



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE
Southwest Fisheries Science Center
8901 La Jolla Shores Drive
La Jolla, CA 92037-1508

date

Dear Vessel Owner / Captain,

We are writing to ask your help in improving the understanding of the west-coast swordfish fisheries by participating in a voluntary study contracted by NOAA's Southwest Fisheries Science Center. We have enclosed the survey in this mailing with a postage paid addressed envelope addressed to the contractor who will keep all data confidential. I hope that you can help in this study and can take the time to complete the survey and send it back.

The most recent data that NOAA has on the costs and earnings of CPFV businesses in California is from 2011. We are asking you to help provide the information that will be used to provide updated and accurate estimates of these fisheries' economic contributions to local communities and the US West Coast. This information can also be used to estimate the impact that changes in economic, environmental, and management conditions may have on these fisheries. The study survey will focus on two primary types of information: (1) business costs and earnings to be used for assessing the economic contribution and financial performance of this fleet, and (2) *your* opinions about the economic state of swordfish fisheries.

Over the last several months, Doyle Hanan of Hanan & Associates has tried to reach you to schedule an in-person confidential interview. If you would prefer to complete the survey in-person or by telephone, please contact Doyle at (858) 832-1159 or by email at doylehanan@gmail.com.

Data collected will not be released for public use except in aggregate statistical form without identification as to its source. The information collected will be aggregated (averaged with at least two other businesses) for reporting purposes to insure your confidentiality when reported to resource managers or the public.

While your participation is voluntary, we hope that you can help us in this research.

Thank you for your time.

Sincerely,

Stephen Stohs, PhD
NOAA Fisheries, Southwest Fisheries Science Center
Fisheries Resource Division, Economics Group
858-546-77084 (Stephen.stohs@noaa.gov)





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Dear West Coast Swordfish Fishery Participant,
NOAA/NMFS Southwest Fisheries Science Center economists have contracted with Dr. Doyle Hanan to conduct an economic survey of the fleet fishermen, pilots, and processors. This survey is similar to one done a few years ago and is necessary to advise the Pacific Fisheries Management Council about past and present costs/earnings in this important fishery so the Council can make informed management decisions based on economic impacts to participants. Doyle will be calling you in the next two weeks to set up an interview for the survey. Please look for his call or call him at 858-518-2233.

Thank you,
Stephen Stohs, PhD
NMFS/ SWFSC

