

Report to the Northeast Consortium

January 3, 2011

1. Project title and contract number

Environmental Management System Training for Fishermen

Contract number: 10-074

2. PI contact Information

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3. List of project participants with contact information

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4. Major accomplishments and milestones

In preparation for a two-day training event, we have developed a detailed agenda and much of the content. This agenda has changed several times in response to new information and ideas regarding how best to convey information and enable fishermen to implement improvements following the training.

We have reached out to others to help present information at the training (e.g., presenters to discuss financing strategies and quality handling). Much of the content around the EMS process, reducing fuel consumption, and innovative marketing has been developed.

Jen and Steve traveled to Seattle for the Energy Use in Fisheries Symposium in November where Steve co-hosted and presented at a half-day seminar on holistic approaches to energy consumption. The Symposium offered an excellent opportunity to collect information and ideas from what others are doing globally to inform the content for the EMS training.

The dates for the workshop have been set for February 16 & 17, 2011. We plan to host the workshop in a central location, likely in New Hampshire or near Boston.

Initial outreach efforts to fishermen through sectors has begun and we have received inquiries as a result. We will ramp up outreach in January.

5. Unexpected difficulties and project alterations

The implementation of the sector management system in the Northeast has caused much hardship in the industry. Feedback from other outreach efforts indicates that the industry might perceive this training opportunity as superfluous and ill-timed. We will work hard to identify leadership in each sector across the region, as planned from the outset. However, depending on how our recruitment efforts go in the coming weeks, we might request a project alteration to focus on a core group of fishermen from one or two sectors. This alteration might look more like individualized consulting rather than a broad-based workshop.

Another option might be to push the proposed workshop dates back a bit to allow for more time to reach out to prospective participants. This option, if possible from a participant recruitment perspective, would keep us within the original proposed project outline.

6. Next steps, tasks for next 6 months

Next steps include outreach to prospective participants. We will design an application form similar to the MREP application in order to help us select participants that are most likely to follow through with implementation after the workshop.

We will finalize the agenda, which includes securing presenters for certain modules. Simultaneously, we will finalize the workshop dates (based on feedback from prospective participants and presenters) and secure a workshop location.

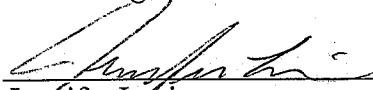
We plan to complete the training within the next six months. If we are able to have the workshop in February as planned, then we will also be able to complete the evaluation and begin work on the final report.

7. Impacts of the project to fishermen/fishing community and scientist/science community

A focus of this training is on improving overall profitability while simultaneously decreasing the negative environmental impacts of fishing practices. For fishermen who implement strategies presented at the training, they can expect to earn more per pound of product. This could result from a higher price per pound from improved quality handling and marketing and/or decreased cost due to lower fuel consumption, for example.

We plan to ask participants to make data from their businesses before the training available to us, and to engage participants in data collection following the training so that we can determine effectiveness of the training on changing behavior and profitability. Additionally, this information would prove very useful from a research perspective in understanding what strategies had the greatest impact.

8. Signed and dated


Jennifer Levin

1-3-11
Date