



# Enforcement & Monitoring Program Update

Strategic Planning Meeting  
November 7, 2013

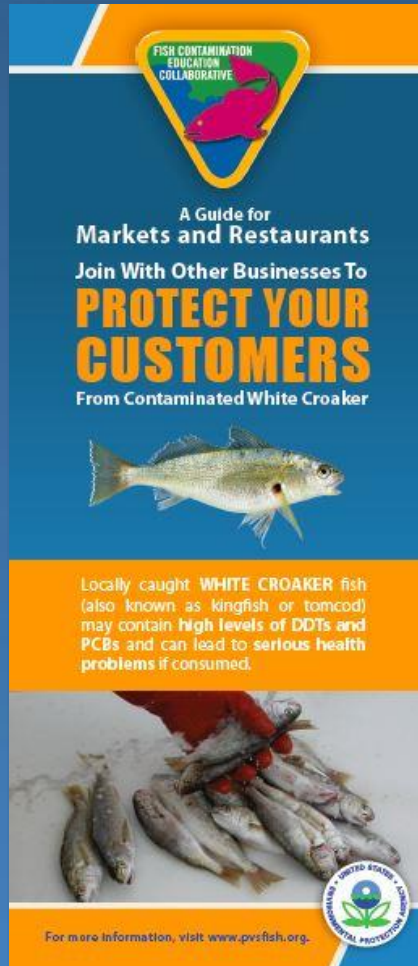


# Program Highlights

- Last time we met (February 2013)
  - A few white croaker found during recreational fishermen inspections
  - No white croaker at markets and restaurants
  - Field tested enforcement brochure
- Since February 2013:
  - The Enforcement brochure was finalized, printed, and distributed
  - Enforcement data analysis completed
  - White croaker landing assessment



# Enforcement Brochure



- Positive feedback - it is helpful and easy to understand
- It works for both markets and restaurants
- Focusing on white croaker helps avoid questions related to other fish



# Enforcement Report July 2011 – August 2012





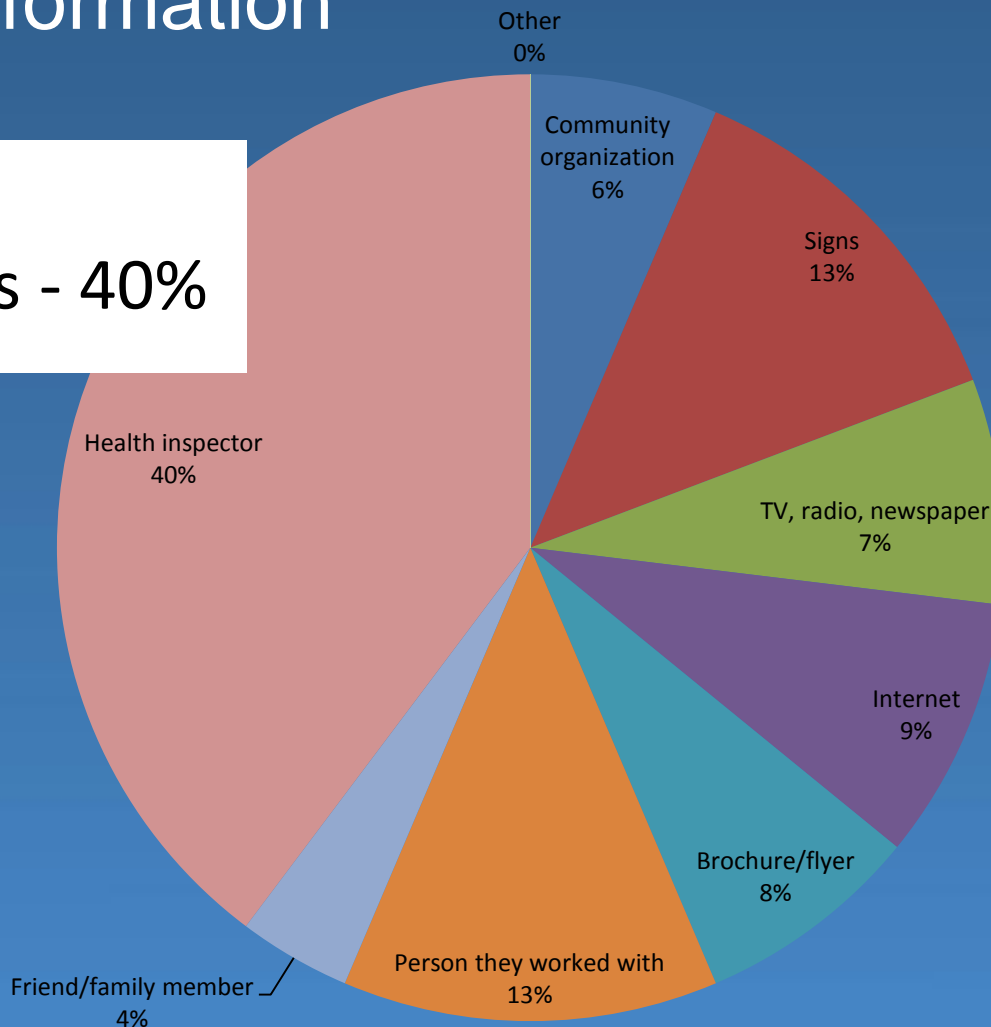
# LA County Fish Vendors

- 48 market inspections
- White croaker observed on **1 inspection**
- 92% of those asked were aware of the contamination



# LA County-Source of Contamination Information

**Health Inspectors - 40%**





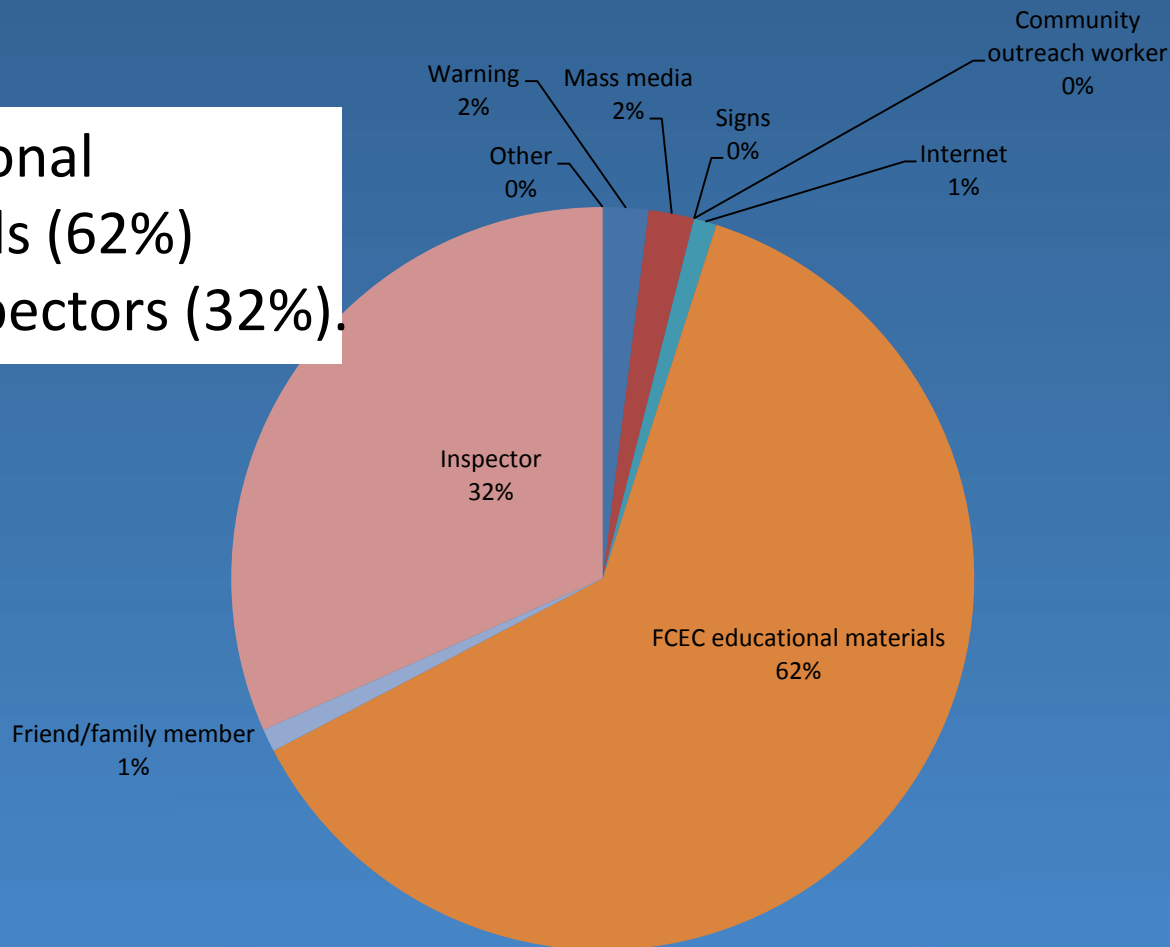
# Long Beach and Orange County Commercial Fish Vendors

- 202 inspections – 29% in Long Beach and 71% in Orange County
- **No white croaker were identified**
- On 45% of inspections, vendors reported being aware of the fish contamination issue



# LB & OC-Source of Contamination Information

Educational materials (62%) and inspectors (32%).







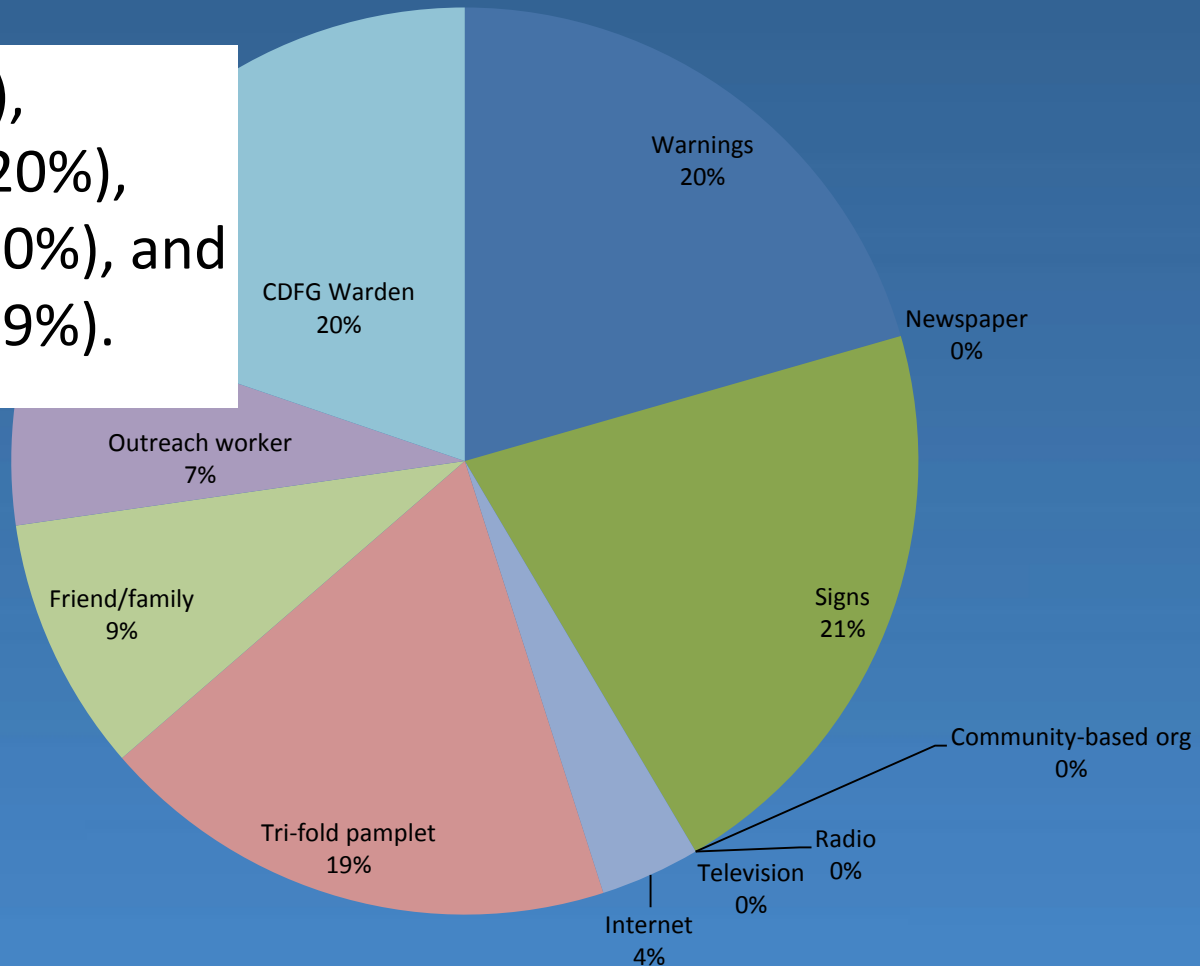
# CDFW Recreational Fishing

- 102 inspection days analyzed
- On 86.3% of inspections days at least one angler reported awareness of the fish contamination issue



# CDFW Recreational Fishing- Source of Contamination Information

Signs (21%),  
warnings (20%),  
wardens (20%), and  
tip cards (19%).





# CDFW Recreational Fishing

## DNC Fish Observed and Seized:

- White croaker:
  - Observed in 57% (n=58) of the 102 inspection days.
  - 140 white croakers were seized on 5 inspection days; the numbers of fish seized were 2, 5, 7, 57, and 69.
  - White croaker related citations issued on 2 inspection days





# CDFW Recreational Fishing

- Other DNC Fish Observed and Seized

| <b>Fish</b>      | <b>% of inspection days when fish was observed</b> | <b># Seized</b>        |
|------------------|--|------------------------|
| Barred Sand Bass | 49%  | 2 on 2 inspection days |
| Barracuda        | 17%  | 0                      |
| Topsmelt         | 23%  | 0                      |
| Black Croaker    | 6%   | 0                      |



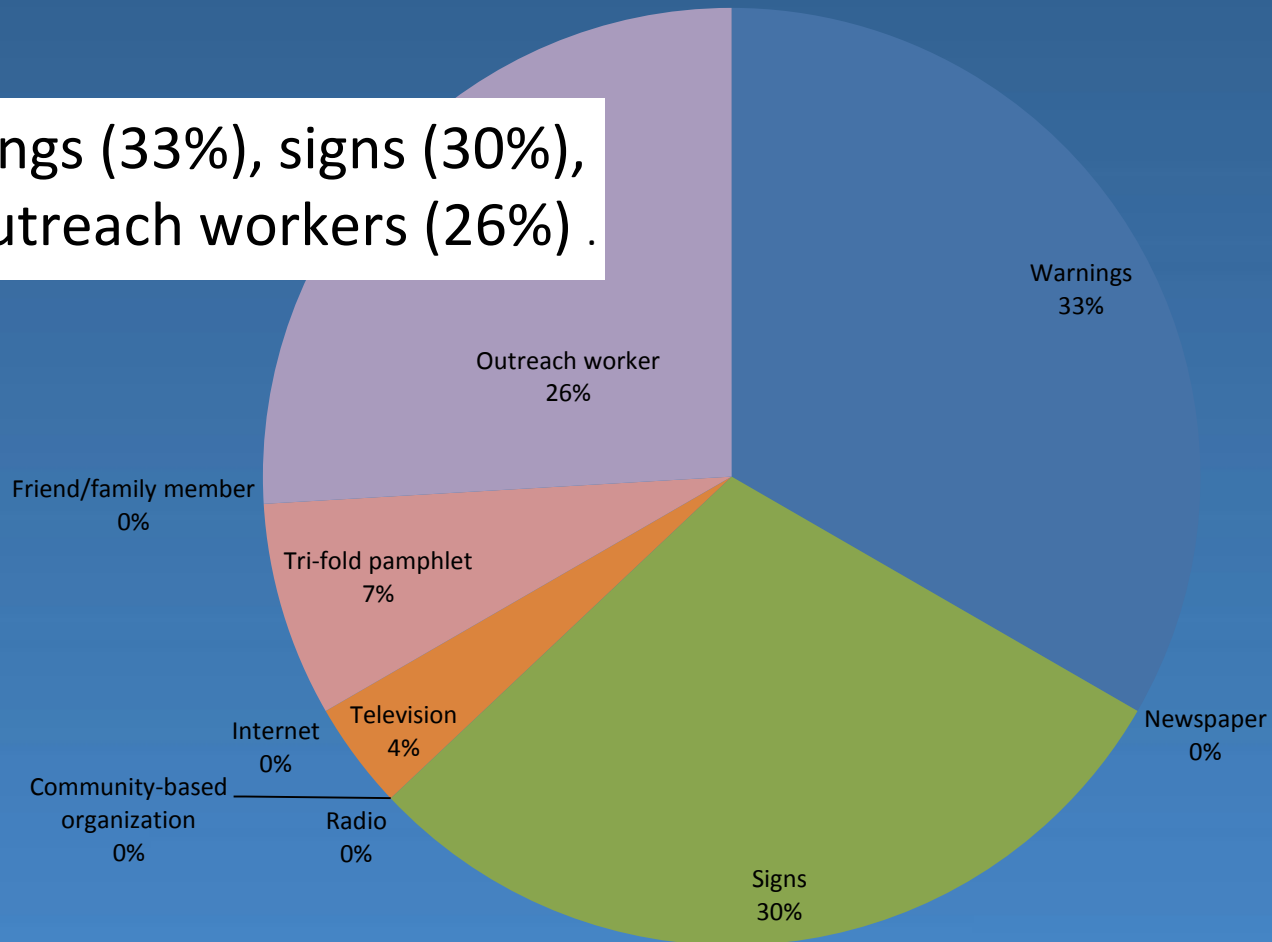
# CDFW Commercial Fishing

- 50 total inspections:
  - Most inspections done at fish businesses,
  - 4% in vessels
  - 1 restaurant inspection
- Tip cards distributed on 33 of 50 inspections
- White croaker was observed on 1 of 50 inspections
- On 26 of 50 inspections, the entity operator was aware about the white croaker catch ban area



# CDFW Commercial Fishing- Source of Catch Ban Info

Warnings (33%), signs (30%),  
and outreach workers (26%) .





## CDFW – White Croaker Landings

- 2009: **3300 lb** of white croaker caught from the commercial catch ban area were landed
- 9/1/10 - 9/1/11: **less than 68 lb** of white croaker caught from the commercial catch ban area were landed
- 1/2012 - 3/2013:
  - **55 lb** of white croaker (2 landings). It is not clear if the fish came from the catch ban area
  - **402 lb** of white croaker (2 landings) offloaded in Long Beach, fisherman reported not fishing in catch ban area



# Next Steps

- Spring 2014: Fish ID training





# Strategic Discussion Questions

- How has the definition of success for the enforcement program changed over the years?
- What are ways that partners can support this work?