

CFMC Highlights



Social Media

Facebook

7,000+ followers

Instagram

1,960+ followers
198% increase in organic reach (last month)

X

140 followers
Joined in Jan 2021
Basic access
Not the favorite platform for our community

LinkedIn

New.
Joined in March 2024
60 followers
Relevant to people and organizations related to science, academy and management

Threads

New.
Joined in June 2024
260+ followers

YouTube

444 subscribers

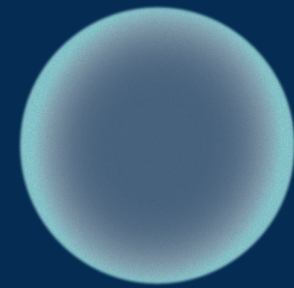




Content

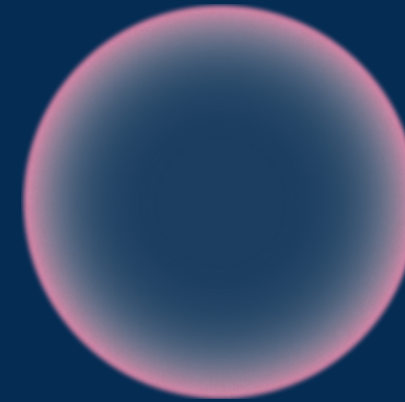
(English & Spanish)

1. Seasonal closures (local & federal)
2. Meetings & Workshops
3. O & E activities
4. Marine Species
5. Shared content
6. Collaborative content
7. Follower's requests
8. Funding Opportunities
9. Bulletins
10. Big Fish Initiative



Read, share download!

- Easy to read in any place and device.
- Download to read offline.
- Easy to share in different platforms.

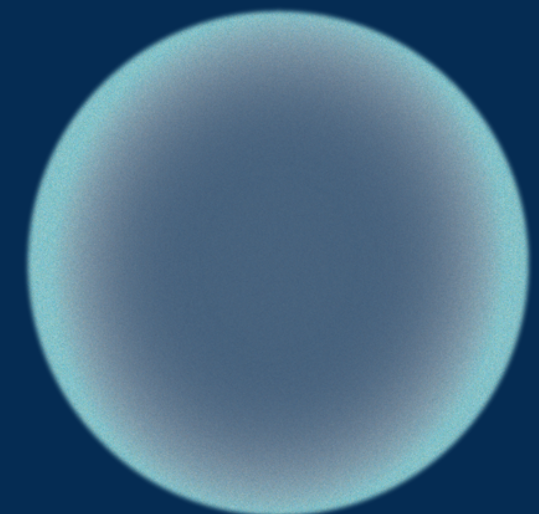


Multiple uses and purposes

- Share outreach and educational materials.
- Meetings materials available online.
- Organize materials by topics and purposes (stacks).

Very good but not perfect!

- A significant part of the CFMC stakeholders still need/prefer hard copies of the O&E materials.



LinkTree



¿Ese pescado se come?

Underutilized Species Campaign

- Effort lead by Jannette Ramos García (CFMC-OEAP Member & Independent Contractor) (see picture)
- Multi-strategy (Festivals, Workshops, Participation in educational and community activities)
- Based in solid collaborations with fishers, agencies, universities, scientists, managers, students, chefs, artists, artisans, among many others



Jannette Ramos García



¡Come pez león y calamar diamante!

Collaborative effort sponsored by:

- CFMC
- PR Sea Grant
- Municipality of Guayanilla
- EcoEléctrica
- HJReefscaping

Objectives

- Promote consumption of lionfish (invasive species) and diamondback squid
- Provide a place where fishers, farmers, artists, chefs, people involved in fisheries science and management, and community can be together
- Reach a myriad of audiences in one place.



¿Ese pescado se come?
Festival
¡Come pez león y calamar diamante!
Música en vivo, artesanías, productos agroecológicos, mesas educativas, degustación de pez león y calamar diamante



10 MARZO 2024
10:00am - 5:00pm

Plaza del Pescador
Barrio Playa, Guayanilla

Invitada especial
Chef Giovanna Huyke

Dedicado a la Dra. Árida Ortiz Sotomayor







¿Ese pescao se come?: Chefs Edition

Collaborative effort sponsored by:

- CFMC
- PR Sea Grant
- UPR
- Orujo
- DeRaíz

Objectives

- Promote consumption of underutilized species.
- Educate chefs on the variety of species available in the US Caribbean and how to manage and prepare them.
- Present a glimpse to fisheries management.

Educación continua para chefs

¡Están cordialmente invitados a participar del curso de educación continua para chefs sobre especies de peces y mariscos subutilizados!

El mismo estará dirigido por el renombrado Chef Carlos Portela.

Fecha: 8 y 9 de julio de 2024
Lugar: Restaurante DeRaíz, Mayagüez, Puerto Rico

Este exclusivo evento reunirá a 15 chefs y cocineros de todo Puerto Rico, seleccionados para participar en una experiencia culinaria única.

¡Esperamos contar con su presencia para aprender y explorar juntos nuevas fronteras gastronómicas!

Para más información, favor de comunicarse a:
comepezleon@gmail.com



¡GRACIAS!



Recuerdo del
Taller para chefs “Ese pescao, ¿se come?”
8 y 9 de julio de 2024
Restaurante DeRaíz, Mayagüez, PR







Lionfish Jewelry

Workshop

A workshop on making jewelry out of lionfish spines was offered in Cabo Rojo as part of the ¿Ese pescao se come? campaign. It was given as a collaborative effort among the CFMC, PR Sea Grant, the Municipality of Cabo Rojo and local artisan Lola Irie (Artesanías Koquipeli).

Objective

- To continue promoting the catch, consumption, and use of lionfish.



Taller Para confeccionar Prendas con espinas de Pez león

¡Ven y participa del taller!

El mismo estará dirigido por la reconocida artesana caborrojeña Lola Irie.

Fecha: lunes, 22 de julio de 2024

Lugar: Biblioteca Pública Blanca Colberg, Cabo Rojo, PR

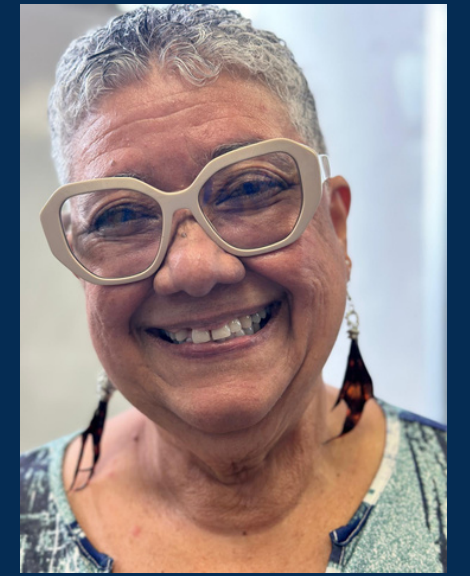
Hora: 2:00 p.m.

El taller es gratuito, pero debes solicitar participar. Solo se aceptarán a las primeras 10 personas que soliciten. Edad mínima para participar: 14 años.

Para más información y solicitar, debes escribir a: comepezleon@gmail.com.



Sustainable Seafood Celebration





A Public Engagement Campaign focused on the protection of Fish Spawning Aggregations in space and time, and the sustainable management of the species that aggregate to spawn in the Wider Caribbean

by the WECAFC Spawning Aggregations Working Group (SAWG)

Ana Salceda
BelugaSmile Productions



TARGET AUDIENCES

Our target audiences are the **fishing community**, **decision-makers**, and the **community**.

FISHERS

Commercial + Recreational
Fishers are an indispensable part of the solution and are our main audience. Their understanding and collaboration are key to the success of the campaign.

DECISION-MAKERS

Among decision-makers, we are focused on three key stakeholders:

1. Policy Makers
2. Fishery Managers
3. Enforcement Officials

GENERAL PUBLIC

The general public (fish consumers & travelers to the Caribbean) is critical because they drive demand through buying habits in the Caribbean and beyond can support or encourage decision-makers and can influence protection of the targeted species

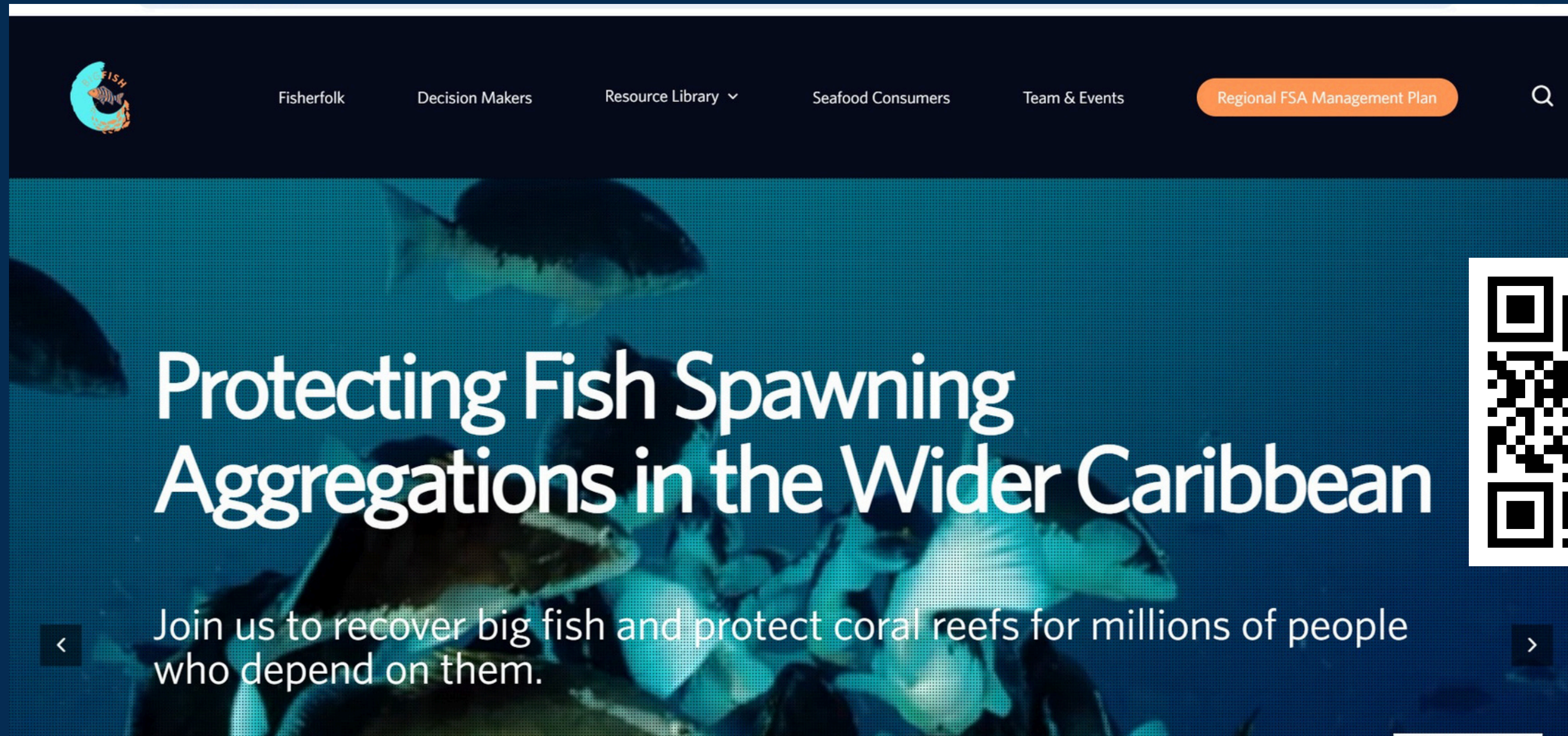
CAMPAIGN PRODUCTS

- A 1-hour film for international broadcast, **"Treasure of the Caribbean,"** in co-production with Nature/PBS, TMS (Red Bull), The Howard Hughes Medical Institute's Tangled Bank Studios (HHMI/TBS).
- **Radio kits (include PSAs)** -- focused on banning fishing during spawning seasons for both species-- as well as podcasts.
- **Short-films:** Two short films have been produced in three different languages: English, Spanish and French.
 - **Nassau Grouper Against The Clock:** A 3-min film addressed to decision-makers. A call to action to protect Nassau Grouper.
 - **F2F Advice: Fish Smart:** A 4-min film aimed at Caribbean fishers is a call to action from fishers to their colleagues



- **The Digital Hub**
- **Social Media Platforms:** Instagram, Facebook, LinkedIn & X
- **Posters** for both species
- **Citizen Science Program for fishers & enforcement officials:** in collaboration with local partners throughout the Caribbean we are using these materials and partners' in workshops and other live events to inform our target audiences on the importance of connectivity and benefits to let species spawn, as well as to engage them in the protection of FSAs.
- **Big Fish Initiative Newsletter**

Big Fish Initiative Hub



The image shows a screenshot of the Big Fish Initiative Hub website. The top navigation bar is dark with a logo on the left and several menu items: Fisherfolk, Decision Makers, Resource Library (with a dropdown arrow), Seafood Consumers, Team & Events, and a highlighted orange button for 'Regional FSA Management Plan'. A search icon is on the far right. Below the navigation is a large banner with a blue-tinted background of fish. The main headline reads 'Protecting Fish Spawning Aggregations in the Wider Caribbean'. Below the headline is a sub-headline: 'Join us to recover big fish and protect coral reefs for millions of people who depend on them.' Navigation arrows are visible on the left and right sides of the banner.

Fisherfolk Decision Makers Resource Library ▼ Seafood Consumers Team & Events **Regional FSA Management Plan** 🔍

Protecting Fish Spawning Aggregations in the Wider Caribbean

Join us to recover big fish and protect coral reefs for millions of people who depend on them.



Fisheries Liaisons



Nicole Greaux
STT/STJ



Liandry de la Cruz
STX



Wilson Santiago
PR

St. Thomas / St. John



St. Croix



Puerto Rico





PROGRAMA DE EDUCACION PARA PESCADORES COMERCIALES

TEMAS: Licencias, permisos, estadísticas pesqueras y reglamentación estatal y federal para la pesca comercial

 martes, 16 de julio de 2024
4:30 PM

 **Asociación Pesquera de Culebra**
Culebra, PR



Para más información y registro, contacta a:

WILSON SANTIAGO SOLER
OFICIAL DE ENLACE DE
PESQUERÍAS EN PR



787-344-0956




wilson.santiago.cfmc@gmail.com



PROGRAMA DE EDUCACION PARA PESCADORES COMERCIALES

TEMAS: Licencias, permisos, estadísticas pesqueras y reglamentación estatal y federal para la pesca comercial

 martes, 23 de julio de 2024
4:30 PM

 **Centro Comunitario Stella**
Parcelas Stella, Rincón, PR



Para más información y registro, contacta a:

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PESQUERÍAS EN PR



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MREP

MREP PR

TALLER DE CIENCIA Y MANEJO PESQUERO

Desarrollado por pescadores para pescadores, MREP provee una oportunidad para profundizar en la manera en cómo se formulan las regulaciones federales y se recopilan los datos.



**AGOSTO 22-25, 2024
FAJARDO, PR**

¡SOLICITA AHORA!

GRATIS PARA LOS PARTICIPANTES SELECCIONADOS



<https://mrep.gmri.org/apply>

Vanessa Ramírez, (787) 387-0821

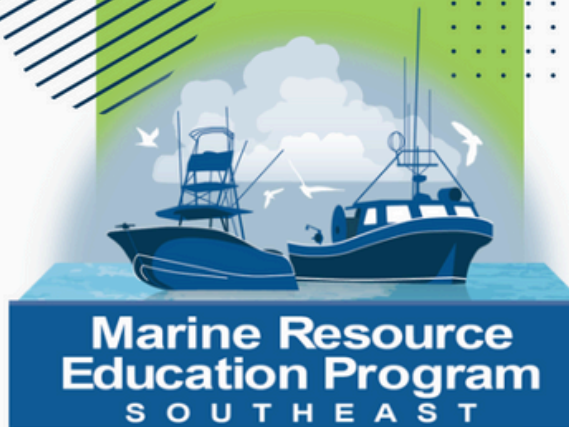


Wilson Santiago, (787) 344-0956

Marcos Hanke, (787) 646-2585



cpickett@gmri.org



MREP USVI

FISHERIES SCIENCE & MANAGEMENT WORKSHOP

Developed by fishers, for fishers, MREP provides fishers and others who are interested in federal fisheries with an opportunity to gain insight into how fisheries data are collected and how federal regulations are made.



**MAY 14-16, 2024
ST. CROIX, USVI**

JOIN NOW

FREE FOR SELECTED PARTICIPANTS



<https://mrep.gmri.org/apply>

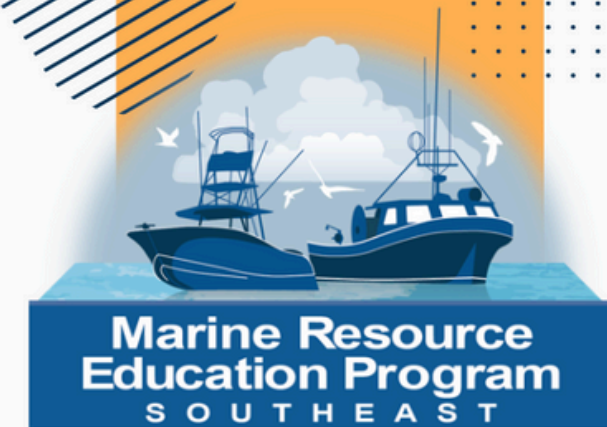


Julian Magras, (340) 626-7405

Carlos Farchette, (340) 244-8061



cpickett@gmri.org



¡Gracias!
Thank you!

