



RED SNAPPER

A SUCCESS STORY



RED SNAPPER have been harvested from the waters of the Gulf of Mexico for over 150 years. A crash in the population nearly decimated this species in the 1980s and practically drove the commercial fishery to its knees. But thanks to a strong Magnuson-Stevens Act and a commitment by fishermen and others to rebuild this iconic fishery, commercial red snapper fishing businesses are profitable again and American seafood consumers have access to fresh, domestic, sustainably harvested red snapper 365 days a year.



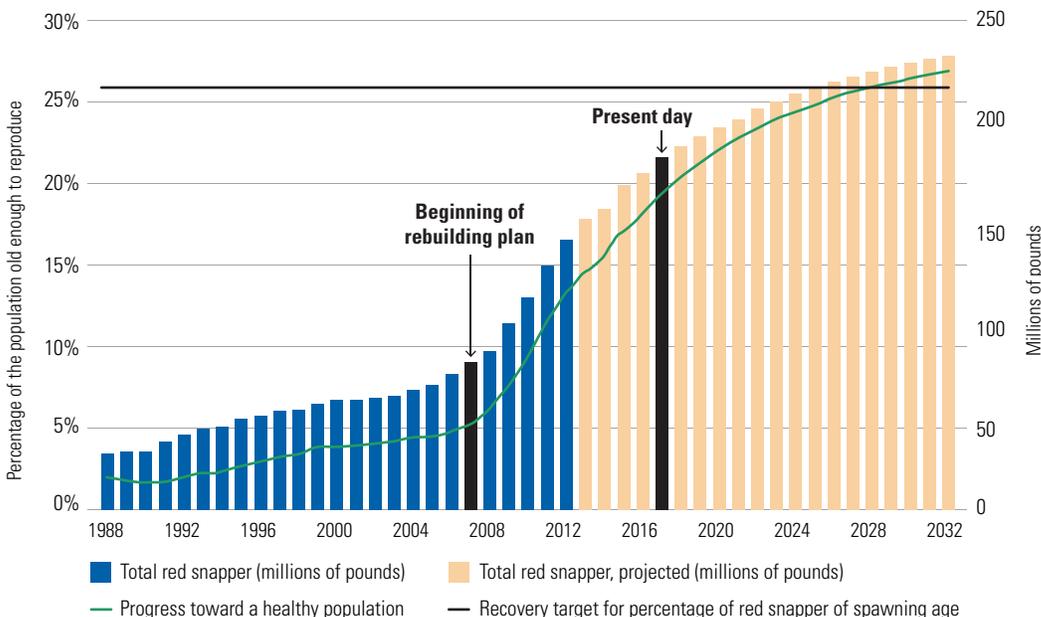
A FISHERMEN'S SUCCESS STORY

Commercial fishermen helped spearhead a movement in the 2000s to protect and rebuild red snapper in the Gulf. They did this to save their fishing businesses and communities. Now, thanks to sustainable fishing practices and reasonable management measures, quotas have nearly tripled for all fishermen in the Gulf. The commercial red snapper fishery is profitable again with this one species alone generating over \$23 million in direct revenue to commercial fishermen.

“We figured out pretty quickly that the best way to protect our jobs and fishing communities was to protect the fish that we’ve built our businesses on.”

BUDDY GUINDON EXECUTIVE DIRECTOR, SHAREHOLDERS' ALLIANCE AND OWNER, KATIE'S SEAFOOD MARKET

RED SNAPPER POPULATION ON THE RISE



RED SNAPPER COMMERCIAL FISHING AT A GLANCE

FISHERY HISTORY

The first documented commercial fishing landings in the Gulf of Mexico date back to the 1840s in the Pensacola area of Florida.

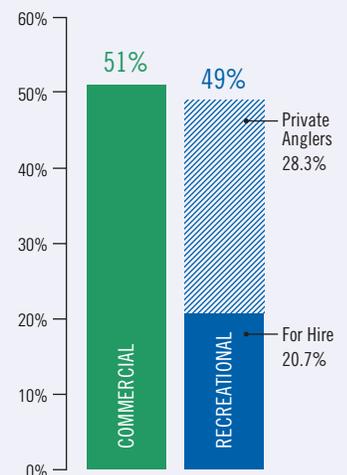
PRIMARY GEAR TYPES

- Vertical line (rod and reel, bandit gear)
- Bottom longline
- Spear

MAJOR PORTS

- Galveston (Texas)
- Destin (Florida)
- Panama City (Florida)
- Golden Meadow (Louisiana)
- Orange Beach (Alabama)

ALLOCATION BY SECTOR



COMMERCIAL ALLOCATION USE

Commercial fishermen catch nearly 100% of their sustainable allocation every year (without going over) under the IFQ system that was implemented in 2007.

A SEAFOOD SUCCESS STORY

GULF RED SNAPPER is a key component of many restaurants' menus nationwide, and American seafood consumers now have access to fresh, domestic, sustainably harvested red snapper every day of the year.

According to research by the National Restaurant Association, of the top 10 culinary trends in 2015:

- Locally sourced seafood ranked first
- Environmental sustainability ranked third
- Sustainable seafood ranked eighth



DID YOU KNOW?
AN AVERAGE 7-8 LB RED SNAPPER CAN FEED 8-9 CONSUMERS (7 OZ RESTAURANT SERVINGS).



DID YOU KNOW?
THE SEAFOOD INDUSTRY PROVIDES JOBS FOR 1.3 MILLION NATIONALLY.

SUSTAINABILITY

Red snapper is no longer experiencing overfishing in the Gulf of Mexico and is on track to be fully rebuilt by 2032.

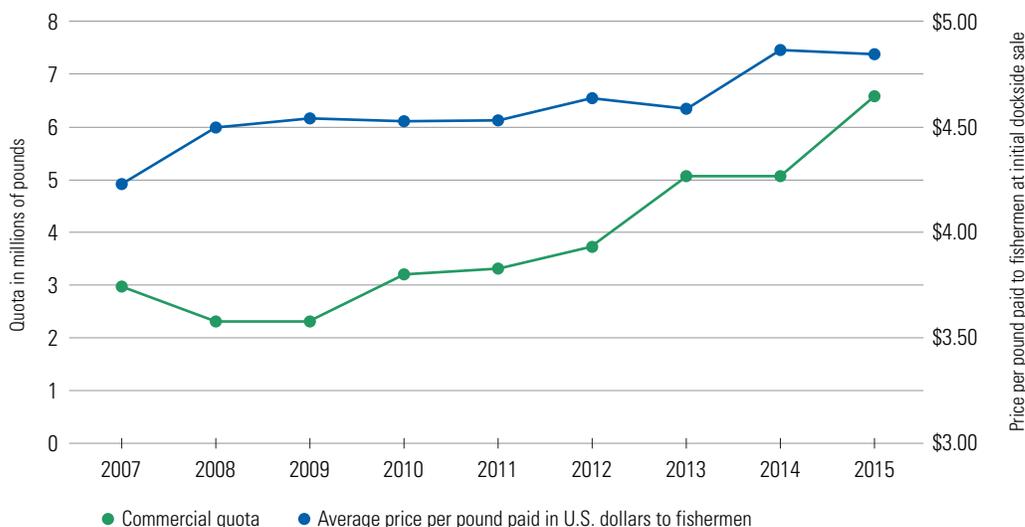
The average size of a red snapper has increased and red snapper are now being caught in more areas of the Gulf than they have in decades.

“The Shareholders’ Alliance is in the business of solving fishery problems. Whether we’re offshore running our boats, teaching our kids how to run a fishing business, participating in regulatory meetings, or educating our Congressional leaders, we are invested in the future of this fishery and to providing the American public with a steady source of sustainably harvested seafood.”

JASON DELACRUZ VICE PRESIDENT OF THE SHAREHOLDERS’ ALLIANCE, PRESIDENT OF GULF WILD, AND OWNER OF WILD SEAFOOD CO.



RED SNAPPER PRICES AND CATCHES ARE INCREASING



WHAT IS THE SHAREHOLDERS’ ALLIANCE DOING TO HELP PROTECT THIS FISHERY?

The fishermen of the Shareholders’ Alliance work tirelessly to promote ideas and solutions to improve how the Gulf’s fisheries are managed and enjoyed by the public. These include:

- **Promotion** of responsible and sustainable management proposals.
- **Development of a fishermen-run Quota Bank** to reduce red snapper discards and provide assistance for the next generation of red snapper fishermen.
- **Cooperative research** with emerging electronic fishery data collection technologies.
- **Sustainable seafood education** and awareness.
- **Collaboration** with like-minded commercial fishing organizations throughout the U.S.

For more information about who we are and what we do, please visit our website:

WWW.SHAREHOLDERSALLIANCE.ORG



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