



Enforcement & Monitoring Program Update

Partners Meeting
February 21, 2013



Enforcement & Monitoring Update: January 2012 - December 2012

White Croaker Landings

- Significant decrease in white croaker landings
- **2009:** 3300 pounds of white croaker caught from the commercial catch ban area were landed
- **9/1/10 - 9/1/11:** less than 68 pounds of white croaker caught from the commercial catch ban area were landed
- **1/1/2012-12/31/2012:** no white croaker were taken or landed in the red zone



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CDFW

- Inspection Surveys:
 - Commercial: 17
 - Recreational: 110
- Joint inspections: 48
- White croaker: a few white croaker fish were found during recreational fishermen inspections





Enforcement & Monitoring Update: January 2012 - December 2012

City of Long Beach

- 15 food facilities 4x/year
- Inspection Surveys: 45 markets and 19 restaurants
- White Croaker: 0





Enforcement & Monitoring Update: January 2012 - December 2012

City of Long Beach

- Updates:
 - Restaurants have been a good addition
 - Although no white croaker was found, the restaurant operators are very interested in learning about fish contamination.
- Challenges:
 - The major challenge will be over once we have the market brochure.



Enforcement & Monitoring Update: January 2012 – December 2012



LA County

- 34 Markets Twice a Year
- Inspections: 68
- White croaker: 0



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Orange County

- 12 Markets/Restaurants Monthly
- Inspection Surveys: 144
- White Croaker: 0



Enforcement & Monitoring Update: January 2012 - December 2012

Orange County:

- Updates:
 - Received a public call regarding safety of fish in general and referred the caller to the FCEC web site
 - OC Food Program went through restructuring. The new manager is Mike Haller who was the original program manager when the program was being established in OC and is very familiar with the program.
- Challenges:
 - Language barriers and lack of proper informational material



Enforcement Brochure

Why is it dangerous to eat contaminated white croaker?

White croaker caught around the Palos Verdes Shelf in Southern California are contaminated with toxins. Unlike other fish species, white croakers cannot process chemicals like DDTs and PCBs located on the ocean floor.



Eating contaminated white croaker poses potential harm by building up high levels of PCBs and DDTs in our bodies. This may lead to greater health risks.

What can you do ?

Buy fish from approved sources, including licensed wholesalers, distributors & commercial fishermen.

1



Keep all invoices.

2

Children, pregnant women and women of childbearing age are especially sensitive to the effects of contaminated white croaker.

Health effects of DDTs and PCBs:

- cancer
- growth & development problems
- liver disease
- weakened immune system



Report illegal or suspicious vendors by calling the numbers below:

3

Los Angeles County
(213) 738-3220

City of Long Beach
(562) 570-4494

Orange County
(714) 433-6000

Caltip hotline
(888) DFG-CALTIP

Locally caught **WHITE CROAKER** fish (also known as kingfish or tomcod) may contain **high levels of DDTs and PCBs** and can lead to **serious health problems** if consumed.



Join With Other Businesses To **PROTECT YOUR CUSTOMERS**

From Contaminated White Croaker

A Guide for

Markets and Restaurants





Enforcement Brochure



**DON'T BUY, SERVE, OR SELL
WHITE CROAKER FROM THE
CONTAMINATED AREA**

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- cancer
- liver disease
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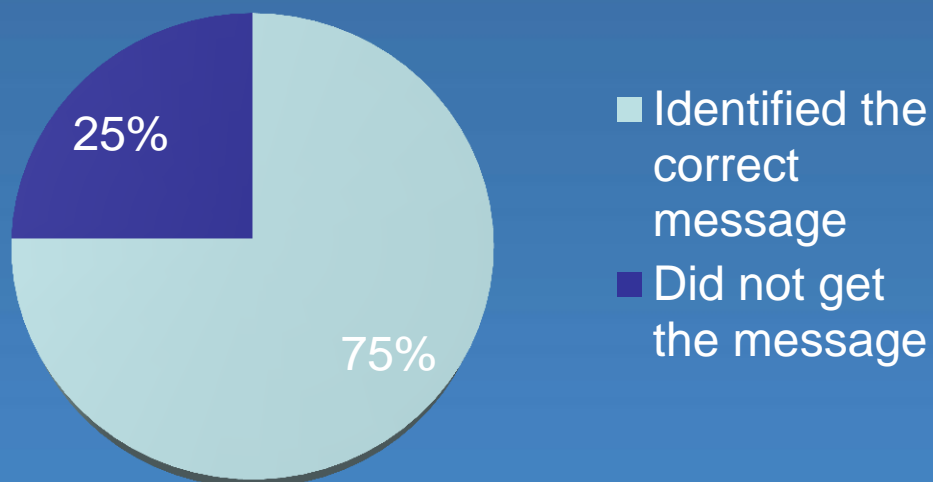
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For more information,
visit www.pvsfish.org.



Enforcement Brochure Field Testing Results

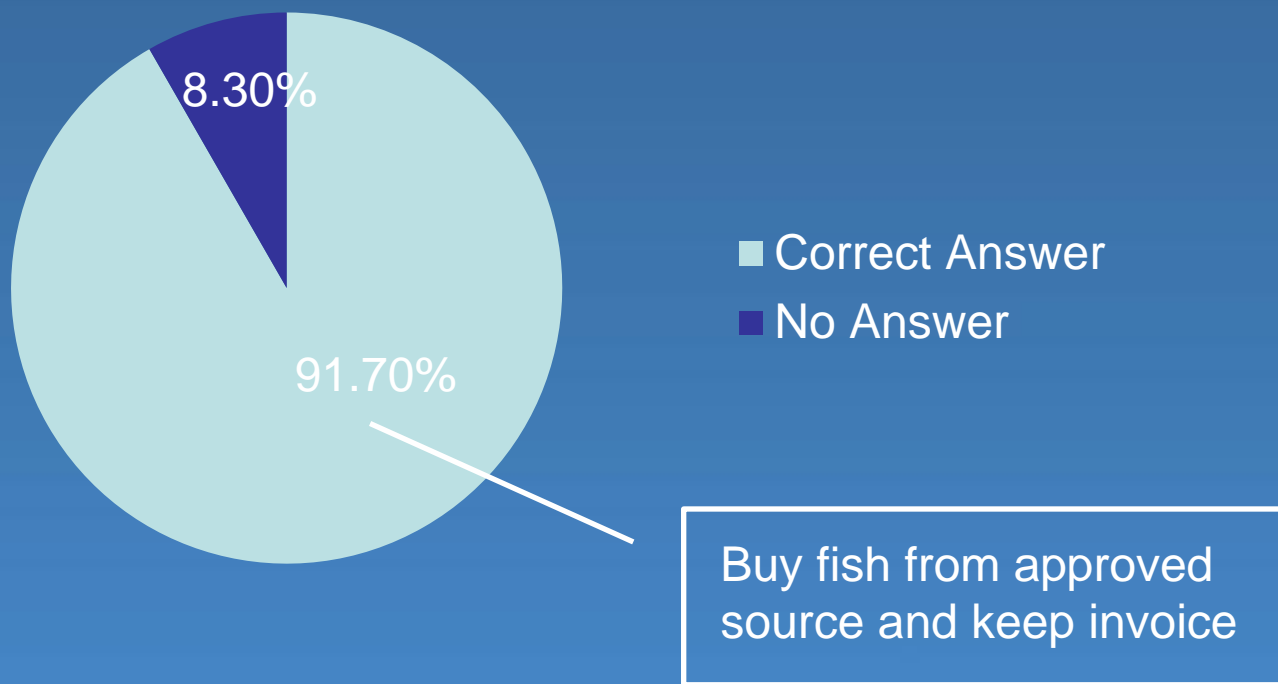
- 12 markets in Orange County between 1/29/2013 – 1/30/2013
- 77% of respondents identified the correct message in the open ended question “What is the brochure saying to you”





Enforcement Brochure Field Testing Results

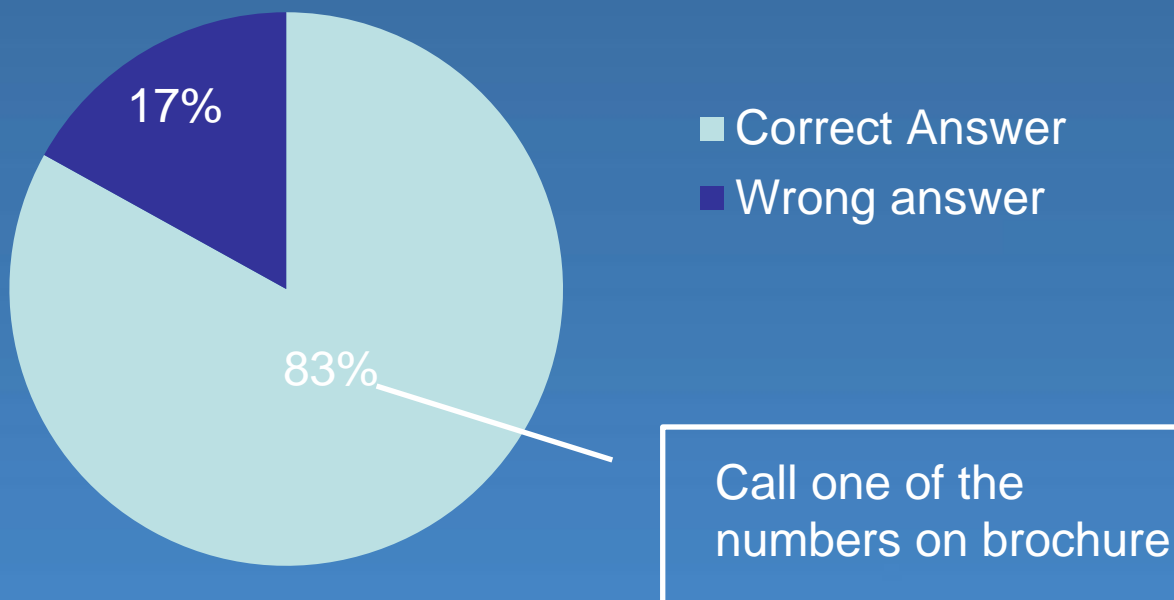
What do you think the brochure is recommending





Enforcement Brochure Field Testing Results

What do you think the brochure is telling you to do if you are approached by an illegal or suspicious vendor





Enforcement Brochure Field Testing Results

Overall feedback:

- The brochure is helpful and a good reminder
- Red color stands out
- Fast and simple – not too much information but informative
- Contact information and who to report illegal vendors is helpful
- Brochure should be available in different languages
- One respondent suggested putting a picture of the actual white croaker



Next Steps

- Finalize the brochure
- Translate the brochure
- Print
- Use the brochure in the field