



256 Figueroa Street, #1  
Monterey, CA 93940-2478  
Tel: 831-233-3101  
info@mbfishtrust.org  
www.montereybayfisheriestrust.org

July 16, 2018

John Laird  
Secretary for Natural Resources Chair  
California Ocean Protection Council  
California Natural Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

SUBJECT: Support for Funding for a California track of Fish 2.0 to enhance sustainability of fisheries and fishing communities through innovation.

Dear Secretary Laird,

I am writing on behalf of the Monterey Bay Fisheries Trust (MBFT) to express our strong support for the funding proposal for a California track of Fish 2.0, currently being considered by the California Ocean Protection Council. I am confident that the proposed project would help to enhance the sustainability of fisheries and fishing communities in California by providing much needed business planning support for entrepreneurs working to advance sustainable fisheries, and by connecting those entrepreneurs with business partners and investors.

MBFT is a nonprofit, with a mission to advance the social, economic, and environmental sustainability of Monterey Bay fisheries. In 2015, we participated in Fish 2.0, where we presented our plan to acquire and lease groundfish fishing rights to local fishermen. We participated in all four phases of the program, and eventually pitched our business idea as a finalist at Stanford. The process was invaluable, helping us improve and refine our business model, and teaching us how to approach investors – something that continues to benefit our organization as we adopt new programs and develop business plans. We made a number of invaluable connections with entrepreneurs working in the field of seafood sustainability and investors interested in supporting our work.

We would be eager to participate in, and greatly benefit from, a California track of Fish 2.0, as we have recently launched a new “Fish Hub” program aimed at rebuilding markets, both locally and regionally, for sustainable seafood. Access to investors, strategists, and innovators in the technology sector will be critical to our success in developing the transparent supply chain and building awareness. In addition to supporting our organization directly, this track would strengthen our efforts to increase fishermen and shoreside businesses’ access to capital and business support – resources that are more readily available in other ports across the country. With funding from the Monterey Bay Aquarium and National Fish and Wildlife Foundation, we have been exploring partnerships with non-traditional lenders to increase these resources for Monterey Bay fishing businesses. A California track of Fish 2.0 is well-timed and directly aligns with our efforts to support fishing businesses.

We appreciate your consideration of this project, which would help to achieve a balance between a healthy ocean environment and a healthy, California fishing economy.

If you have any questions or need additional information, please contact me at (831) 233-3101 or [sherry@mbfishtrust.org](mailto:sherry@mbfishtrust.org).

Sincerely,

A handwritten signature in cursive script that reads "S. Flumerfelt". The signature is written in black ink and is positioned below the word "Sincerely,".

Sherry Flumerfelt  
Executive Director

## LOCAL BOUNTY

7532 Sandholdt Rd. Suite 5B  
Moss Landing, CA 95039  
(831) 332- 1234  
hello@realgoodfish.com



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Secretary for Natural Resources Chair,  
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1416 Ninth Street, Suite 1311  
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SUBJECT: Support for Funding for a California track of Fish 2.0 to build sustainable fisheries and thriving fishing communities through innovation.

Dear Secretary Laird:

Real Good Fish, a California sustainable seafood business, supports the authorization of funding by the Ocean Protection Council (Council) to enable a California track of Fish 2.0. This innovative incubator program helps emerging ventures and innovators to enhance sustainability of fisheries and fishing communities by providing critical resources to help them to grow and scale. This is a unique opportunity to keep California at the forefront of ocean conservation, sustainable fisheries, and technological innovation.

An OPC-sponsored Fish 2.0 California track would support California businesses that focus on increasing traceability and transparency in seafood supply chains; innovations in sustainable seafood supply chains, local food systems and fishing communities; and increasing resiliency to impacts from climate change. Now more than ever, the future of our ocean's depend on supporting bold leaders and innovative ideas.

As an inaugural Fish 2.0 entrant and enterprise, I can attest to the value and impact this platform has unlocked for positive social and environmental change. In 2013, Real Good Fish was one year old with 300 customers supporting 20 California fishermen. With the initial help of Fish 2.0 we were able to hone our business model and grow to serve over 1500 families and individuals with seafood direct from over 100 California fishermen. Our newest program Bay2Tray, serves California fish to California students up and down the coast providing future generations access to our state's healthy and sustainable bounty in the interest of cultivating future ocean stewards. Our organization would not have had the opportunity to grow and scale our impact if it wasn't for early incubation through Fish 2.0.

## LOCAL BOUNTY

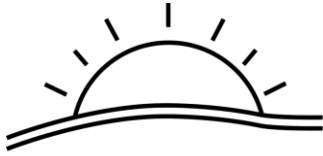
7532 Sandholdt Rd. Suite 5B  
Moss Landing, CA 95039  
(831) 332- 1234  
hello@realgoodfish.com



If you have any questions or need additional information, please contact me at [alovewell@realgoodfish.com](mailto:alovewell@realgoodfish.com) or (831) 345-5153. Thank you for the Council's continued work to ensure that California's ocean and coastal ecosystems are healthy, resilient, and productive for the benefit of current and future generations.

Sincerely

*Mark Alan Lovewell*  
M. Alan Lovewell  
CEO, Co-founder



# SAME DAY SEAFOOD

FAMOUS SINCE 2014

July 16, 2018

John Laird  
Secretary for Natural Resources Chair,  
California Ocean Protection Council  
California Natural Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

SUBJECT: Support for Funding for a California track of Fish 2.0 to enhance sustainability of fisheries and fishing communities through innovation.

Dear Secretary Laird:

We appreciate the opportunity to share our support for the Council's continued work to ensure that California's ocean and coastal ecosystems are healthy, resilient, and productive for the benefit of current and future generations. Same Day Seafood Inc. supports the authorization of funding by the Ocean Protection Council (Council) to support a California track of Fish 2.0 that will both help emerging ventures and innovators to enhance sustainability of fisheries and fishing communities and connect these ventures with business partners and investors that can help them to grow.

An OPC-sponsored Fish 2.0 California track may support California businesses that focus on increasing traceability and transparency in seafood supply chains; innovations in seafood supply chains that favor sustainability, local food systems and fishing communities; and increasing resiliency to impacts from climate change through innovative tools, technologies, and approaches.

I have personally enjoyed the opportunity to work with Monica Jain and her team at Fish 2.0 in the past. My company debuted at the 2015 Fish 2.0 conference and has since experienced significant growth. The most important outcome of these conferences are the connections that emerge. These connections lead to personal friendships, professional investments, strategic partnerships, board seats and revenue-centric customer relationships. A Fish 2.0 track focused on California would certainly amplify the local emergence of those force-multiplying outcomes in California.

If you have any questions or need additional information, please contact me at [gary.root@samedayseafood.com](mailto:gary.root@samedayseafood.com) or (415) 902-8502.

Sincerely,

Gary M. Root, Founder

July 16, 2018

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Secretary for Natural Resources Chair,  
California Ocean Protection Council  
California Natural Resources Agency  
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Dear Secretary Laird:

As a 2017 participant in the Fish 2.0 program that provides connections and support to emerging ventures engaged in sustainable seafood business opportunities, Blue Ocean Gear is supportive of expanding the opportunities offered through this unique program. A California track of Fish 2.0 will provide specific benefits for companies in this region, and the Ocean Protection Council is respectfully encouraged to fund this effort of Fish 2.0 to bring these goals into reality.

Starting a seafood-related business in California can be advantageous, due to the innovative and environmentally-focused spirit of the state, but also challenging due to the competition for funding with high-tech businesses in sectors more familiar to investors. A California track in Fish 2.0 can alleviate some of those challenges by providing access to investors interested in the sustainable seafood sector, giving them a better chance to thrive.

Please consider these benefits in your funding decisions for Fish 2.0.

Sincerely,

**Kortney Opshaug**

Digitally signed by Kortney Opshaug  
DN: cn=Kortney Opshaug, o=Blue Ocean Gear, ou,  
email=kortney.opshaug@blueoceangear.com, c=US  
Date: 2018.07.16 16:35:59 -0700

Kortney Opshaug, Ph.D.  
CEO, Blue Ocean Gear LLC  
Redwood City, CA