



Using Nontraditional Fish in Saltwater Sportfishing Tournaments

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introduction

- The number of saltwater anglers has risen dramatically in recent decades. From 1955 to 1985 the number of saltwater sport fishermen rose from 4.5 million to 21 million, growing at a rate two and one-half times faster than the general population. In the southeastern United States, there are now more than 8 million marine recreational anglers. Of the 80 or more species of fish caught by sportsmen in the Southeast, only a few such as king mackerel in North Carolina and redfish in Texas are actively targeted. Not surprisingly, managers of the National Marine Fisheries Service are concerned that too much fishing effort on too few species will deplete the populations and result in poorer catches for everyone.

In the Southeast, from North Carolina to Texas, over 175 million fish are caught by sportsmen each year. Compared to commercial fishing, this total is substantial. Thirty to 35 percent of the finfish caught for food in the Southeast are caught by sportsmen. Many of these fish in the South Atlantic and Gulf states are underutilized or not harvested to capacity. These species include Atlantic bonito, sea catfish, herrings, jacks, ladyfish, Atlantic mackerels, tunas, sea robins, dogfish, skates, rays and toadfish.

During 1984, a consumer behavior study was conducted at four sites in the Southeast (Texas, East Coast Florida, West Coast Florida and North Carolina) to determine fishermen's perceptions and attitudes toward the species they caught. The study found that there are numerous beliefs about fish that are contrary to fact (Johnson and Griffith, 1985). For example, many fishermen think that sea robins are poisonous and that amberjack are inedible because they are full of worms.

Regional variations in these beliefs were also evident. Croaker are a more prized catch in North Carolina than in Florida, while mullet are more highly sought as a foodfish in Florida than in Texas.

The study also determined that most fishermen obtain their fishing information through a network of opinion leaders. These people may be marina owners, bait and tackle shop owners or the boat owner at the next berth who seems to fish more often.

As a result of this finding, a goal of the project has been to educate these sportfishing opinion leaders about underutilized species. First, we recognized that tournament participants are often considered to be opinion leaders. They are usually serious fishermen and are regarded by novice fishermen as the experts. Therefore, delivering information to these opinion leaders would be an important step toward getting the message spread throughout the sportfishing community.

During the course of this project, we experimented with two tournaments to develop information for tournament organizers who would like to add an underutilized species to an existing tournament or develop a new one.

The purpose of this publication is:

(1) to encourage tournament organizers to consider non-traditional species for saltwater fishing tournaments, and

(2) to demonstrate some of the alternatives available to people who want to try this kind of tournament.

what's in it for you?

- There are generally two types of tournaments. Some are conducted privately with the goal of making a profit. Others are operated by a commercial venture such as a marina or by a volunteer organization such as a fishing club where the goal is to create interest in fishing.

Whether the goal is financial or public spirited, the common denominator is the availability of fish. Most participants involved with fishing tournaments are conservation-oriented and desire a healthy stock of fish. Adding an underutilized species category to an existing tournament or developing a new tournament around these species has the effect of spreading fishing effort away from the heavily fished target species and thus reducing effort on these stocks.

At the same time, no one likes to see waste of the resource. But in many cases, fishermen catch underutilized species while fishing for a tournament fish. Usually these fish are discarded because they are not thought to be edible. In some surf fishing tournaments, for example, dogfish, skates and rays are purposely killed before discarding. This practice not only wastes a good source of protein, but it also creates a bad image for the tournament organizers.

Through publicity and exposure, a tournament also has the more lasting effect of educating non-tournament participants. A well run tournament for an underutilized species might receive dozens of newspaper articles that reach thousands of fishermen. And the next time these fishermen cast a line, they may go after jack crevalle instead of redfish.

In some areas, local residents have complained about tournaments bringing in a lot of out-of-towners who catch "my fish." These comments are usually directed at the popular single species tournaments. By diversifying a tournament, some potential negative local reactions can be eliminated.

Diversity can also be an advantage if the popular species do not show up in large numbers in a given year. Most tournaments are scheduled many months in advance. If, for environmental reasons, your target fish is not abundant in the area, the tournament will suffer. However, if the tournament has categories for several species of fish, excitement will still be generated even if the popular species is not being caught. In effect, you are hedging your bets.

Another primary motive behind many tournaments is to stimulate interest in saltwater fishing. Children's or women's tournaments and some inshore tournaments often have the goal of increasing the satisfaction of the fishing experience. Generally, fishermen are more satisfied with catching a fish with a good image, but often the image can be changed by emphasizing the positive aspects of a fish.

One fisherman interviewed in the study said he always threw away flounder because they looked so weird. But another fisherman told him flounder were good to eat, and now he gets much more satisfaction out of catching flounder.

Stories like this abound, but the important point is that through proper education, we can change fishermen's perceptions of fish and help to give them a more satisfactory fishing experience.

how can you get started?

- Whether you are beginning a new tournament or adding an underutilized species to an existing one, you must formulate your objectives. There may be more than one, but agreement must be reached to avoid a lack of focus. Some possible objectives for existing tournaments and new tournaments include:

■ Existing Tournaments

(1) to diversify. A tournament committee may be worried that "all its eggs are in one basket." Therefore, you may want to add a species or two to increase the odds against there being few or no target fish in the area during the dates of the tournament.

There may also be some public relations advantages to diversifying. With concern by biologists that some species of fish, notably king mackerel, redfish and marlin, are being overfished, a single species tournament may present the wrong public image to non-tournament fishermen, environmentalists and the media.

(2) to increase excitement. Many other species of fish are caught incidentally to the target species. Often a good fight by a good eating fish is finished off by disappointment when the fish is finally seen. Why not increase the excitement and enjoyment of catching these fish by offering prizes for these species as well? The prize can be much smaller than for the main species, but should be large enough to encourage fishermen to keep their catch. If you are running a flounder tournament, and most of the fish being caught are sea robins and dogfish, why not add a prize for the largest fish in these categories?

(3) to increase demand for saltwater fishing. This is often a goal of tourism-related agencies and tournament committees composed of individuals who financially gain from recreational fishing such as motel, bait and tackle shop, and marina owners. In the southeastern United States, 60 percent of the fishermen interviewed in a 1981 National Marine Fisheries Service study indicated they were fishing for a certain species of fish. The other 40 percent did not have a preference.

Many of the fishermen in this latter category could be enticed into fishing a tournament for underutilized species. By making the catch of an underutilized species a positive experience, the overall satisfaction level of the fishing experience is increased, and these fishermen may come back to fish again.

(4) to educate the local or tourist fishing population about the positive attributes of a commonly caught fish. For example, if jack crevalle are being frequently caught and the fishermen think the fish are inedible or undesirable, a tournament could educate fishermen about how to utilize these fish. In this case, tournament planners should develop news releases regarding the species and attempt to obtain as much newspaper, radio and television coverage as possible. Cleaning and cooking demonstrations by knowledgeable local talent at key locations help to deliver the message and obtain media coverage. If it is the food value of a species you are promoting, free taste samples are effective. County home economists or Sea Grant marine advisory agents can be of assistance. It is important, however, to plan these activities in advance.

(5) to improve public relations within local communities. In some cases, it may be worth diversifying a local tournament by adding an underutilized species to reduce local criticism of a tournament for a popular and possibly overfished species. For example, a redfish tournament in a rural coastal community may be developed by local businessmen. The expected results would be to have a large number of out-of-town fishermen to come to the community to fish for redfish. The local population, however, may feel the tournament encourages too much fishing for redfish, and that their chances of catching the fish are reduced. By adding other species to the tournament, the fishing effort is spread across more species and the perception of encouraging overfishing of the popular species is reduced.

(6) to provide a new gimmick. Over the last decade, tournaments in the Southeast have flourished. Most coastal states now have a dozen or more tournaments per year. But not every tournament has, or even wants to have, a quarter of a million dollars in prize money. Many smaller tournaments are centered around a marina or fishing pier and have a much smaller purse. To effectively compete for participants and publicity, tournament planners may want to add an underutilized species to differentiate their tournament from other larger tournaments in the area.

(7) to improve economics. Whether the proceeds of a tournament go to private profit, public charity or simply to cover expenses, tournaments cannot afford to lose money. Remaining viable is a major objective of most tournaments. Adding prize categories for underutilized species in existing tournaments will

require judgment on the part of the tournament committee as to whether the gains in satisfaction, publicity and education are worth the extra expense of more trophies and prize monies. Keep in mind that the prize money does not have to be large to achieve your objectives, and a tournament committee can take it from the purse of the target species.

■ New Tournaments

(1) to introduce new groups to fishing. Numerous segments of the population have had little or no exposure to saltwater fishing. Service clubs, fishing clubs, or senior citizen organizations may be looking for an activity for their members. An inshore fishing tournament for special segments of the population such as children, women, tourists or senior citizens may be organized to develop interest in fishing and to provide a recreational outlet for this population. In most cases you have to offer prizes for the kinds of fish accessible to these groups. Often these fish such as panfish, toadfish, skates and rays are available and underutilized in an area.

With a large influx of retired people and tourists, Florida has offered inshore tournaments to cater to those with large amounts of leisure time. "Powder puff" tournaments have been developed to attract females into saltwater fishing.

(2) to organize a community project. In some cases, tournaments may be developed to take advantage of an existing resource. If traditionally there is a large population of spot migrating off your coast during a certain month of the year, why not organize the community around a spot tournament and festival? For example, the annual Grifton Shad Festival is held in Grifton, N.C., each April because the shad are making their runs through the tributaries of the Neuse River. A shad tournament is an important feature of the annual festival.

(3) to avoid competition from other tournaments. For any project or business to be successful, it must provide a new or better service. Your community or region may already have several king mackerel or marlin tournaments, and a demand analysis suggests another is not needed. In this case, you may want to consider a non-traditional species that would attract a different type of fisherman.

(4) to create another activity at a recreational facility. At a fishing pier, resort, campground or state park, recreational managers maintain a mix of recreational activities to keep their clientele entertained. The purpose may be to get a client to stay longer, to visit again, or even to spend more money while he is there.

One campground owner, who also owns a nearby pier and tackle shop in South Carolina, advertises an inshore fishing tournament at his campground. The activity gives the campers another recreational choice and may convince them to extend their stay. And if they do decide to fish in the tournament, they will probably buy his bait and fish from his pier. The prizes are usually fishing equipment that is available to him at cost.

what's involved in organizing a tournament?

- Organizing a tournament for underutilized species requires a knowledge of these fish. The purpose of this section is not to describe all the steps necessary to produce a tournament, but only those related to targeting an underutilized species.

■ Know the fish

Since most underutilized species are not commonly targeted, tournament organizers are not as familiar with their life history. It is important to find out as much as possible about these species not only to schedule the tournament at the right time, but also to answer the numerous questions about them from interested fishermen and the press.

Do not choose a species that is sporadic in abundance. Check with informed sources about your choice. State, federal or university biologists usually will have catch records and life history information on a species of fish. At the local level, it is advisable to question fishing pier managers, charter boat captains and other knowledgeable fishermen in the area.

■ Identify existing tournaments

While talking with local fishermen, it is also important to identify other fishing tournaments or local events that should be considered when planning. While some tournaments or local festivals should be avoided, others may be approached with the idea that a joint effort would be mutually beneficial. The important factor is that you do your homework by finding out as much as possible about potential species and other local events and that you make your decision based on this information.

■ Educate your audience

Studies show that underutilized species are differentiated from other popular target species because not as much is known about them and because there are misconceptions about their characteristics. Fishermen may be uninformed or misinformed about the fish—its appearance, fighting ability, availability or edibility. If the tournament is to be successful, you will need to overcome these obstacles through education.

Demonstrations of fishing techniques, dressing and cooking are valuable before and during the tournament. (A variety of educational products have been produced by the UNC Sea Grant College Program and are available free of charge through your Sea Grant program or state fisheries agency. They are designed to assist organizations and individuals in spreading the word about underutilized species. A listing of publications and addresses of availability are included in the appendix.)

■ Publicize the tournament

A key to the success of any tournament is publicity. Determine where the market is for your tournament. If it is an offshore tournament, you may find that many of the participants are from inland cities several hundred miles away. If it is inshore, your target audience may be tourists in the area on their annual vacations. Knowing your market will help you to design your advertising campaign.

Send news releases to local newspapers, outdoor writers, marina owners, bait and tackle shops, Chambers of Commerce, charter and party boat captains, and other tournament officials. Place posters and fliers with the rules and regulations of the tournament at strategic locations.

Since underutilized species tournaments are unique, it should be easy to obtain newspaper coverage. It is important to stress the resource utilization and conservation of popular stocks when approaching the press. The educational aspects of the tournament often help to achieve press coverage. Piggybacking the tournament on an existing community festival or event can help to gain publicity. Do not, however, rely exclusively on a festival or event to promote your tournament.

■ Offer prizes

It is not necessary to offer enormous purses of money to accomplish your goals. If your objectives are conservation and utilization, you can get your message across with smaller amounts of prize money. Perhaps sponsors of the tournament could donate the prizes or money. Solicit tackle manufacturers, bait and tackle shop owners, and boat dealers for trophies, rods and reels or other fishing-related items.

You could approach a Chamber of Commerce, service club or local unit of government for donations of prize money. If you use outside sponsors, the tournament committee should include the sponsors in the planning and give them visibility in the advertisements. Other options for obtaining prizes include charging an entry fee or taking the prize money from another category in an existing tournament. This decision should be related to your objectives.

two case examples

- To test the hypothesis that tournaments can be used to educate fishermen about the value of underutilized species, the authors conducted two tournaments in the Southeast in 1985. An existing offshore tournament and a new inshore tournament helped demonstrate how the events could operate and helped the authors obtain information for this publication. The underlying purpose of the project and this publication is to educate sport fishermen about the potential value of underutilized species. Therefore, the objective of both tournaments was to educate fishermen about the species chosen. We wanted to maximize the publicity we received regarding the positive attributes of these species. As shown below, other objectives were included as the tournaments were organized to meet the needs of the participants.

■ Case #1: The Scotts Hill King Mackerel Tournament

The Scotts Hill king mackerel tournament is a small- to medium-size king mackerel tournament located in southeastern coastal North Carolina. It is a marina-based tournament held the last weekend in May with a \$12,500 purse. In 1985 the tournament was in its third year. A tournament committee, headed by the marina manager, was responsible for managing the tournament. The entry fee was \$100 per boat, and the weekend activities included cash drawings, door prizes, music, a fish fry and cold beverages. The awards ceremony drew many non-fishermen from the local area.

The objective of the tournament was to provide a fun weekend for marina patrons. The local Sea Grant Marine Advisory Service agent suggested we approach the marina owner and chairman of the planning committee because he was very progressive and willing to try new ideas. In December 1984, the authors met with the director of the Scotts Hill tournament to review the underutilized species project and to encourage the addition of an amberjack category. Based on the Johnson and Griffith study, amberjack was determined to be a species with potential for greater utilization.

It is relatively abundant, has excellent fighting characteristics and grows to a large size. Its reputation has suffered because it is often perceived to be inedible. Many amberjack contain trypanorhyncha tapeworms, which are concentrated in the tail section of the meat. However, this type of parasite is usually associated with cartilaginous fish and cannot be transmitted to humans. The affected area is readily visible and can be cut out and discarded.

We discussed the problem with the tournament manager, and he was somewhat skeptical because of the attitudes of the fishermen in his marina toward amberjack. He said, "I am willing to give it a try, but you are going to have a hard time getting fishermen in this marina to try amberjack."

Since the UNC Sea Grant Program could not offer prize money for amberjack, the tournament committee agreed to put up \$500 in prize money for amberjack awards taken from the overall purse. Since the tournament lasted two days, they would award a special daily cash prize of \$200 for the largest amberjack caught each day and a \$100 special prize for the smallest amberjack overall that was entered. Sea Grant provided three trophies for each of those categories, educational exhibits, demonstrations, free taste samples of amberjack, and some publicity for the tournament through Sea Grant news releases. As can be seen, the tournament committee had the additional objectives of increasing the exposure and publicity for their tournament and of adding another dimension to the range of activities during the tournament weekend.

In order to meet our obligations, approximately four weeks prior to the tournament, a news release was sent to the outdoor writers and local coastal newspapers throughout North Carolina. Additionally, a news item was placed in the "Back Page" section of *Coastwatch* with about 12,000 subscribers and in *Marine Advisory News* with about 2,000 subscribers.

A brochure on amberjack was also developed. It included information on sport fishermen's perceptions of the fish, its life history, how to catch amberjack, and how to dress and prepare the fish. The Sea Grant exhibit was set up under a tent at the tournament and relevant Sea Grant publications and the amberjack brochure were distributed throughout the weekend.

Prior to the event, we arranged for fishermen in the marina to catch amberjack for use in the taste tests and set up a propane grill to cook the catch. The local county home economist agreed to help prepare the amberjack samples, and a local marine advisory service agent offered to conduct filleting and cleaning demonstrations. In particular, he showed the participants how to deal with the parasites.

We began cooking amberjack samples at the captain's meeting on the evening before the tournament began. The amberjack was filleted and cut into ½-inch cubes, which were rolled in a seafood-seasoned flour and deep-fried. Throughout the weekend, over 400 people tasted amberjack samples. Although a scientific taste sampling was not conducted, not a single negative comment was heard regarding the quality of amberjack meat. A typical comment from the tasters was, "I thought these fish had worms." Our response: "The amberjack you are eating did have worms, but so do many other species of fish. It is only a matter of knowing where the worms are and removing them."

Participants on 120 boats entered the tournament. During the two days, fishermen on these vessels caught 146 king mackerel weighing a total of 2,100

pounds. The largest king mackerel weighed 46 pounds. The fishermen also landed 30 amberjack with the winning catch on the first day weighing 48 pounds and the second day's winner weighing 32 pounds. The smallest amberjack entered was 12 pounds.

In addition to the fishermen we spoke with directly at the tournament, feature newspaper articles also helped to spread the word about amberjack. In fact, one county newspaper had large headlines which stated, "Amberjack Surprises Many In Scotts Tourney." According to the tournament chairman, a much greater number of fishermen in his marina took amberjack home for consumption this year. He directly attributed this to the tournament. He also stated that the tournament plans to continue the amberjack tournament in 1986 and to increase the prize money. He also would like educational help from Sea Grant during the weekend.

One factor that contributed to the success of the tournament was the relatively poor fishing for king mackerel. By including amberjack in the tournament, interest in fishing increased throughout the weekend. In fact, the fishermen's banter on the radios was often related to the amberjack category.

■ What's in it for the tournament committee?

(1) Entertainment. Amberjack added a new dimension to the tournament. Instead of being disappointed when an amberjack was hooked, the fishermen were pleased if it was a large one and that it might win a trophy and some money.

(2) It's unique. Because the tournament differed from many other king mackerel tournaments in the area, it gave the committee a new ploy for an advertising campaign. The media picked up on this, and may have given the tournament more publicity.

(3) Satisfaction. Fishermen in the marina during the tournament and throughout the summer season that followed were much more likely to take amberjack home for consumption. Because fishermen now have a positive image about the fish, their overall satisfaction levels have increased. Ultimately, this helps businesses that depend on marine recreational fishing.

(4) Publicity. Because UNC Sea Grant cosponsored the event, the tournament received exposure through all of Sea Grant's news outlets.

(5) More Activities. A large number of non-fishermen usually show up to watch the weigh-in and to partake in the music and festivities associated with a tour-

nament. The exhibits and cooking demonstrations gave people one more activity to occupy their time.

As for Sea Grant, we got our message directly to over 400 people during the tournament and thousands more through the media. Since tournament fishermen are considered the opinion leaders, these fishermen will be telling others about amberjack. As with any educational process the word will be passed slowly. But through this activity and a number of others, we are laying the foundation for changing fishermen's behavior in the Southeast with regard to amberjack consumption.

■ Case #2: The Beaufort County Underutilized Species Tournament, Oct. 1-31, 1985

To get a more complete picture of the feasibility of adding underutilized species to fishing tournaments, we organized a new inshore fishing tournament. Our objective was a tournament with broad community appeal. The marine advisory specialist for Clemson University's marine extension program in South Carolina's Beaufort County advised us that a new pier owner in the county might be interested.

The pier owner was progressive and open to new ideas. A meeting was arranged to discuss the details, and the president of the newly formed S.C. Anglers Inc. was invited to participate and to help sponsor the tournament. The species to be included were spadefish, jack crevalle, skates and rays. Skates, rays and jack crevalle were commonly caught inshore during this period. Spadefish were added because of increased interest in this fish attributed to a S.C. Wildlife Marine Resources Department publication released earlier in the year promoting spadefish.

From the Sea Grant point of view, the objective of the tournament was educational: to increase the awareness of these fish as target species and as good food. The objective of the private businesses in the county was to increase the interest in these commonly caught species and, eventually, to increase sales. S.C. Anglers Inc. was interested in assisting with a new project and with promoting marine recreational fishing.

Initially, a one-weekend event was scheduled at the pier during which the Sea Grant agent and extension home economist would conduct cleaning and cooking demonstrations for these species. However, because it was the first year the pier was in operation, the owner was concerned that these species might not be available during this particular weekend in October. Therefore, we decided to enlarge the tournament to cover the entire county and to increase the number

of participating weigh stations. Nine weigh stations including marinas, piers and bait and tackle shops, were involved in the tournament, which ran from October 1 to 31. Because the tournament was more spread out, Sea Grant did not conduct the filleting and cooking demonstrations.

As part of the arrangement, Sea Grant was responsible for purchasing trophies and prizes and for developing publicity for the event. In the future, sportfishing interests, Chambers of Commerce and service clubs could be approached for such support. The publicity consisted of posters distributed at sportfishing focal points throughout the county, news releases to coastal newspapers, an article in a South Carolina marine advisory newsletter that went to 5,000 fishermen, and five radio shows.

■ What Happened?

The weather was poor in October 1985 in Beaufort County, and this was a factor in the tournament. Very little offshore fishing occurred during the month, and this affected the spadefish category. In fact, only one spadefish was entered in the tournament. Secondly, there were excellent runs of spot in October, and this produced competition for the species we were addressing. Only 10 fish were entered in the contest. Aside from the problems mentioned above, some fishermen we talked to after the tournament indicated that they had caught the target fish but did not enter them because they thought they were too small.

Even though the tournament was not a success in terms of the number of fish entered, we met our objectives of the tournament as an educational tool. If we were to hold this tournament again, we would consider the following changes:

- (1) Hold it earlier in the season, preferably in a slack period such as August. At this time, there are more people looking for fishing opportunities.
- (2) Hold the event statewide. The marine advisory agent was satisfied enough with the tournament to try to expand it to a statewide event next year. He felt this might be successful because of the interest by S.C. Anglers Inc.
- (3) To hold the tournament statewide, more financial support will be needed. We recommend lining up one or two major sponsors. The sponsors we would consider approaching would be a beer company and a tackle manufacturer. Sponsorship fees would go toward prize money and publicity costs.
- (4) The species composition would probably change. We recommend categories for sharks, skates, spadefish, and possibly amberjack.

(5) Maintain contact with the media. This should not be limited to outdoor writers, but should include “lifestyle” and “living” page writers. In those sections, the concentration is often on recipes and alternative recreational activities. Having suitable photos of the cooked species on hand is important for the editors of these sections.

(6) Since interest in these species is not yet developed, we recommend that there be no fees to enter this type of contest.

■ **What's in it for the tournament committee?**

From our work in developing and organizing this tournament, we were able to determine several benefits to the fishermen and the local businesses within their community. These include:

(1) Providing additional activities for recreational fishermen in the area. Even if the fishing is slow, a fisherman who is aware of the contest may go fishing because of it, or be more interested in his fishing experience because of the chance to catch one of these fish.

(2) Increasing interest in fishing from the recreational business standpoint. The publicity generated will increase the awareness of fishing. While fishing, people will need more bait and tackle and will likely spend money in local retail stores.

(3) Increasing utilization of the catch in the future. Even though a fisherman did not fish in the tournament, he might read an article in the newspaper about recipes for jack crevalle and be more likely to utilize the fish next time he hooks one.

(4) Adding an extra event during the slower part of the tournament season. This may be an objective for many of the resort communities trying to extend the tourist season.

(5) Giving local fishing leaders a new endeavor. Fishing clubs are often looking for a new recreational activity to promote. This type of tournament is a possibility.

(6) Introducing more traffic at stores. By locating the weigh stations at retail businesses in the area, you may be able to increase sales.



summary

- As competition for popular marine sportfish grows, tournament managers will have to consider alternatives to the traditional fishing tournaments. Options such as catch and release, using "measure in" techniques, are familiar to tournament managers. Another alternative is to add underutilized species to existing tournaments or to develop new tournaments around these species. The advantages include diversification, added excitement, increased demand for saltwater fishing, better utilization of the resource, improved public relations, greater economic impact and greater media exposure. With limits being placed on popular tournament fish, this alternative should be considered by tournament managers.



appendix

- ▣ The following materials related to underutilized species are available from UNC Sea Grant College Program, Box 8605, N.C. State University, Raleigh, NC 27695-8605.

Slide Tape Program

"Greater Utilization of Southeastern Fish Species"
(also available in video tape format - Beta or VHS)

Brochures

UNC-SG-85-09 Amberjack
UNC-SG-85-10 Sea robin
UNC-SG-85-11 Skates and Rays
UNC-SG-85-12 Triggerfish
UNC-SG-85-13 Panfish
UNC-SG-85-14 Crevalle jack
UNC-SG-85-15 Sharks
UNC-SG-85-16 Sheepshead
UNC-SG-85-17 Atlantic bonito
UNC-SG-85-18 Croaker

Posters

UNC-SG-85-19 Amberjack
UNC-SG-85-20 Sea robin
UNC-SG-85-21 Skates and Rays
UNC-SG-85-22 Triggerfish
UNC-SG-85-23 Panfish
UNC-SG-85-24 Crevalle jack

Recipe Book

UNC-SG-86-06

Research Report

UNC-SG-85-01 Perceptions and Preferences for Marine Fish: A Study of Recreational Fishermen in the Southeast