

Save our Kenai Kings

A campaign success story



2014 Alaska Board of Fisheries
Upper Cook Inlet

Fisheries are Big Business

- \$1 Billion industry (Cook Inlet)
 - \$800 million sport fishery
 - \$200 million commercial fishery
- 50 percent of all statewide angler days in UCI
- 200,000 resident / non-resident anglers
- Kenai River – largest sport and personal use fisheries in Alaska

Fisheries Management

Upper Cook Inlet – Complex, Fully Allocated

- Commercial, sport, personal use, subsistence
- 5 salmon species – kings, reds, silvers, pinks, chums
- Major watersheds, each with unique salmon stocks
- UCI has one half of all statewide stock of concern designations by BOF
- Longest BOF meeting in 3 year cycle (14 days)

Fundamental Differences

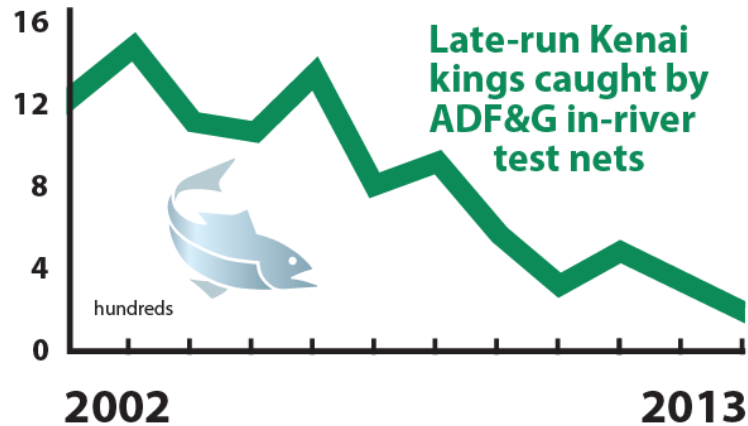
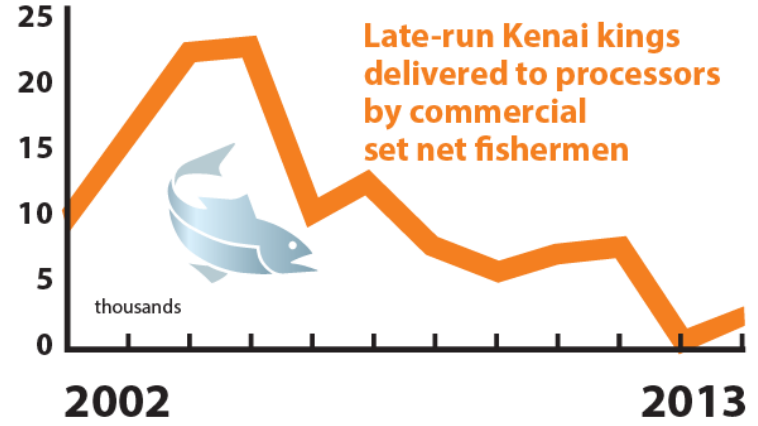
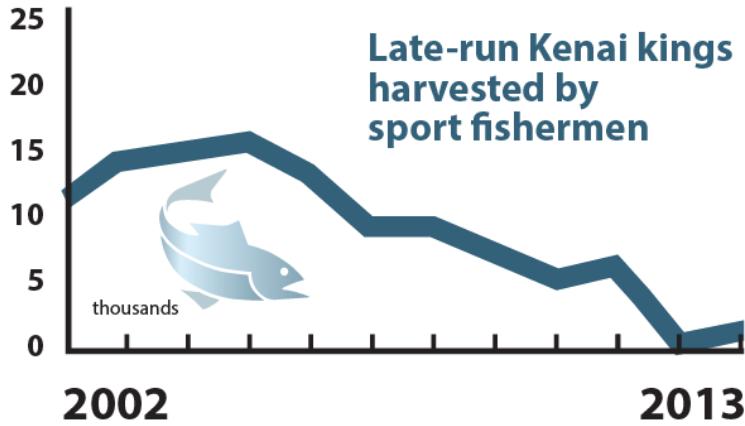
Recreational and Commercial Fish Management

1. Angler days (daily bag limits) vs. poundage (ton)
2. Maximum sustained production (MSP) vs. maximum sustained yield (MSY)
3. Predictable seasonal management vs. flexible in-season management
4. Value-added economics vs. value economics

Kenai king salmon in crisis

- ✓ Historic low king salmon returns
- ✓ Outdated fishery management plan
- ✓ 2012 statewide salmon research plan
 - \$30 million over 5 years to examine causes
- ✓ 2012 statewide economic disaster declaration
 - \$20 million in federal fishery disaster aid

Major indicators show steep decline in Kenai River king salmon



What's at stake

- Loss of Alaska's iconic Kenai River king salmon
- Sustainable recreational fishing on Kenai Peninsula for future generations
- Access to our fair share of the valuable resource
- Economy of Kenai Peninsula and its visitor industry

Campaign goal:

Update fishery management plan to reflect low number of Kenai River king salmon



Campaign priorities

- Adequate numbers of Kenai River king salmon must be allowed to spawn
- Ensure shared burden of conservation for user groups that harvest Kenai kings

Campaign strategy

- Produced video
- Letter-writing campaign
- eBlast
- Tourism industry outreach
- Advertising
- Media relations

Board of Fisheries hearings



Strong social media



Media relations

Board passes 44 proposals
- Peninsula Clarion

More protection for early run kings
- Peninsula Clarion

Fish board approves Kenai king salmon plan
- Associated Press

State fish board limits Cook Inlet commercial fleet to save Mat-Su salmon
- Anchorage Daily News

State fisheries board approves long-awaited Kenai king plan
- Anchorage Daily News

Kenai king salmon conservation measures passed
- Juneau Empire

Kenai kings focus of Alaska Board of Fisheries meeting
- KTUU

AK Board of Fisheries votes to 'pair restrictions'
- KTVA

Board of Fisheries results

- Escapement goal of 16,500 included in late-run Kenai king plan
- Paired restrictions for sport and commercial fisheries adopted into late-run Kenai king salmon management plan
- Use of shallower gillnets authorized in set net fishery
- Action taken for successful Cook Inlet coho fishery due to severe king decline

Ongoing management

Pre-season early-run Kenai River king salmon closure by Alaska Department of Fish & Game

- Kenai River closed to king salmon sport fishing May 1 to June 30
- Major king salmon sport fisheries in Cook Inlet in 2014 have restrictions or closures

Kenai River king salmon

Conservation for the future



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