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MARINE NEWS OF THE SOUTHEAST

HOT & COLD?

Move Over McBurger - ASMI's Salmonburger Promotion Is Heating Up!

There has been some increasingly effective rumblings from a new luncheon item that's been at the right place at the right time lately. Grilled Salmonburgers, a creation of the Alaska Seafood Marketing Institute to promote canned salmon as a healthful alternative to the all beef $\frac{3}{4}$ pounders, are making their mark on some menus.

Jan Kerman, Director of Public Relations for ASMI says "the idea of promoting Alaska canned salmon as the makings of burgers originated in late spring when the institute started preparing a cooperative advertisement with Gulden's mustard and Van Camp's beans that appeared in Sunday papers nationwide June 23 - the week before the July 4th weekend."

Before released into the media, a reporter from the Anchorage Daily News interviewed Bill Hudson, Executive Director of ASMI, about the new way to use Alaska Salmon. Next thing you know, the AP wire picked it up; then Cable News Network; then a Seattle radio station, KIRO. The Seattle Space Needle then did some advertising featuring it on their menu; and finally Alaska Magazine did a story on the burger in its October issue.

Lately, national restaurant chains have shown interest in the burger ... what next? A Ronald McSalmon Burger? How about a Reagan McFeast?

With all the pink salmon that's been caught and canned just this past season the NSMT should be able to come up with some good ideas ... stay tuned ... ASMI has more planned.

SOURCE: Fish Tails Newsletter, Volume I, Issue 1, February 1986.

TO THOSE INTERESTED IN THE FUTURE MANAGEMENT AND REGULATION OF FISHERIES

You have an opportunity to have inputs into ways to improve management of the planning and regulatory process under the Magnuson Act.

The NOAA Administrator established a Task Group to review and evaluate the effectiveness of the existing institutional structures, roles, and relationships and the fishery management planning and regulatory process under the Magnuson Act. The Task Group's evaluation is to focus on proper roles and responsibilities of the Fishery Management Councils and NOAA/NMFS under the Magnuson Act and recommend actions necessary to improve the agency's management of the planning and regulatory process under the Magnuson Act.

The Task Group completed a draft discussion paper which is available for public comment.

This is your opportunity to have input into the future management and regulation of Fisheries. I strongly encourage you to review the document and provide your comments. Comments are due by April 1, 1986, to Richard B. Roe, Director, Office of Fisheries Management, National Marine Fisheries Service, F/M1, Washington, DC 20235, (202) 634-7218.

You may obtain a copy of the document from Dick Roe's office at the above address or by contacting Sandra J. Lamer, NMFS, Constituent Affairs Officer, 9450 Koger Boulevard, St. Petersburg, FL 33702, (813) 893-3141. Should you call and Sandra is not available, advise the secretary you want a copy of the Task Group Draft Discussion Paper "An Evaluation of the Implementation of the Magnuson Act". The document will be mailed to you the same day your request is received.

SOURCE: Jack T. Brawner, Regional Director, National Marine Fisheries Service

FISHERMEN AND DEALERS IN VIOLATION OF MACKEREL REGULATIONS
MAY BE CHARGED FEDERAL PENALTIES UP TO \$25,000

It is illegal for fish dealers to buy Gulf migratory group king mackerel caught in violation of federal bag and possession limits announced Jack T. Brawner, National Marine Fisheries Service Southeast Regional Director. Illegal purchases can result in federal penalties up to \$25,000.

Bag and possession limits for the Gulf migratory group of king mackerel for charter vessels without permits are three fish per person per trip, excluding the vessel captain and crew; or, two fish per person per trip, including the captain and crew, whichever is greater. Limits for private recreational vessels are two per person per trip. Violation of the bag and possession limits may result in Federal penalties up to \$25,000.

Vessel owners or operators may obtain a permit to exempt them from the bag and possession limits. They must certify that at least 10 percent of their earned income during the preceding year was derived from commercial fishing and that the vessel will not be operated as a charter vessel fishing for mackerel in the Gulf migratory group area. Applications may be obtained from NMFS Fisheries Operation Branch, 9450 Koger Boulevard, St. Petersburg, FL 33702.

The dealer purchase prohibition, bag and possession limits, and permits are a result of federal regulations for king mackerel and other coastal migratory species managed under the Gulf and South Atlantic Coastal Migratory Pelagic Resources Fishery Management Plan. The fishery plan and amendments were presented by the Gulf of Mexico and South Atlantic Fishery Management Councils and approved by the Fisheries Service and Secretary of Commerce. Regulations are enforced by the Fisheries Service Law Enforcement Division, U.S. Coast Guard, and in some states, by the state marine enforcement officers.

For further information about the regulations or to obtain copies of the regulations, contact William N. Lindall, Jr., at the above address or phone (813) 893-3722. For information regarding enforcement of the regulations contact the Fisheries Service Law Enforcement Division at (813) 893-3145.

The Fisheries Service is an agency of the Commerce Department's National Oceanic and Atmospheric Administration.

SOURCE: National Marine Fisheries Service/News, prepared by the Constituent Affairs Office, 9450 Koger Boulevard, St. Petersburg, FL 33703 (813) 893-3141.

REDUCED CATCH LEVELS FOR KING MACKEREL ATLANTIC GROUP

PROPOSED TO BEGIN APRIL 1

The proposal catch limit for the Atlantic migratory group of king mackerel for the fishing year beginning April 1, 1986, is 9.68 million pounds announced Jack T. Brawner, National Marine Fisheries Service Southeast Regional Director. The proposed catch limit represents an 18 percent reduction from the current allowable catch of 11.812 million pounds. The king mackerel stock has been declining for several years and this season's reduction will allow an acceptable catch by commercial and sport fishermen and still protect the stock, said Brawner.

The recreational quota will be 6.09 million pounds and the commercial quota will be 3.59 million pounds. When a quota is reached, that sector of the fishery will be closed for the remainder of the fishing year.

Permits will be required for persons fishing under the commercial quota and bag limits will be established for recreational fishermen. Recreational bag limits for private and charter vessels are three fish/per person/per trip (including captain and crew). Recreational fishermen may sell their catch. Charter vessels must fish under the bag limit when actually under charter, but may fish with a permit under the commercial quota at other times. Commercially permitted charter vessels will be considered under charter and must comply with the bag limitation when more than three people are aboard, including the captain and crew. Applications for permits to fish under the commercial quota are available at the Fisheries Service regional office at 9450 Koger Boulevard, St. Petersburg, FL 33702. Permits will be issued during February and March at no cost to the fisherman and must be obtained before the fishing year.

Owners or operators of vessels applying for a permit must certify that at least 10 percent of their earned income during the preceding calendar year was derived from the sale of seafood products. If the commercial quota is reached, sales of all king mackerel will be prohibited.

SOURCE: National Marine Fisheries Service/News, January 9, 1986.

NATIONAL REEF PLAN COMPLETED

A National Artificial Reef Plan, prepared by the National Marine Fisheries Service, has been published and is available to all interested persons and/or groups. The Plan was developed pursuant to the National Fishing Enhancement Act of 1984, which established national policy recognizing that artificial reefs can enhance marine habitat and contribute to opportunities for U.S. fishermen, if they are properly designed, constructed and located.

The Plan provides detailed guidance for privately and publicly funded reef projects to enable them to conform to national objectives in fisheries resource use and management, and to assist in the development of state and regional planning efforts geared to local conditions and needs. A single copy of the National Artificial Reef Plan can be obtained free of charge by writing National Marine Fisheries Service, NOAA, Washington, DC 20235.

SOURCE: THE NCMC Marine Bulletin, January 1986, No. 1.

SPINY LOBSTER SPORT FISHING SEASON 7/19 & 20 IN FEDERAL WATERS

Sport fishing season in Florida waters 7/20 and 21. Federal waters open beyond 3 miles in the Atlantic and beyond 9 miles in the Gulf. Federal regulations limit catch to 6 legal size lobsters per person per day with a maximum of 24 lobsters per boat per day. Florida regulations limit catch to 6 legal size lobsters per person per day with no boat limit. A legal size lobster has a carapace greater than 3 inches.

SOURCE: NMFS Newsbreaker, February 7, 1986, Mike Justen (813) 893-3722)

SOUTHEAST FISHERIES CENTER KING MACKEREL TAGGING

The Panama City and the Beaufort Laboratories combined efforts and tagged 430 king mackerel during the fall run off North Carolina. Over 370 king mackerel were tagged from commercial boats out of Oregon Inlet - which is usually the farthest north that appreciable concentrations of kings are found. The remainder were tagged from Beaufort's vessel, ONSLOW BAY, in the Morehead City area.

SOURCE: Southeast Fisheries Center Quarterly Highlights, Issue No. 8
W. Fable (904) 234-6541.



Frank J. Lawlor
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