Connecting Tourists and the Working Waterfront

Examples and Innovative tools from Oregon

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The NEED

• Millions of people visit the Oregon coast annually (Inland Oregonians and from outside the state)

• Our research shows they know little about waterfront industries, they are interested/want to connect, and they have LOTS of questions
Our Goals

• Connect people to the waterfront in an educational way
• Make people feel safe and confident being at the waterfront
• Build support for Oregon’s Working Waterfronts and waterfront industries
• Use new approaches/technology to reach people
Tools and Approaches

*We’ll cover a few today:*

- Signage
- Dock-side docents
- Videos
- Buying Seafood
- Tours via apps and maps
Oregon’s working waterfronts

A brief introduction!
Three largest ports

- Astoria
- Newport
- Coos Bay
- Eugene
- Portland
CHARLESTON

OREGON’S WORKING WATERFRONTS
Public/Tourist Access in Newport

- Dock walks
- Port dock 1
- Direct buying seafood
- Shop on the dock
ALBACORE TUNA usually arrive off the Oregon coast in the early summer, following the warm water current from Japan. To catch tuna, trollers tow artificial lures (jigs) on the surface of the water at speeds of three to six miles per hour. The fishermen will travel offshore 50 miles or more to find the tuna—a distance that forces boats to stay out several days.

A good day’s catch might be 300 tuna with individual fish weighing up to 30 pounds. The catch is brought onboard, then bled and preserved at sea using ice or refrigeration.

Back at port, the fish are delivered to the seafood processor. The processor will either can the tuna, freeze it, or ship it fresh to seafood markets in the United States and overseas.

During the annual harvest from June through October many fishermen will sell albacore tuna to the public right off their boat. They will also can their own fish for retail sale, which is called microcanning. On average, Oregon fishermen catch 7.5 million dollars worth of albacore tuna every year.

Tuna Fishery Management
Albacore tuna are managed by many different countries. In the United States, the National Oceanic and Atmospheric Administration (NOAA) manages the commercial and recreational albacore tuna fisheries.

The Pacific albacore tuna troll fishery is certified as a sustainable fishery by the Marine Stewardship Council. Because tuna trolling targets fish found near the surface, and albacore rarely school with other species of large fish, bycatch is exceptionally low.

ALBACORE TUNA, *Thunnus alalunga*, are highly migratory and travel in large schools. Fully grown they can weigh over 130 pounds. Albacore caught by Oregon fishermen are younger fish (3-5 years old) weighing 10-30 pounds. They are higher in omega-3 fatty acids and lower in mercury content than the large (older) albacore caught in the central Pacific Ocean.
From late August through early June, visitors to the Newport Bayfront will regularly see adult and juvenile male California sea lions (*Zalophus californianus*) resting on the docks. Female sea lions stay in California waters year-round. During the summer months, male sea lions migrate south to join the females for the breeding season.

Sea lions are hard to ignore when they are on land – just follow the barking. Whether it’s establishing territories during breeding season or competing for space on the dock, this noisy ruckus is one of the ways they communicate with each other.

Male sea lions grow to a length of eight feet and weigh up to 1,000 pounds. Female sea lions, by comparison, grow to a length of six feet and weigh 250 pounds. Feeding on a variety of fish, squid, and octopus, an adult sea lion will eat between 5-8% of its body weight everyday.

You may notice that some of the sea lions are marked with a number or a tag. Researchers use these markings to track the animals and learn more about their feeding habits and migration patterns.

If you see a marine mammal that is being harassed, looks stranded, or is entangled, please contact the Oregon State Police 1-800-452-7888.

To learn more about sea lions, visit the Oregon Coast Aquarium or check out the Oregon Marine Mammal Stranding Network website at http://mmi.oregonstate.edu/onmsn.
Welcome to Port Dock One!

As you explore this unique area, here are a few things to keep in mind:

- Please do not let children sit or stand on the railing.
  - When fishing vessels are present, please allow them space to work.
  - California sea lions are federally protected under the Marine Mammal Protection Act. It is illegal to harm, harass, or feed them.

- No spitting or throwing items at the wildlife or in the water.
- This area is open daylight hours only.
  - No alcoholic beverages.
  - Crabbing is allowed when no vessels are present.
  - Be careful of your personal items when leaning over the rail.
  - Be aware of uneven or wet footing.
# What's Fresh and When?
## Oregon Seafood Consumer Guide 2015

<table>
<thead>
<tr>
<th>Salmon</th>
<th>Coho</th>
<th>Chinook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursh Coast</td>
<td>July 1 to Sept 22</td>
<td>June 1 to Sept 22</td>
</tr>
<tr>
<td>U.S. / Canada border to Cape Perpetua</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid Coast</td>
<td>No Season</td>
<td>April 1 to Aug. 27</td>
</tr>
<tr>
<td>Cape Perpetua to Humbug Mountain</td>
<td></td>
<td>Sept. 2 to Sept. 30</td>
</tr>
<tr>
<td>South Coast</td>
<td>No Season</td>
<td>April 1 to Aug. 27</td>
</tr>
<tr>
<td>Humbug Mountain to OR / CA Border</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Pacific Halibut         | June 24                             |
|                        | July 8 and 22                       |
|                        | Aug 5 and 19                        |
|                        | Sept 2 and 16                       |
| These dates are only open until the quota has been reached for the year. |


| Albacore Tuna           | June to October                     |
|                        | Depending on when species arrives   |

| Pink Shrimp             | April 1 to October 31, 2015         |

| Lingcod, Rockfish, Sole, Flounder | Throughout the Year                |

Please note: these are NOT RECREATIONAL harvest dates.  
For more information contact Randy.jacobsen@oregonstate.edu
Where can I buy that?
Where can I buy it from a fishermen?
How is that product caught?
Is that product sustainable?
Why isn’t halibut available more often?
I’m scared of buying it off the docks- I don’t know what to do!
Dock Shop

FREE!
Join us for an afternoon of local seafood buying. We will be visiting 3 commercial ports looking for fresh product to buy.

We will talk about what we fish for, what’s in season, how we fish for it, vessel types, regulations, fishing practices, and sustainability.

**JULY 10, 16, 22, 28**
Walk begins at noon and lasts between one and two hours.

People interested in purchasing seafood should bring cash and a cooler with ice. Comfortable shoes with good traction is a must for everyone.

Please meet at this totally awesome location that Ruby needs to tell me about!

Questions?
Contact Ruby Moon.
541-265-6536, Ext 18
Ruby.Moon@oregonstate.edu

Fresh Albacore Tuna $3.00 lb
Whole Fish
Open 8-6 everyday!

Live Crab $3.00 lb
Chinook Salmon $9.00 lb
Fresh Halibut $9.00 lb
Oregon’s Catch

Developing an app for local seafood
Goals

• Raise awareness of WHAT is local, move the conversation beyond tuna and salmon
• Education about fresh vs. frozen
• Create connections to the waterfront
Chelsea Rose Seafood

The Chelsea Rose is a Historic Fishing Vessel (H/F/V). It was built in 1907 and purchased by our Captain, Cody Chase, in 1997. The Chelsea Rose is semi-retired now. She no longer goes out to sea. She stays at dock year round allowing us to supply the public with fresh quality seafood.

Our captain catches the majority of our crab from the newest boat in our fleet, the F/V Aquarius. The majority of our tuna is purchased from the F/V Norma M, which is owned by Captain John. We also offer Fresh fish.

This vendor sells:

Fresh Halibut

<table>
<thead>
<tr>
<th>Origin</th>
<th>Pacific Ocean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety</td>
<td>Halibut</td>
</tr>
<tr>
<td>Season</td>
<td>June-July</td>
</tr>
<tr>
<td>Availability</td>
<td>Available</td>
</tr>
<tr>
<td>Market Price</td>
<td>$13-18 per lbs</td>
</tr>
</tbody>
</table>

Halibut are often boiled, deep-fried or grilled while fresh. Smoking is more difficult with halibut meat than it is with salmon, due to its ultra-low fat content. Eaten fresh, the meat has a clean taste and requires little seasoning. Halibut is noted for its dense and firm texture.
Oregon's Catch

- Vendors
- Products
- Product Form and Packaging
- Product Education
- Video Library
- Image Library
Product Education

Click on the item to edit it or add a New Item

Albacore Tuna
Butter Clam
Chinook Salmon
Clams (All except Razors)
Cockles
Coho Salmon
Dungeness Crab
Flat-Tipped Piddock Clam
Gaper Clam
Lessons Learned (thus far...)

• This takes time to build! More time than expected
• Pilot testing a smaller area will hopefully help us work out the kinks
• People are VERY excited about this
Working Waterfront Tour: Coos Bay
The public wants to know SO many things:

“Where do all those logs go?”

“What do the boats fish for?”

“What’s that smell?”

“What are those lights on the water at night?”
We’re asking ourselves...

• Can working waterfronts draw tourists?
• How can tourists gain access “behind the scenes”?
• Can we build public support and interest for Oregon’s working waterfronts?
• Can we create connections between different Working Waterfront sectors?
• How can technology help?
• Can we build a framework that can be added onto in the future?
Can we get tourists “off” of 101?

Can Working Waterfronts draw tourists?
Working Waterfront Tour

- 13 “stops”
- Diversity of Working Waterfront industries
- Behind-the-scenes access
- Paper map
- App
Signs at each “stop”
Working Waterfronts

Let's find some places to visit:

Use my current location

Search within 200 miles

There are 13 places to visit on the Oregon coast.

Find Locations

Choose a location:

- North Bend Boardwalk
- Charleston Small Boat Basin
- Hollering Place
- Charleston Seafood Processors
Wood Chip Pile

The timber industry has a long history in Oregon and is closely connected to the waterfront. Trucks transport the chips to this pile, and it grows larger and larger. The chips are then loaded onto a ship and transported to Asian markets. It takes 17 to 21 days to cross the Pacific! Most of the chips are by-products of manufacturing lumber, but some are produced by chipping small-diameter logs. Over 1 million tons of wood chips move through Coos Bay annually, the majority of which are shipped to Japan.
OYSTER GROWERS: HARVESTING

OREGON’S WORKING WATERFRONTS
OYSTER GROWERS: PROCESSING

OREGON’S WORKING WATERFRONTS
Points Of Interest

Click on the item to edit it or add a New Item

**Charleston Large Boat Basin**
Description: Longliners fish using one (long) line with many hooks on it. Sablefish and halibut can be caught this way. Look for buckets with lots of hooks hanging off the rim.

**Charleston Seafood Processors**
Description: There are several seafood processors in Charleston, which process the many different kinds of seafood caught here, including pink shrimp, Dungeness crab, groundfish, Albacore tuna, hagfish, and salmon. Another good location to watch fish being unloaded by seafood processors is at Stop 12.

**Charleston Shipyard**
Description: The shipyard is a place where boats are taken out of the water for maintenance. Some boats are there for a long time to be made over.
Alternative Name:

History*:

History:

Hagfish, or slime eels, are a very unique fishery. These animals, when disturbed, produce large amounts of slime. The fishing vessels have to be specially adapted to deal with this slime. Look for boats with large barrels with holes in them. Hagfish swim into the holes and get caught. Hagfish are a Korean

Facts*:

Fun Fact:

Excluder devices are special metal grates placed in a trawl net so that it only catches the target species (like pink shrimp) and allows other fish to escape (like rock fish).
Lessons Learned (thus far)

• Products, like the videos, have multiple uses
• The videos work for tourists and locals, people learn lots and ask questions
• Really positive response so far
• Excited to evaluate the tools