



VMRC FISHERIES NEWS

This newsletter provides only a summary of management measures adopted by the Commission and has no legal force or effect. The purpose of this newsletter is to explore events and issues of interest to commercial watermen, VMRC managers, Law Enforcement, researchers, and the Commission.



Volume 16, Issue 1
Spring 2008

VIRGINIA MARINE RESOURCES COMMISSION AND VIRGINIA MARINE PRODUCTS BOARD JOINT NEWSLETTER



Inside this issue:

Blue Crab Regulations Changes	2-5
Menhaden and River Herring Identification	6
Striped Bass Update	7
Other Fisheries Related Updates	8
Virginia Marine Products Board	9-13
Meetings	14

In an effort to reduce cost expenditures, the Virginia Marine Products Board has partnered with the Virginia Marine Resources Commission (VMRC) in producing this edition of the VMRC Fisheries Newsletter. Inside, you will find news updates from VMRC on the blue crab fishery, river herring and menhaden identification, the striped bass fishery and management related items. Following the VMRC pages, seafood product–promotion information from the Virginia Marine Products Board is presented on pages 9 through 13, including an update on the promotion of Virginia Seafood locally and overseas, including the Chesapeake Ray.

WEB-BASED ONLINE REPORTING UPDATE

VMRC staff continues to move forward with efforts to provide a web-based online reporting application for the Mandatory Reporting Program. In discussions with staff, members of the oyster and clam aquaculture industry described their desire to move away from paper reporting methods and towards a web-based computer program that allows submission and review of their daily harvest reports. Development of such a program does not mean that VMRC will discontinue the traditional paper reporting methods, as we recognize not all commercial harvesters want to use a computer reporting system.

Already, staff has implemented online reporting systems for the charter boat fishery and a recreational fishing journal (www.vasaltwaterjournal.com). Currently, staff is working towards finishing upgrades to all agency computer systems to handle newer, more modern, applications. An online reporting program is in the development stage, and staff will announcement further development details later this year.



New Point Comfort - Courtesy of Chesapeake Bay Lighthouse Project

Blue Crab Fishery Update

Despite conservation measures taken by Virginia and Maryland for more than a decade, the total Bay-wide harvest of crabs dropped from 89 million pounds in 1997 to 44 million pounds in 2007.

We now know based on the fishery-independent bay-wide winter dredge survey that the abundance of crabs in the Chesapeake Bay remains 70 percent lower than population estimates in the early 1990s.

Water quality, oxygen dead zones, and loss of underwater grass beds that shelter juvenile crabs contributed in the drastic reduction of the Bay's crab population.

Scientific data show that overfishing has played a role as well. Although active effort has decreased substantially during the last 5 years, there remains more effort in the fishery than the blue crab stock can withstand and remain "healthy."

In order to maintain a sustainable stock, an appropriate

percentage of harvestable-size crab removal in the Chesapeake Bay is 46%. This threshold has been exceeded in 12 of the past 18 years, and overfishing (where the crab removal percentage is greater than 53% of the harvestable stock) has cut into the species' ability to reproduce in 7 of the past 10 years.

Because the female blue crab's life cycle takes it from bay to the ocean, back through the lower Chesapeake Bay, into Maryland's waters, and back to the lower bay, both states have worked together to find a Bay-wide solution, to reduce the harvest of female blue crabs by a minimum 34% in 2008 in order to increase the amount of spawning crabs and increase the abundance of the stock..

"We hope and expect that acting together we can turn this around," Commissioner Bowman said. "The crab is resilient and a prolific breeder, and our actions should save the species and rebuild the population so that harvest levels for our watermen will return to where they should be."

2008 Commission Rulings Pertaining to Blue Crabs

Since December 2007, there have been numerous public hearings and items passed by the Commission, pertaining to the blue crab fishery, that you may not be aware of. The following is an overview of what has been adopted and how it may effect you, as of the print date of this newsletter.

CONTROL DATE (January 22, 2008 Commission Meeting): The Commission established December 17, 2007, as the control date for management of all blue crab fisheries in Virginia. Participation by any individual in the crab fishery, after the control date, will not be considered in the calculation or distribution of crabbing rights should further entry limitations be established. Any individual entering the crab fishery, after the control date, will have no right to future participation in the crab fishery should further entry limitations be established.

What does the control date mean for John and Jane Crabber?

If you have been inactive in the crab fisheries, in the past few years, don't rush out and set a bunch of gear this year just so you can show you have purchased your license and reported harvest. All individual license data, and all individual harvest data, reported after December 17, 2007, will not be considered if the Commission decides to limit the number of participants in the blue crab fishery at some future date.

AGENT USE (February 26, 2008 Commission Meeting): The Commission restricted the use of agents, whereby a commercial fisherman can only use one person, as an agent, at any time and shall possess the Commercial Fisherman Registration License and gear license of the commercial fisherman while fishing. However, any person licensed to harvest blue crabs commercially shall not be eligible to serve as an agent. Before becoming an agent in any crab fishery, the licensee must register that person with the Commission and receive the approval of the Commission, prior to any harvesting activity.

(continued on page 3)

Blue Crab Fishery Update Continued

(continued from page 2)

What does the agent rule mean for John and Jane Crabber?

If John Crabber has a gear license for blue crabs (such as a crab pot license), and Jane Crabber does not have a gear license for blue crabs, Jane can be an agent (upon registration and approval by the Commission) for John. If she is an agent for John, she cannot be an agent for anyone else. However, if Jane also has a gear license for blue crabs, she cannot be an agent for anyone, nor can John as he already has a gear license for blue crabs.

CULL RINGS (February 26, 2008 and April 22, 2008 Commission Meetings): In February, the Commission required that the 2 5/16–inch cull ring be opened in hard crab pots in the mainstem of the Chesapeake Bay, Tangier and Pocomoke Sounds, and the seaside of Accomack and Northampton Counties (the 2 5/16–inch cull ring was already open in the western tributaries of the Chesapeake Bay, and a 2 3/16–inch cull ring was open everywhere). At the April meeting, the Commission required that all hard crab pots, in all waters except the seaside of the Eastern Shore, have two additional open cull rings, 2 3/8–inch in size, added by July 1, 2008. As this last measure was by emergency action, the Commission will hold a public hearing on May 27 before making a final decision on the 2 3/8–inch cull ring. See page 8 for supplier phone numbers that have 2 3/8–inch cull rings in stock.

WINTER CRAB DREDGE FISHERY (February 26, 2008 and April 22, 2008). In February, the Commission limited entry into the crab dredge fishery to those licensees who actively participated (reported harvest) in the crab dredge fishery in both the 2005/06 season (December 2005 through March 2006) and the 2006/07 season (December 2006 through March 2007). However, upon further review, and the need to reduce the total harvest of female blue crabs by 34%, the Commission enacted a statewide closure of the winter dredge fishery and repeal of all other crab dredge regulations.

PEELER SIZE LIMIT (February 26, 2008): The Commission increased the minimum size limit for peeler crabs. The minimum size limit for peeler crabs before July 16 will be 3 1/4 inches, and 3 1/2 inches July 16 and later, except on the seaside of Accomack and Northampton Counties. On the seaside of Accomack and Northampton Counties, the peeler size limit will be 3 1/4 inches for the entire season.

FEMALE HARVEST CLOSURE (April 22, 2008): The Commission has prohibited the harvest of female blue crabs, by any gear, from October 27 through November 30, 2008.

POT REDUCTIONS (April 22, 2008): Effective May 1, 2008, by Emergency Regulation, all peeler pot fisherman will be limited to 70%, or 210 peeler pots (maximum), for 2008 and 2009. Also, any licensee who holds any valid hard crab pot license will be limited to 85% of the maximum of those pot category licenses in 2008, and 30% in 2009, as follows:

Hard Crab Pot License Type	Pots allowed by gear license before May 1, 2008	Pots allowed by gear license after May 1, 2008	2009 allowed pot license amounts
Crab Pot 100 or less	100	85	70
Crab Pot 150 or less	150	127	105
Crab Pot 200 or less	200	170	140
Crab Pot 300 or less	300	255	210
Crab Pot 500 or less	500	425	350

(continued on page 4)

Blue Crab Fishery Update Continued

(continued from page 3)

CONSERVATION SUMMONS (April 22, 2008): The Commission now requires summoning of any person, to the Commission, for a license revocation hearing, who has been convicted of two blue crab conservation violations in a 12-month period. A conservation violation is when someone inhibits a conservation management measure, such as closing off the opening for a cull ring, harvesting undersized crabs, or harvesting female blue crabs during the season closure (October 27 through November 30).

FIVE POT COMMERCIAL LICENSE FOR RECREATIONAL USE (April 22, 2008): The Commission eliminated the 5-pot license for recreational purposes, effective May 1. Under state law, any person may use a dip net, hand-line, or two crab pots to take up to one bushel of hard crabs or two dozen peeler crabs, for personal use, without any license.

POT MARKING (upcoming May 27, 2008): The Commission will hold a public hearing in May to consider a proposed regulation prohibiting the marking of crab pot buoys, with more than one identification number. Exceptions, for fishermen, who also crab in the Potomac River or in North Carolina, will be considered.

POT TAGGING AND EFFORT CONTROL (2008): The Commission has directed staff to prepare a timeline for the consideration and implementation of a crab pot-tagging program and effort reduction and transfer system.

BLUE CRAB SANCTUARY (March 25, 2008): The Commission extended the blue crab sanctuary time period by moving the start date for Area 1 and Area 2 of the sanctuary forward to May 1, from the previous June 1 start date. From May 1 through September 15, you cannot take, harvest, or possess crabs for commercial purposes in the sanctuary waters. It is still unlawful to take or catch crabs for resale from June 1 through September 15 in the original 1942 sanctuary areas, as defined by §28.2-709 of the Code of Virginia.

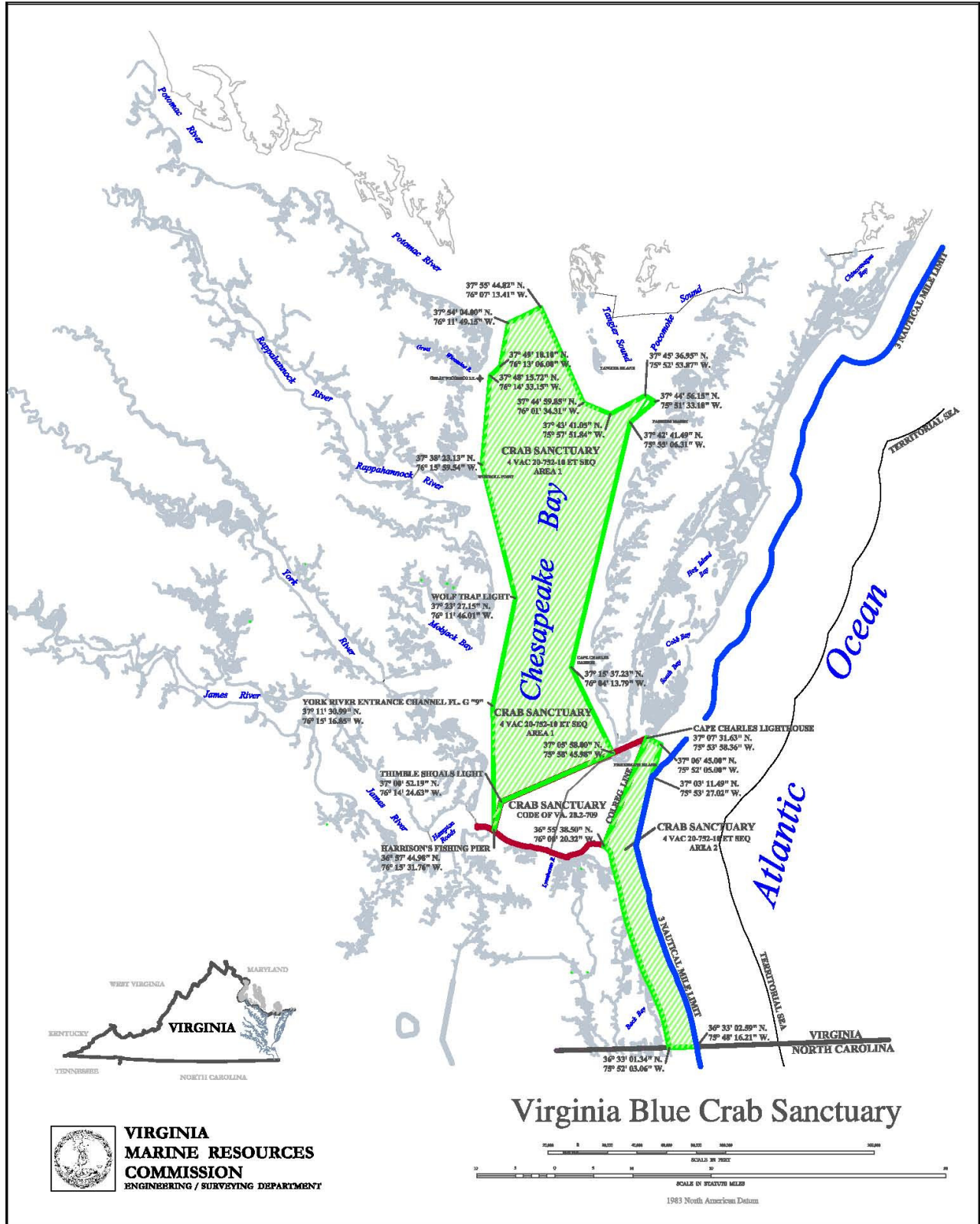
The updated map is included on page 5 and posted online at the following web addresses:

http://www.mrc.virginia.gov/regulations/crab_sanctuary.pdf

<http://www.mrc.virginia.gov/regulations/fr752.shtm>



Blue Crab Fishery Sanctuary Map



This newsletter provides only a summary of management measures adopted by the Commission and has no legal force or effect. Please refer to the actual regulation for legal documentation.

Menhaden and River Herring Identification

River herring (a combination of Alewife, *Alosa pseudoharengus*, and Blueback Herring, *Alosa pseudoharengus*) are anadromous fish that are generally caught during the spring, while the populations are moving between their spawning grounds and the open ocean. Recently, staff has noticed a significant number of reported landings of these species during unexpected times of year, particularly in the late summer. Many individuals contacted about the landings have told us that the fish reported as alewife were actually menhaden (alewife is a common name used for a variety of species). We have also received comments about the difficulty in discerning alewife from blueback herring, another closely related species. In order to keep accurate records of landings, species must be identified, and reported correctly. To keep everyone on the same page, here is a brief recap of the reporting issues, and/or identification issues of these species.

When filling out harvest reports, please use the code “BBH” for blueback herring, “ALE” for alewife, and “MEN” for menhaden. Blueback herring and alewife are very closely related species, and identification between the two is often difficult. Physically the two best characteristics are the color of the peritoneum (lining of the body cavity) and the eye size relative to snout length. The peritoneum of blueback herring is black to dusky in color, while the peritoneum of alewife is dusky to pale, sometimes with spots.

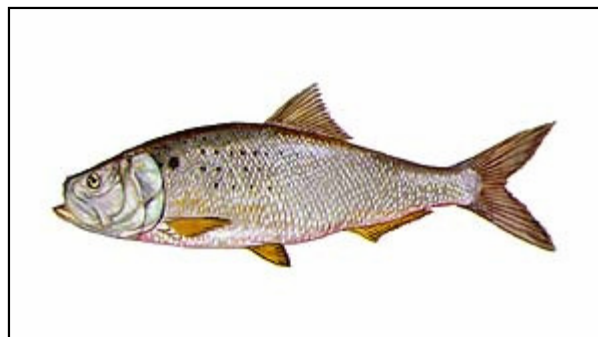
While the peritoneum is a good differentiation method between the species, eye size is more accurate. While both species have large eyes, the diameter of an alewife eye is greater than the snout length, and the diameter of a blueback herring eye is less than or equal to the snout length (see pictures for clarification). Blueback herring also tend to arrive in the lower Chesapeake Bay slightly later than alewife (blueback herring arrive in April while Alewife can arrive in February and March).



Blueback Herring (BBH)—eye diameter is less than or equal to the snout length



Alewife (ALE)—eye diameter is greater than snout



Menhaden (MEN)—smaller eye, deeper body, and black shoulder spot

Attention Striped Bass Permittees!

Thank you for a very successful 2007 Striped Bass Season! Please read the following information so that we can continue to help you as efficiently as possible.

Those wishing to transfer striped bass quota should set up an appointment, prior to arriving to VMRC. This is to ensure that there will be a trained staff member available to help you with the transfer. If you do not have a pre-arranged appointment with staff, we cannot guarantee your transfer will be processed that day which may result in an additional trip by appointment. Please contact Mike Johnson (757) 247-2245 to schedule an appointment prior to traveling to the Newport News office.

In order to complete the transfer, both parties will need to bring a drivers license (or state ID), striped bass permits, any landings of striped bass which have not been turned into VMRC, and any unused tags.

If you need to get additional tags to fill your quota you will still need to call VMRC to set up an appointment. You can call to set up an appointment before you run out of tags. Items you will need to bring include your striped bass permit, a report of any landings that have not been submitted to VMRC, and any unused striped bass tags.

When reporting harvests to the mandatory reporting department, please remember to fill the mandatory reporting forms out completely to prevent any confusion regarding your landings.

- Be sure to list the number of tags you used for each daily report.
- If you sell striped bass to out-of-state buyer or retail to anyone who is not a Virginia licensed striped bass buyer, then you need to fill out a receipt for each transaction that involved more than 10 pounds of fish.
- If fishing with another striped bass permittee, please be sure that you include whose tags and quota were used for all of the striped bass landed. This can be done by using the proper MRC_ID



number for each individual landing report.

- Please be sure to submit your reports on a timely basis, by the 5th of the following month. This includes having all of your reports to VMRC as soon as possible after the season ends to ensure that you will be eligible to pick up your tags for the following year before the season begins.

You will not be able to pick up the tags for the following years' quota, if all tags are not accounted for by early January. If you have lost tags, then you must pay for these lost tags before you can pick up your new season's tags. Tags must be turned in or mailed to the Newport News VMRC Office, ATTENTION: MIKE JOHNSON (2600 Washington Ave, 3rd floor, Newport News, VA 23607).

Please be aware that there have been a few rule changes made to the fishery this year. First, fish must be tagged at the place of capture. Second, possession of any other state's or jurisdiction's striped bass tags in Virginia waters or possession of a previous years Virginia striped bass tag are prohibited. The only exception is in the Virginia tributaries of the Potomac River where individuals may possess PRFC striped bass tags. Third, Virginia Marine Patrol Officers may confiscate any illegally tagged or untagged striped bass, and those confiscated fish will count against that person's current year quota. If a person has been found guilty by a Virginia Court of Law, for a striped bass violation, that person becomes ineligible to receive any additional tags or conduct any quota transfers, for the remainder of that season.

OYSTER GROUND PUBLIC NOTICE

NOTICE IS HEREBY GIVEN BY THE VIRGINIA MARINE RESOURCES COMMISSION (VMRC), PURSUANT TO AUTHORITY GRANTED THE COMMISSIONER BY CHAPTER 4 VAC 20-720-35, THAT ON APRIL 21, 2008:

THE PUBLIC OYSTER GROUND HAND TONG HARVEST SEASON IN THE JAMES RIVER SEED AREA INCLUDING THE DEEP WATER SHOAL STATE REPLENISHMENT SEED AREA AND JAMES RIVER JAIL ISLAND AND POINT OF SHOALS CLEAN CULL AREAS IS HEREBY EXTENDED THROUGH JUNE 30, 2008

CULL RINGS AVAILABLE- Contact: I-Coopers (757) 722-4011 or Ocean Products Research Inc. (804) 725-7730

BLACK DRUM BUYERS- You are required to possess a black drum buying permit in order to purchase black drum from commercial fishermen. All interested buyers must complete an application to receive a permit. Contact Carter Shackelford at (757) 247-2115, to request an application.

CHARTER BOATS- All charter boats fishing for striped bass are required to obtain a striped bass permit and report all striped bass caught and harvested to VMRC. Contact VMRC staff to request an application and reporting forms.

OYSTER REPORTING BE ADVISED

Please do not put your oyster harvest report (457's) and oyster harvest tickets (453's/455's) with your oyster taxes in with your mandatory reporting system envelope. These are separate reporting systems and it will only delay the processing of your tax payment or cause the possible loss of your check or money. It should be mailed directly to the attention of the Conservation and Replenishment Department.

FOUND A STRANDED SEA TURTLE ?? PLEASE CONTACT- Virginia Beach (Science Museum) - (757) 437-6159. Virginia Institute of Marine Science - (804) 684-7313.

STRIPED BASS TAGS- You must record the number of tags used daily on your mandatory reporting forms. Maroon tags are for the Chesapeake Area, and white tags are for the Coastal Area.

STRIPED BASS BUYERS- All buyers are required to possess a striped bass buyer's permit, in order to purchase striped bass from commercial fisherman. For assistance, please call VMRC staff.

STRIPED BASS BUYER REPORTS- Permitted buyers shall provide written reports to the Commission of daily purchases and harvest information on forms provide by the VMRC. Reports shall be completed in full and submitted monthly, no later than the 5th day of the following month. In addition, during the month of December, each permitted buyer shall call the VMRC interactive Voice Recording System, on a daily basis, to report his name and permit number, date, pounds of Chesapeake area striped bass purchased and pounds of Coastal area striped bass purchased.

MANDATORY REPORTING COMPLIANCE

Be advised. Mandatory Reporting forms shall be completed in full and submitted monthly, no later than the 5th day of the following month. In the future, once you are notified that your monthly reports are overdue, you will be provided a 45-day window to correct any and all reporting discrepancies or you will be summonsed to appear before the Commission for a license revocation hearing.



FISH EYE VIEW E-NEWS (Pages 9-13)

A periodic industry publication of the Virginia Marine Products Board



INTERNATIONAL BOSTON SEAFOOD SHOW REPORT

The International Boston Seafood Show is the largest seafood show in the world with approximately 20,000 national and international seafood buyers. Each year, Virginia Marine Products Board has a two hundred square foot trade show booth that anchors the Virginia Seafood Pavilion. Competitive states have similar pavilions.

The major objectives for the board are to provide pre-sold customers to Virginia suppliers and harvesters, promote Chesapeake Ray, display a variety of Virginia species of finfish and shellfish, answer buyers questions, distribute promotional and educational materials, and provide an eye-catching venue for seafood processors and harvesters to sell their products. Thirteen Virginia seafood companies had booths at the show with many more walking the show and meeting customers. Booth traffic was non-stop with private meetings being held with buyers as well. To set the pavilion apart, plastic bags with Virginia Seafood pictures on them were provided to customers from a stand at each booth.



Because a ray grant was used to pay for part of the exhibit, Chesapeake ray was the focus of this year's show. The chef and staff provided expert information about ray to hundreds of trade show attendees. Interest builds each year in this product. Ray fact and sales sheets were distributed and booth staff had ray logo shirts. The audience for the sampling demonstrations also enjoyed our mascot—a plush, stuffed Cow nose ray which was useful in describing the real fish. To promote ray, we mailed flyers and sell sheets to 836 chefs and distributors on the East Coast inviting them to visit the booth and participate in a ray tasting and learn more about promoting this new seafood item. Chef John Maxwell helped in showing various techniques on how ray can be prepared and provided taste samples.

(continued on page 10)



FISH EYE VIEW E-NEWS (Pages 9-13)

A periodic industry publication of the Virginia Marine Products Board



(continued from page 9)

Staff generated over 90 immediate domestic and international leads to Virginia seafood suppliers from the trade show exhibit with many more forthcoming. Fifty seven of the trade leads were interested in ray. Approximately 300 pieces of Virginia seafood literature was distributed covering numerous Virginia seafood products. Hundreds of logo seafood bags were taken home by participants. Pavilion participants and other Virginia exhibitors benefited from staff directed buyer meetings.

Visitors to the Virginia Marine Products Board exhibit at the 2008 International Boston Seafood Show increased from previous years, partly in response to the flyers mailed to East Coast chefs and distributors.

Because Virginia is number four in the United States in the volume of marine products harvested, it is important that we are represented at this, the largest seafood show in the United States and our continued participation is important. The International Boston Seafood Show is effective in reaching buyers and introducing new products. Trade leads obtained at this event have been distributed to the entire Virginia seafood industry, i.e., watermen, processors and distributors for follow up.

Pavilions and company booths have become increasingly large and expensive, making it difficult for Virginia to compete for visibility. Often major pavilions are supported by country or state governments. Major receptions are also paid for by competitive state governments.

Seafood is a huge, international business with Virginia being a small part. Most major domestic producers purchase some products from overseas. To compete and provide a visible alternative for watermen, the board must work to assist companies to export. The seafood world is indeed flat with former customers becoming suppliers, seafood being shipped to low wage countries for further processing then returned to US companies to be sold domestically and

around the world, processors dependent on H2B workers from Mexico for domestic labor and Virginia processors selling to importers.

BUDGET UPDATE

The board's revenue from license fees last year—FY 2006/2007 was at a historic low because of dramatically lower sales in crab and oyster licenses and a more gradual decline in overall license fees. We have lowered our projected revenue and have revised our marketing plan for FY 2007/2008 based on a \$38,000 shortfall. Because we know that license sales fluctuate, we always plan on having a \$60,000 carry-over year after year. Aquaculture license revenues year to date are \$3,050, so the new license has not dramatically increased Virginia Marine Products Board's revenue. Because of this shortfall, the staff will continue to work very hard on our grants and cooperative programs during the year.



FISH EYE VIEW E-NEWS (Pages 9-13)

A periodic industry publication of the Virginia Marine Products Board



Chesapeake Ray Report



The board received a grant of \$75,000 from Virginia Marine Resources Commission's Commercial Fishing Advisory Board to focus on the Mid-Atlantic States and Korea to promote the Chesapeake ray.

We have completed four sell sheets to be used by ray producers and distributors to introduce ray to their customers. *Please contact the board to receive samples.*

Joe Cardwell, along with chef consultant, Chef John Maxwell, have conducted thirty-five training programs to wholesale distributors and their sales staff to educate them about the ray and furnish a sampling. Fifteen companies have added ray to their seafood lines. Joe usually receives a positive response from these visits. He has also visited the Jessup, Maryland and the New Fulton Fish Market at Hunt's Point in New York. As a part of the test market, 390,000 pounds of ray were processed last year for the food service market and the bait market.



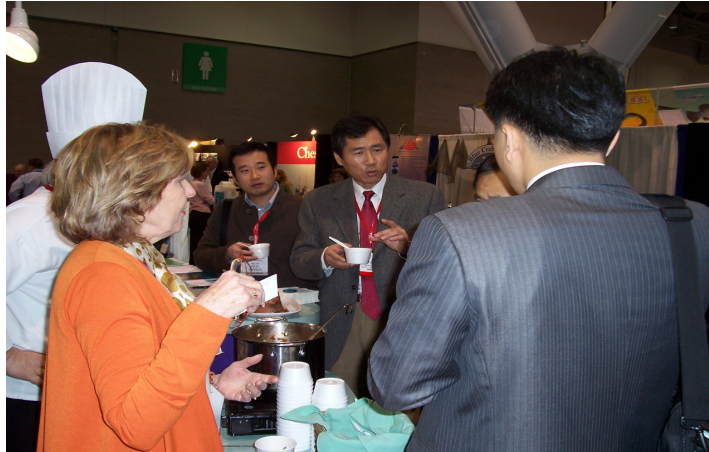


FISH EYE VIEW E-NEWS (Pages 9-13)

A periodic industry publication of the Virginia Marine Products Board



Reverse Trade Mission



Through a Southern United States Trade Association (SUSTA) reverse trade mission, eight Korean buyers met with all Virginia seafood companies who were exhibitors at the Boston Seafood Show. Individual meetings were also held between ray suppliers and importers. Through SUSTA, meetings were held with other international buying delegations.

Russian Tour, February 20-22, 2008

The General Director of Elitmarket, Moscow, Russia toured Virginia processors plants. This company is a very large importer/processor with its own boats. He is interested in squid, scallops, surf clams, clams and Atlantic mackerel. Due to a cooperation program with the Virginia Department of Agriculture and Consumer Services, seafood companies received orders from Elitmarket.

European Seafood Exposition

The European Seafood Exposition will be held in Brussels, Belgium, April 22-24, 2008. There will be one Virginia company attending, Wanchese Fish Co. SUSTA will display and sample scallops, croaker, Chesapeake ray, eel, Atlantic mackerel, spot, clams and surf clams. All expenses are paid for by the Southern United States Trade Association for a multi-state pavilion. Trade leads will be distributed to our industry.



FISH EYE VIEW E-NEWS (Pages 9-13)

A periodic industry publication of the Virginia Marine Products Board



MARKET REPORT – Joe Cardwell

Bill Board Advertising

Virginia Marine Products Board developed an aggressive trade and consumer advertising campaign from suggestions from the board.

The billboard ads went up at the end of June and ran through August. The billboards showed a variety of different seafood dishes. These were to make tourists and consumers visiting Virginia more aware of the availability of Virginia seafood, in hopes they will select it for dinner, as well as advertise the Virginia seafood industry.

The billboards were located in seven different, high traffic areas of the state. They were in two locations in Fredericksburg, three locations of the Northern Neck and Tappahannock and one located on 64 in Richmond and one in Newport News.

We attempted to get the whole state coverage, but because of availability of space and time of booking, we were not able to secure one on the Eastern Shore of Virginia.

The results from this effort showed up by increasing our website hits. During the period between July and August, our web site this increased by 96% over the same period the previous year. The number of pages viewed increased by 38% and the time spent per session increased 150%.

We heard from many people in the industry that they have enjoyed viewing the billboards.

Magazine Advertising

The Virginia Marine Products Board also advertised in three trade and consumer magazines. Three full page ads ran in *Seafood Business* featuring striped bass in February, oysters in March and clams in April. These ads also were tied to the issues that were distributed during the International Boston Seafood Show and the European Seafood Exposition which reached 15,000 buyers who buy \$10.9 million dollars in seafood annually.

We also ran four ads in *Bay Splash* magazine that reaches 40,000. These ads showed beautiful pictures of oyster, scallops, striped bass and clams for March/April; Soft shell crab, croaker, trout and bluefish for May/June; Crab cakes, spot, croaker and Taylor Blues for August/September; Flounder, clams, rockfish and mint scallops for November/December. We tried to time the pictures to match the seasonality of the species. This magazine also published articles about the seafood industry and their methods of catching Virginia seafood, with emphasis on Virginia's seafood heritage. These articles were published for no extra charge.

Hampton Roads magazine was also contacted and they have a circulation of 40,000. They also ran three ads with striped bass in March/April, crab cakes in May/June, and scallops in September/October.

The Virginia Marine Products Board strategy this past year was to reach tourists, consumers and our industry. We designed these billboards and our ad campaign to include both finfish, and shellfish to draw people to our web site, and to make people hungry for Virginia seafood.

By doing the creative work ourselves, without using an agency, the board has saved \$10,000.

MEETINGS

VMRC – Virginia Marine Resources Commission – Meetings set on the 4th Tuesday of each month. Meetings begin at 9:30am. (fisheries items begin at 12:00 noon). Held at the Commission’s main office in Newport News.

ASMFC – Atlantic States Marine Fisheries Commission – Call (202) 452-9110 to find out meeting dates, location and time.

BCMAC – Blue Crab Management Advisory Committee – Meetings 3rd Monday of each month when announced, held at the Commission’s main office in Newport News.

FMAC – Finfish Management Advisory Committee – Meetings 3rd Tuesday of each month when announced, held at the Commission’s main office in Newport News.

MAFMC – Mid-Atlantic Fishery Management Council – Call (302) 674-2331 for meeting dates, location and time.



COMMONWEALTH OF VIRGINIA
MARINE RESOURCES COMMISSION

ADDRESS CORRECTION REQUESTED

