 - Citizen Science





Beaufort Media Trip

- October 25th-26th
- PBS NC
- Pre-trip dockside interviews
 - Meg Withers
 - Scott Baker
 - Kyle Shertzer
 - Tom Roller
 - David Hugo

Beaufort Media Trip

- 11 different species:
 - Scamp
 - Red snapper
 - Black sea bass
 - Gray triggerfish
- Best Fishing Practices 101
 - Descending devices
 - Circle hooks
 - Dehooking tools
 - SAFMC Release
- 2024 SCI NC episode





West Palm Beach Fishing Club

- November 1st
- ~80-100 attendees
- Seminar
 - Trends in recreational fishing effort
 - Importance of BFP
 - Live demonstration of a descending device
 - Question and Answer session with members

Tackle Shop Outreach*

- Murrells Inlet, SC
- Wilmington, NC
- Morehead City, NC
- West Palm Beach, FL
- Pompano Beach, FL
- Jupiter, FL

*Since September Council meeting



Tackle Shop Observations

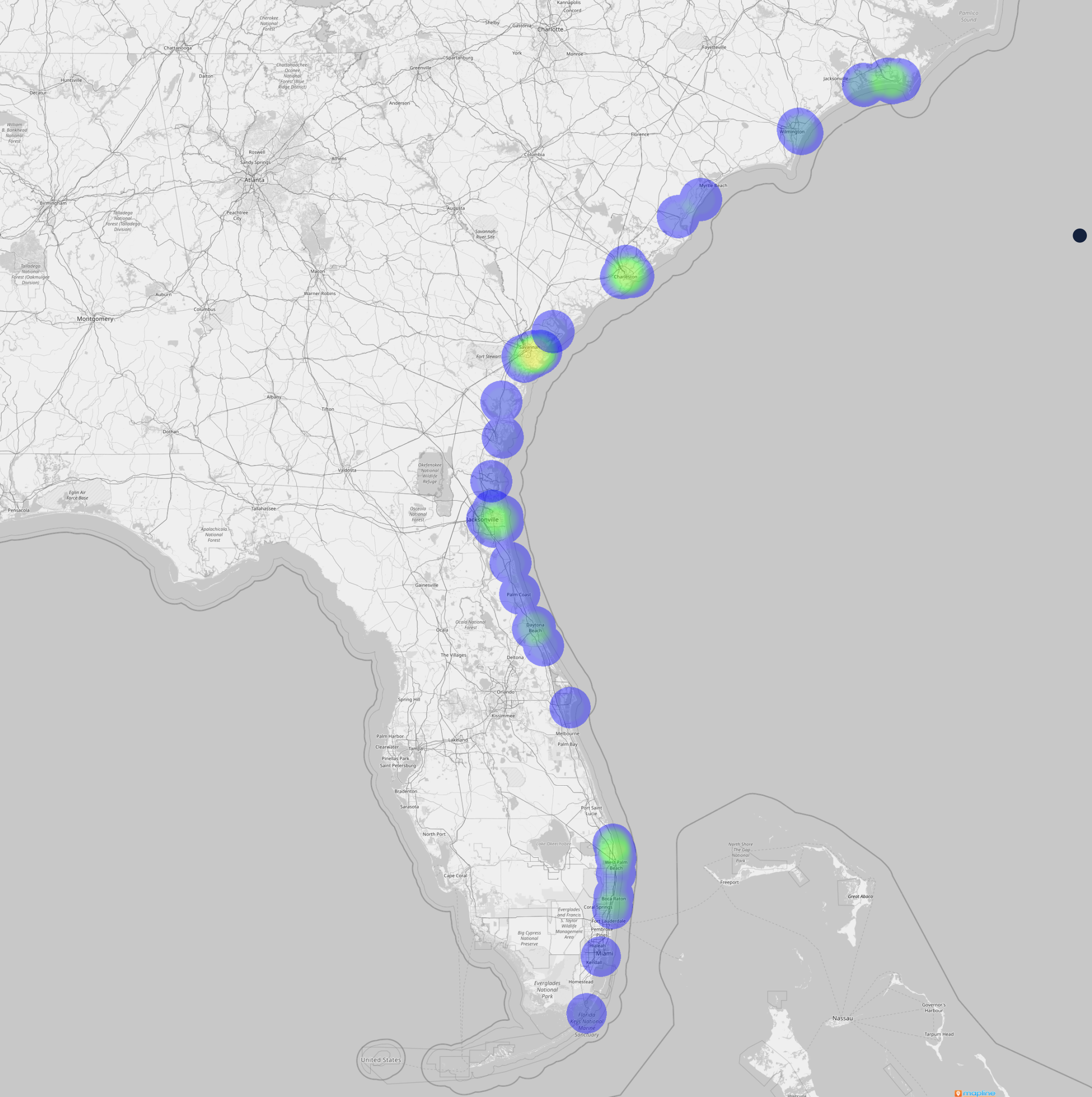
- BFP is generally supported regardless of Council beliefs
- Little confidence in the value of public input
- Mixed opinions on the provisioning of angler data
- Regional red snapper frustration
- Limited descending device inventory
- Willingness to display materials

Tackle Shop Outcomes

- Seminar venues
 - Haddrell's Point Tackle Fishing Expo– Charleston, SC
 - Tackle Box– Marathon, FL
- Public comment opportunities
- SAFMC Release sign-up opportunities
- Angler appreciation

A background image of a sailboat at sunset with red flowers in the foreground. The sailboat is white with a blue canopy and is docked. The sun is low on the horizon, creating a warm, golden glow. In the foreground, there are dark green leaves and several bright red flowers, possibly bougainvillea, which are slightly out of focus.

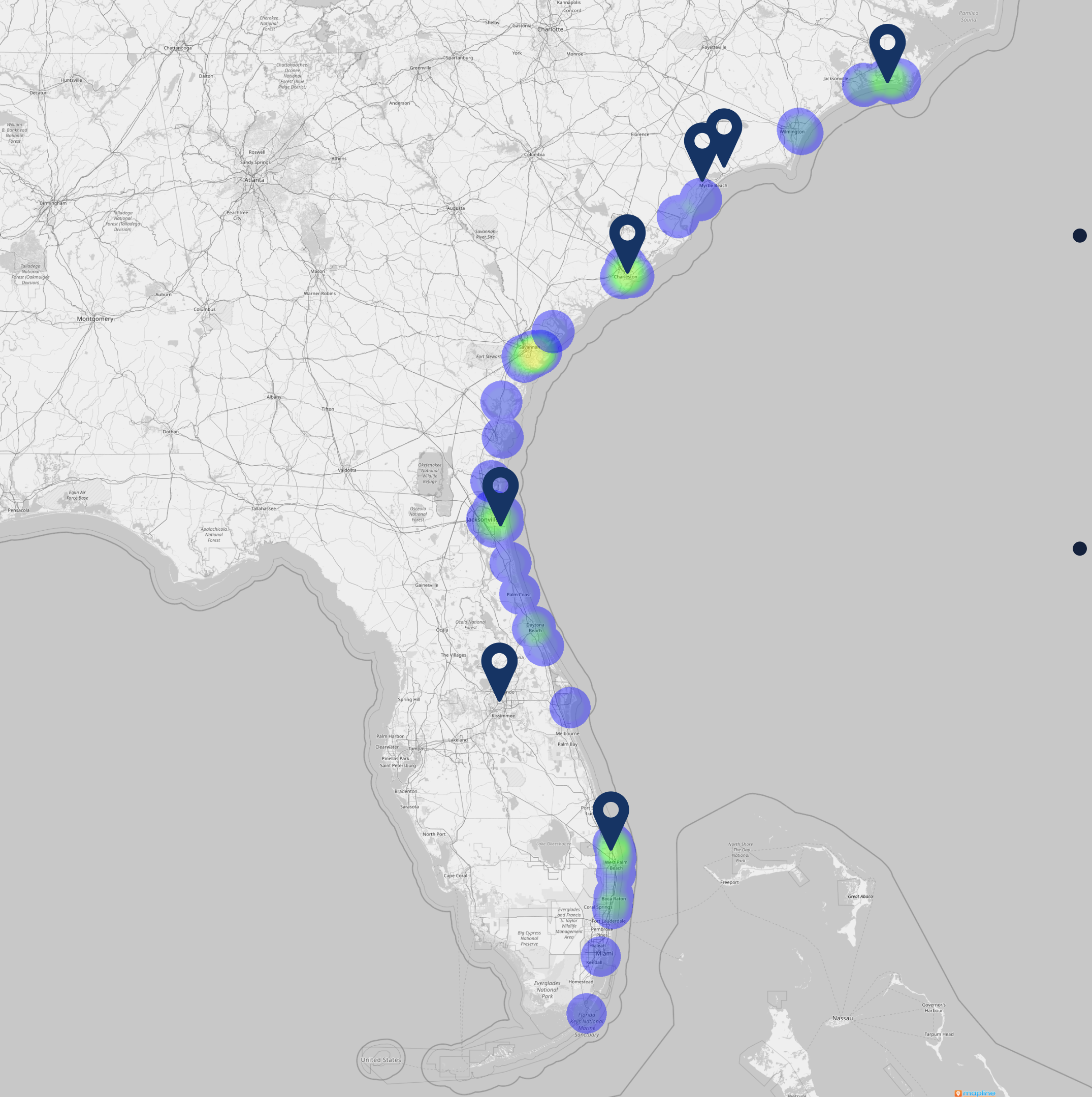
2023 Outreach: *by the numbers*



- 56 shops, marinas, and piers across NC, SC, GA, and FL
 - North Carolina – 8
 - South Carolina – 10
 - Georgia – 14
 - Florida – 24



Tackle Shop Visit Heatmap



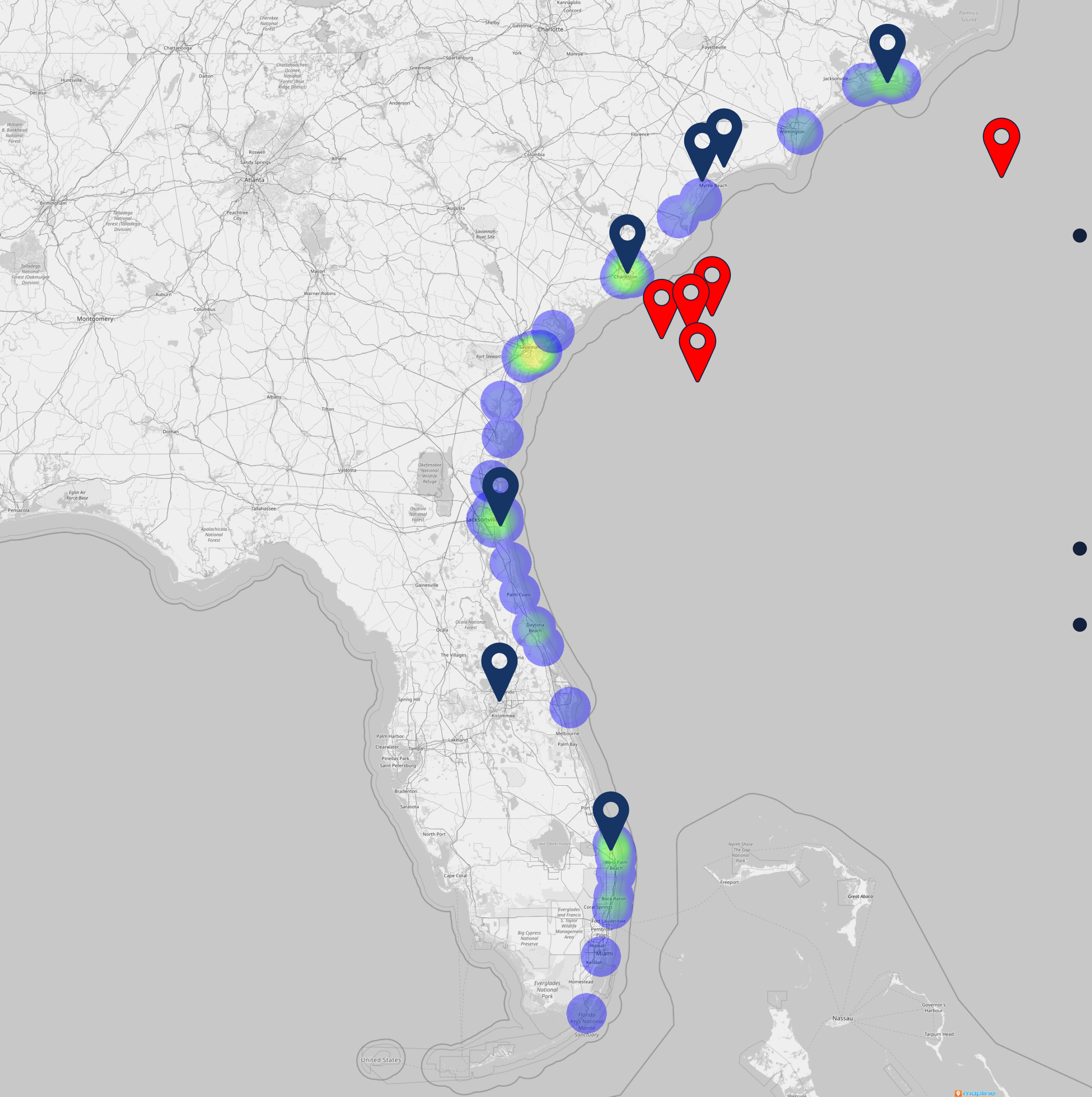
- 56 shops, marinas, and piers across NC, SC, GA, and FL
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- 7 industry events/seminars



Tackle Shop Visit Heatmap



Industry Events/Seminars



- 56 shops, marinas, and piers across NC, SC, GA, and FL
 - North Carolina – 8
 - South Carolina – 10
 - Georgia – 14
 - Florida – 24
- 7 industry events/seminars
- 5 media and content trips



Tackle Shop Visit Heatmap



Industry Events/Seminars



Media and Content Trips

Early 2024 Plans

- FL Keys Outreach
 - Seminar at The Tackle Box
 - Tackle Shop Outreach
 - Key West Sea Grant Media Trip
 - FL Keys Seafood Festival
- Haddrell's Point Fishing Expo
- George Poveromo Seminar Series
- Winter Webinar Series
 - 1/30; Reef Fish Surveying
 - Dr. Wally Bublely
 - 2/13; South Atlantic Red Snapper Research Program
 - Dr. Will Patterson
 - 2/27; Greater Amberjack Count
 - Dr. Sean Powers



Sea 
Grant