

OREGON DUNGENESS CRAB COMMISSION

Who we are – What we do...



Who we are...

The ODCC is an industry-funded Commodity Commission under the umbrella of the Oregon Department of Agriculture.

- ❖ Established in 1977 by OR Legislature
- ❖ One of four 'seafood' commissions in OR
- ❖ Funding - Assessment 1% of landed catch value
- ❖ Budget (current) - \$1,017,050. (inc. \$300k E/F)

Who we are...

Commissioners appointed by the ODA Director to 3-year terms.

- ❖ 5 - crab harvesters
- ❖ 2 - crab processors
- ❖ 1 - public member

Geographic representation by port.

Officers – Chairman & Vice-Chairman.

Who we are...

The ODCC meets 5 times/yr including annual 'budget hearing' in June.

- ❖ Staff – 3 full-time
- ❖ Executive Director
- ❖ Assistant Administrator
- ❖ Office Manager

Office located in Coos Bay on the S. OR Coast.

What we do...

Mission Statement:

“The mission of the Oregon Dungeness Crab Commission is to enhance the image of the crab industry and to increase opportunities for profitability through promotion, education and research.”

What we do...

The ODCC's primary functions include:

- ❖ Marketing & Promotion
- ❖ Information
- ❖ Education & Research
- ❖ Advocacy

Marketing...

TRADE SHOWS



TRADE ADVERTIZING



✓Quality ✓Versatility ✓Availability

Oregon Dungeness crab has all the attributes people look for in a premium shellfish on the menu or at the seafood counter. Add to those, **Value** and **Sustainability**, and you've got a product that will satisfy your most discriminating customers... Or as Chef James Beard simply stated, "It is sheer, unadulterated crab heaven."

Oregon Dungeness crab is available year-round in a variety of both fresh and frozen market forms. For supplier contacts, promotional materials, product info and industry/fishery updates, contact the Oregon Dungeness Crab Commission at www.oregondungeness.org

Proudly produced & processed in the USA.



Marketing...

OVERSEAS TRADE MISSIONS & PRODUCT TASTINGS



FRESH 'FRY LEGS' WORK EVERY TIME...



Marketing...

'POS' MATERIAL

CONSUMER ADVERTIZING

OREGON DUNGENESS CRAB:
Not your average crustacean.

OREGON DUNGENESS CRAB
...since our unadulterated crab harvest.

NEW RECIPE IDEAS

OREGON DUNGENESS CRAB

The following recipe can be prepared in the comfort of your own kitchen as you celebrate Oregon Dungeness crab season with family and friends. *Ron Appelle*

Oregon Dungeness Crab Cakes
(Makes 8 cakes, 3 1/2 inches in diameter, or 20 to 40 mini cakes for hats of various sizes.)

- 1 1/2 pounds crab meat, picked over for shell
- 1 cup plain bread crumbs
- 2 celery stalks, finely minced
- 1 small onion, finely minced
- 1 small green pepper, finely minced
- 1 teaspoon dry mustard
- 1/2 teaspoon Tabasco
- 1 large egg
- 1/4 cup mayonnaise
- 1 tablespoon lemon juice
- 1/2 teaspoon Worcestershire sauce
- Additional bread crumbs for coating the crab cakes
- 1/2 cup oil for frying (or more) or sauce or jalapeno hollandaise

to 200 degrees. Combine all the ingredients except the bread crumbs for coating, the oil or sauce. Form the mixture into 8, 3 1/2 inch thick crab cakes or 20 to 40 mini cakes. Coat cakes on both sides with the bread crumbs, patting the crumbs lightly on each side with the palm of your hand. Heat oil in a 12 inch sauté pan and fry 10 to 12 cakes at a time until dark brown. You may want to cook in batches. Keep the cakes warm in an oven while you cook the remaining cakes. 45 minutes.

© 2005 Schriek's Seafood Restaurants

Oregon Dungeness Crab Commission in partnership with Oregon programs.
www.oregondungeness.org

Sat-is-fac-tion, noun
1. The fulfillment or gratification of a desire, need or appetite. 2. Pleasure derived from the gratification of a desire or appetite. 3. A source of gratification; see **Oregon Dungeness crab...**

With Oregon's Dungeness crab harvest in full swing, now is the perfect time to satisfy your craving for the crab James Beard described as "...sheer, unadulterated crab heaven."

Indulge your appetite at home with friends and family, at your favorite seafood restaurant or with perfect strangers at one of the many coastal 'crab feeds' so popular this time of year.

OREGON Dungeness Crab COMMISSION

Oregon Dungeness: kind of makes you want to smile...

For cooking & cracking instructions, tantalizing recipes and more information, visit us on the web at www.oregondungeness.org or contact us at 1-800-707-CRAB for a free plastic bib.

Promotion...

CULINARY EVENTS & CHEF SUPPORT



Promotion...

MEDIA EVENTS & TARGETED PROMOTIONS



Promotion...

INFLATABLE PROGRAM



Information...

The ODCC is a 'conduit' of information for the industry (fleet & processors), management and public.

- ❖ Annual 'Fishery & Market Summary'
- ❖ 'Sackton Report' – S/S Price Negotiations
- ❖ 'Industry Facts' Handout
- ❖ ODFW/ODCC 'Crab Summit'
- ❖ info@oregondungeness.org

Information...

WEB SITE

SUPPLIERS GUIDE

OREGON Dungeness Crab COMMISSION

General Information | Serving Dungeness | Info for Distributors | Info for Retailers | Info for Restaurants | Industry Members | Home | About us | Contact

Welcome to the Oregon Dungeness Crab Commission's new web site. We hope you will find the information helpful as you learn more about the Pacific Northwest's prized crustacean and the crab James Beard spoke of when he described a "meal the gods intended only for the pure in palate."

Whether you are looking for a new way to serve Dungeness or trying to locate a commercial source of supply, we've tried to include materials designed to make your search worthwhile. We will be adding new recipes and information regularly, and we encourage you to come back and visit the site often. Don't hesitate to contact us with questions, feedback or if we can be of any additional assistance.

OREGON Dungeness Crab COMMISSION
 964 Central Avenue
 P.O. Box 1160
 Coos Bay, Oregon 97420
 Phone: (541) 267-5810
 Fax: (541) 267-5772

Home | About us | Contact | Recipes

www.oregondungeness.org

OREGON Dungeness Crab COMMISSION

SUPPLIERS GUIDE

COMMERCIAL SOURCES

F = Fresh & Frozen L = Live (surface ship) A = Live (air freight) E = Export

Primary Processors:

Bell Buoy of Seaside (F)
 P. O. Box 680
 Seaside, OR 97138
 Jon Hartill
 (503)738-6354
 (503)738-8325 fax
 bellbuoy@pacifier.com
 www.bellbuoyofseaside.com

Bornstein Seafood (F, E)
 P. O. Box 58
 Astoria, OR 97103
 Doug Heater
 (503)325-6164
 (503)325-0403 fax
 doug@bornstein.com
 www.bornstein.com

Fishhawk Fisheries (F)
 P. O. Box 715
 Astoria, OR 97103
 Steve Fick
 (503)325-5252
 (503)325-8786 fax
 fishhawk@ideal-web.com
 www.fishhawkfisheries.com

Hallmark Fisheries (F, L)
 P. O. Box 5390
 Charleston, OR 97420
 Jack Emmons
 Scott Adams
 (541)888-3253
 (541)888-6814 fax
 jack.emmons@hallmarkfisheries.com
 www.hallmarkfisheries.com

Pacific Seafood Group (F, L, A, E)
 16797 SE 130th Ave.
 Clackamas, OR 97015

Buck Boston (domestic sales)
Larz Malony (international sales)
Troy Thomas (live sales)
 (503)905-4500
 (503)905-2492 fax
 bboston@pacseafood.com
 tmalony@pacseafood.com
 tthomas@pacseafood.com
 www.pacseafood.com

Starvin Marvin's Seafoods (F, L)
 P. O. Box 5022
 Charleston, OR 97420
 Marvin Warman
 (541)888-5808
 (866)646-6439 fax
 marvin@starvinmarvinsseafoods.com
 www.starvinmarvinsseafoods.com

Oregon Brand Seafood (F, L)
 P. O. Box 178
 North Bend, OR 97459
 Bernie Michalke
 (541)888-1748
 (541)888-5477 fax
 oregonbrandseafood1@verizon.net

Trident Seafoods (F)
 623 SW Bay Blvd.
 Newport, OR 97365
 Barry Bigelow
 (206)783-3474
 (206)782-7246 fax
 barrybigelow@tridentseafoods.com
 www.tridentseafoods.com

Out-of-State companies with Oregon buying stations:

North Coast Fisheries (F, L)
 P. O. Box 8219
 Santa Rosa, CA 95407
 Mike Lucas
 (707)579-0679
 (707)579-0361 fax
 mike@alcatrazseafoods.com

Wild Planet Inc. (F, L)
 1585 Heartwood Dr., Suite D
 McKinleyville, CA 95519
 Bill Carvalho
 Bill McCarthy
 (707)840-9116
 (707)839-3260 fax
 billm@wildplanet.com
 www.wildplanet.com

Other Commercial Sources:

BC Fisheries, LLC (L, A)
 P. O. Box 7140
 Brookings, OR 97415
 Mike Manning
 (541)412-7368
 (541)412-7081 fax
 bcfisheriesllc@msn.com

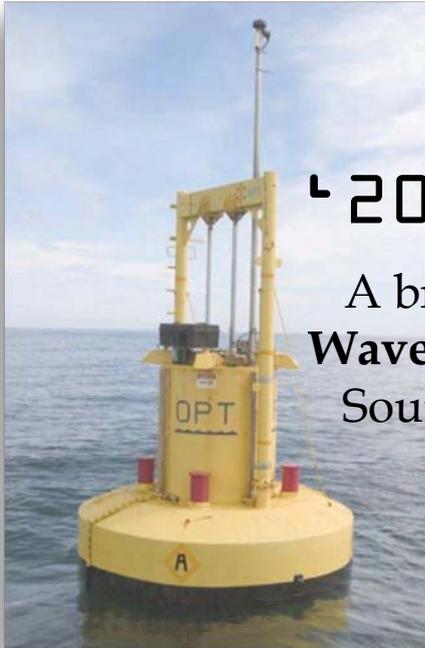
Happy Crab Seafoods (A, F)
 2601 N Newark
 Portland, OR 97217
 Joe Haber
 (503)285-7154 phone/fax
 joe@happycrabseafoods.com

OREGON Dungeness Crab COMMISSION
 P. O. Box 1160 • Coos Bay, OR 97420
 (541)267-5810 • (541)267-5772 fax
 www.oregondungeness.org

If you would like more information about any of the listed companies, or need assistance in locating a suitable source of supply or a specific market, please contact the OCC office.

Information...

PUBLIC PRESENTATIONS



‘20 to 200’

A brief history of
Wave Energy on the
Southern Oregon
Coast...

The Dungeness crab fishery is the most valuable ‘single species’ fishery in the state’s commercial fishing industry and is an important component of Oregon’s coastal economies. In 2006, it represented 51% of the total ‘ex-vessel’ (to-the-boat) value of *all* the seafood commercially harvested in Oregon. That’s \$53.7 million dollars out of the \$106 million dollars fishermen were paid for their catch that year. Over the past ten years, crab’s percentage of overall ex-vessel dollar value has averaged 35.8%.

Applying a conservative economic multiplier of ‘2’ to capture the value of allied business activity, the overall benefit to coastal communities of the crab fishery in the most recent crab season (2008/09) reached \$52 million dollars based on landings of 12.9 million lbs.

The Port of Coos Bay in Charleston, OR is home to somewhere in the neighborhood of 57 of the 433 Dungeness crab ‘limited entry’ permit holders in Oregon. The following ‘crab landings’ and ‘catch value’ illustrate the significant economic contribution this important fishery makes to the Bay Area.

<u>Season</u>	<u>Lbs Landed</u>	<u>Ex-vessel Value</u>
08/09	2,964,439	\$5,928,878
07/08	1,995,603	\$4,749,535
06/07	3,557,714	\$7,720,239
05/06	5,647,697	\$8,866,884
04/05	8,032,147	\$11,807,256

Total for past five seasons = \$39,072,792

Local economic impact – 5 yrs (w/multiplier) = \$78.1 million dollars

The dollars represented in the figures above are important to Charleston and all of the Bay Area. They pay moorage fees in the Boat Basin, support hundreds of jobs at three local seafood processing plants pay fuel bills at the fuel dock, repair bills at the Port’s haul-out facility and gear & equipment purchases at Englund Marine, just to name a few. They trickle into the community and do their part to help keep the local economy healthy. Without a healthy and productive crab fleet, that money is gone...

Because ‘real estate’ (i.e. fishing grounds) is as important to the crab fishery as crabs are, proposed *Wave Energy* projects and *Marine Reserves* areas have created a significant amount of concern within the local commercial fishing fleet. While not opposed to the orderly development of ‘alternative’ sources of energy and the maintenance of healthy ocean ecosystems, fishermen fear that both of these uses of Oregon’s near-shore waters inside of three miles have the very real potential of considerable loss of traditional fishing areas and displacement of a segment of the fleet that presently represents up to fifty percent of the value of the state’s commercial fishing industry.

Any movement towards these new and unproven uses of Oregon’s coastal waters should be done with extreme caution, and with a thorough and exhaustive study of the ecological, biological and socio-economic impacts BEFORE commercial exploitation occurs at the peril of a traditional industry whose contribution can be measured in both dollars and decades...

The Oregon Dungeness Crab Commission is an industry-funded commodity commission under the umbrella of the Oregon Department of Agriculture, representing 429 limited-entry Oregon crab permit holders harvesting a renewable resource in a sustainable fishery.

Education...

The ODCC's educational programs target the fleet, the public and the press.

- ❖ Marine Safety
- ❖ Consumer Education
- ❖ 'Foodie' Events
- ❖ Scholarship Program

Education...

AMSI 'DRILL CONDUCTOR' TRAINING CLASSES



Education...

PUBLIC EDUCATION EVENTS



Education...



FOOD & TRAVEL WRITER DINNERS



Research...

The ODCC funds a number of projects and programs designed to increase knowledge and improve the fishery.

- ❖ Annual Larval Recruitment – Shanks/OIMB
- ❖ Female Fertilization Study (MSC) – OIMB
- ❖ Stock Assessment Modeling (MSC) – OSU
- ❖ Pre-season ‘Quality’ Testing w/ODFW
- ❖ Domoic Acid Testing w/ODA Food Safety

Research...

PRE-SEASON TESTING



Advocacy...

The ODCC represents the crab fleet in a variety of forums and works in partnership with management on industry-related issues.

- ❖ ODFW Marine Resource Program
- ❖ OR Fish & Wildlife Commission
- ❖ OR Legislature & 'Coastal Caucus'
- ❖ OR Congressional Delegation

ADVOCACY...



Big boat, small boat and everything in between, the Oregon Dungeness Crab Commission's role is to represent all segments of the crab fleet and insure that the collective voice of the industry is heard in the challenging issues facing this important and iconic fishery...

State Supervised 'Price Negotiation'

SB-673 Passed in OR Legislature - 2003 session.

Allows fishermen & processors to discuss and set price in state supervised process w/ protection from state & federal anti-trust regulations.

Process has been used in OR for six years and has successfully achieved an 'opening price' four times...

Price Negotiation... Rules.

- ❑ Fishermen must be members of an OR 'marketing association'.
- ❑ Associations in the negotiations must represent a majority of the active L/E permit holders.
- ❑ Processors must be licensed as an OR 'seafood buyer' and have in-state buying/processing location.
- ❑ Processors in the negotiations must represent a majority of the 'buying capacity' in the state.

Price Negotiations... Process.

- ▣ Parties ask ODA to convene negotiations.
- ▣ ODA determines that 'thresholds' have been met.
- ▣ Date, time & location are established.
- ▣ Association & Processor representatives meet under state-supervision and attempt to identify an opening price all parties can agree upon.
- ▣ Parties can suspend negotiations if stalled, and reconvene if needed.

Price Negotiation... Process.

- ▣ Parties can ask ODA Director to establish a 'fair price' based of information generated in the negotiations.
- ▣ Price is not 'set' until the ODA Director ratifies the price and the process used to achieve it.
- ▣ All parties are bound to the terms of the price agreement.

Price Negotiation...

What it is.

- ▣ It is a way to establish an 'opening price' so fishermen can take advantage of the 64-hour 'pre-soak' and have a safe and 'on time' season start.
- ▣ Provides processors with the ability to set ads and assure customers that product will be available.
- ▣ Identifies a price based on verifiable market information, mutual understanding of the issues involved and negotiated terms.

Price Negotiation...

What it's not.

- ▣ Not designed to establish a 'season' price.
- ▣ Not conducted to influence 'price discovery' processes in other states.
- ▣ Not forced on the industry.
- ▣ Not designed to give either 'side' an advantage (or disadvantage).
- ▣ It's not perfect, but it works...



Thank you...

