



R & E Grant Application 21-23 Biennium

Project #: 21-011

Bottomfish Fish Models

Project Information

Requested Cycle: 21-1
R&E Project Request: \$5,350
Other Funding: \$0
Total Project: \$5,350
Spending Start Date: 1/4/2021
Spending End Date: 12/31/2021
Project Start Date: 1/4/2021
Project End Date: 12/31/2026
Organization: Oregon Department of Fish and Wildlife

Technical Contact

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Applicant Information

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Past Recommended or Completed Projects

This applicant has no previous projects that match criteria.

Authorized Agent

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Location Information

Where is it?

The project will occur Statewide

Project Summary

Project Summary

Please provide a couple sentence summary of the proposal.

To use rubberized fish models made by Iwasaki Fake Foods company as an educational tool for recreational anglers on fish identification of bottomfish species.

Overall Project Goals

Describe the primary goals or outcomes of the entire project, including elements not requesting funding from R&E.

To educate anglers on how to identify different ocean bottomfish species with the use of rubber fish models that have detailed markings. The fish models will be used at ODFW educational booths at state fairs, sport shows and expos, local fishing ports and STEPS biologists for educational meetings.

Four specific bottomfish species will be used as a preliminary test(vermilion, canary, copper, and yelloweye adult and juvenile rockfish). If positive results will branch out to more species and used in ORBS seasonal technician trainings.

Primary objectives of R&E funding

Please describe the measurable objectives for the R&E portion of the funding request.

The monies used will buy a one time detailed rubberized fish model for four adult bottomfish species approximately 15 inches and one juvenile bottomfish species approximately 6-8 inches. \$400 per fish

Detailed and painted fish model fee of \$350 per fish species for the finished project.

The cost of a guaranteed overnight flight of a 50 pound cooler with the fish carcasses and ice by UPS was quoted as \$800+.

Fish models to be made at Iwasaki Fake Foods by sending 50 percent monies down with balance due when completion is finished.

Finished fish models will be used to educate anglers at sport shows, state fairs, and local ports starting when the models are finished. Approximate dates starting fall or winter of 2021 depending on Covid gathering protocols.

Current Situation/Justification

Please describe the current situation and explain why this funding is needed.

Ocean anglers today even with several educational handouts are still having a hard time distinguishing certain species of bottomfish, specifically rockfish species of vermilion, canary, copper, and yelloweye adult and juvenile. Yelloweye rockfish are prohibited under the endangered species act and copper rockfish is a near shore species that has a sub-bag limit and is at risk to be closed for retention once the quota is caught. So with these regulations in

place and angler identification struggles along with new anglers to ocean fishing an increase in fishing violations is occurring. With the monies from R&E to buy the rubberized fish models, ODFW can use them as a hands on tool at fairs and sport shows where a large population of anglers go. The models are detailed in color, fin types and other markings specific to each species so that the angler can pick them up without harm to person or model. They will be able to compare species, see and feel the different details. For example, a vermilion rockfish has a rough chin, like 5 o'clock shadow when rubbed back and forth while a canary and yelloweye rockfish have smooth chins.

Recreation and Commercial Benefit

This project will provide benefits to:

Recreational fisheries

Explain how this project will contribute to current (and/or potential) fishing opportunities, access, or fisheries management.

The project will help anglers identify rockfish species better and with more confidence so that they can follow state and federal regulations, bring in full bag limits, and decrease fish violations. This then will ensure better catch rates, increase the number of angler days per angler, and decrease quotas of federally protected endangered species such as the yelloweye rockfish.

Percent benefit split between Commercial and Recreational anglers:

0 % Commercial

100 % Recreational

Please explain, or justify, how the percentage split was determined:

100 percent of the funding is for recreational anglers is because commercial fishermen can identify fish species and recreational have a harder time, so the fish models are to help the recreational anglers with fish species identification as an educational tool.

This project has been identified as an ODFW priority for:

Statewide

Does this project directly support implementation of the ODFW Strategic Plan and/or current Fish Division priorities?

Unknown

Please briefly explain when this was identified as a priority and what process or workgroup was used to identified this as an ODFW priority.

With the increase of fishing violations due mostly to fish misidentification of bottomfish/rockfish species the ODFW marine fisheries department have been looking for an educational tool that could help anglers identify species with more confidence, easy to use and be long lasting as well as sturdy and unbreakable.

Identify any plan or other document that identifies this priority.

Is this project part of an approved Salmon-Trout Enhancement Program (STEP) activity?

No

This project is intended to benefit the following species:

Marine Fish Species

Rockfish

Other Fish Species

Bottomfish

This project will benefit anglers or fishery by providing:
Education/Outreach

Education/Outreach

This project will:
Teach the public about fish (ecology, life history) and/or fish habitat needs
Fish species identification

The main focus of this project is to:
Support established education program

Is this education/outreach associated with ODFW efforts?
Yes
STEP
Angler education

This education/outreach effort will target:
Youth (< 18 years old)
Adults (18 years old or more)
Families (Youth and Adult family members/mentors)
New anglers
Current anglers
Returning anglers (those who used to fish but don't currently)
Underserved populations

Number of people targeted by this proposal:
25000

Estimate the average amount of time that each attendee will participate in the proposed effort.
0.5

Explain the duration/frequency of the proposed outreach effort.
With the use of the fish models at fairs, sport shows and local ports as well as angler educational meetings the varied amount of time can be educating an angler for 15 to 30 minutes at a show or an hour long presentation at a meeting. This will be an ongoing project that will be used as needed due the increase in new fishing anglers every year, polishing up identification skills on seasonal anglers and reaching all anglers throughout the state and nonresident anglers each time they come to the coast or to a show, fair or meeting.

Will the developed materials be available for use by other organizations or the public(i.e curriculum, teaching techniques, educational strategies, materials)?
No

Project Description

Schedule

Activity	Date	RE Funding
Apply for E&R grant for fish educational models from Iwasaki Fake Foods. Please watch YouTube video online for history and better description of the making process.	January, 2021	No
If accepted, contact Iwasaki Fake Foods and make specific arrangements on when and number of fish carcasses will be arriving. Send fifty percent of agreed funds for fish models.	July, 2021	Yes

Fish for two of each species of canary, vermillion, copper, and adult and juvenile yelloweye rockfish for fish models. Prepare and mail overnight to Iwasaki Fake Foods for fish models.	July, 20221	No
Keep in contact and work with Iwasaki Fake Foods on fish models to make sure that details per species is accurate.	July, 2021	No
When fish models are finished and agreed upon with Iwasaki Fake Foods send last monies for finished project.	September, 2021	Yes
Depending on Covid protocol, if models are finished before sport shows or fairs use them for angler educational tools at ODFW booths.	October, 2021	No

Permits

Permit	Secured?	Date Expected
	No	

Project Design and Description

Please describe in detail the methods or approach that will be used to achieve the project objectives.

Once the R&E Fish Model application been accepted and grant money secure, PSMFC technician under ODFW marine managers will fish and collect two species of each species agreed upon of canary, vermillion, copper, adult and juvenile yelloweye rockfish. One fish carcass will be used to make a one time fish model, that will be able to be used for future use, and the second fish carcass is used for details such as coloration, markings, fin type, and other details per species. The fish carcasses are prepared and mailed off overnight to Iwasaki Fake Foods along with a deposit check for fifty percent of the deposit down to start making the rubberized fish models. Once the models are made and agreed upon details, ODFW marine department will send last part of the deposit and have the models sent. The marine department then will decide where to use the models for reactional angler education at either a sport show or fair ODFW booth. Depending on Covid protocols.

Engineering

Does the project involve capital improvement, engineering, site grading or other construction?

No

Project Management and Maintenance

What is the life expectancy of R&E funded construction, structures, equipment, supplies, data or fishery?

The fish models will be collected and made for the year 2021 and will last up to five or ten years depending on handling use.

Who is responsible for long term management, maintenance, and oversight of the project beyond what is funded by R&E.

ODFW Marine Department will be responsible for the management, maintenance, and oversight of the fish model project as well as determine when the models are to be replaced, updated or increased in number for recreational angler educational purposes.

Will the project require ongoing maintenance?

Yes

The fish models of the agreed species is a preliminary start up to see if they are a positive educational tool for recreational angler. If so then the ODFW Marine Department will add more species to the project in order to continue to help recreational anglers further their education on positive identification of marine fish species to slow down and or stop the increase of angler fishing violations do to misidentification.

Is there a plan to collect baseline data and to conduct monitoring efforts to measure the effectiveness

of the project?

Yes

Although it will be hard to actually collect any baseline data on how the project is doing. ODFW Marine Department can request a public angler survey through R&E to see if the fish models are working as a positive educational tool at the sport shows, fairs, and other resources such as STEP angler meetings.

Project Funding

Funding

Have you applied for OWEB funding for this project?

No

Has this proposal, or similar proposal for this project location, previously been denied by OWEB or other funding source?

No

Other Funding Source	Type	Secured	Dollar Value	Comments
		Total	0	

Budget

Item	Unit Number	Unit Cost	In-kind or non-cash contributions	Funding from other sources	R&E Funds	Total Costs
PROJECT MANAGEMENT						
			0	0	0	0
		SUBTOTAL	0	0	0	0
IN-HOUSE PERSONNEL						
			0	0	0	0
		SUBTOTAL	0	0	0	0
CONTRACTED SERVICES						
			0	0	0	0
		SUBTOTAL	0	0	0	0
TRAVEL						
			0	0	0	0
		SUBTOTAL	0	0	0	0
SUPPLIES/MATERIALS						
Fish model one time setup	5	400.00	0	0	2000	2000
Fish model fee	5	350.00	0	0	1750	1750
Overnight shipping of 50 lb. cooler with fish carcasses, Twice	1	1600.00	0	0	1600	1600
		SUBTOTAL	0	0	5350	5350
EDUCATION/OUTREACH						
			0	0	0	0
		SUBTOTAL	0	0	0	0
EQUIPMENT						
			0	0	0	0
		SUBTOTAL	0	0	0	0
FISCAL ADMINISTRATION						
			0	0	0	0
		SUBTOTAL	0	0	0	0
		BUDGET TOTAL	0	0	5350	5350

Internal Review Results

Review Score: 1.9 out of 3

(0 = Do Not Fund, 1 = Strengthen Proposal, 2 = Recommend, 3 = Strongly Recommend)

Summary of Review Team Comments

This project was supported by the review team. The team felt this could be good pilot study for this type of model that could then be expanded to other education and outreach programs. The proposal could be improved but the concept is sound. Scores included zero 3s, nine 2s, one 1, and zero 0s.

Specific Review Team Comments

This sounds like a good idea and positive use of R&E dollars but is a lot of money for 5 fish. It is better than pictures but widespread use could be difficult, this project could be a good test for future expansion. Please better explain how these will be used and shared to reach the broadest audience. How many saltwater anglers are there and what proportion of them fish for rockfish? How many of those will this reach? What staff will be using it?

Please provide pictures or materials of other fish examples from this company would be useful to provide some confidence in the ability of the vendor to deliver on this with adequate realism to improve identification. Are there any references from previous customers?

ODFW time/labor could be shown as match. This could help show who will be engaged with the use of these models and that ODFW is supportive of this effort. A letter of support or other demonstrated commitment from district, MRP or ODFW angler education staff. Who in ODFW is supportive of this educational approach?

Please verify several budget elements:

- o Bid says \$325 per fish, budget says \$350.
- o The \$1,600 for delivery seems very high, please explain and provide details on shipping costs.

Specific Review Team Questions

Have you considered increasing the number of species or number of models to improve access to the models or reduce the per model cost?

The MRP managers had a meeting and agreed that the five fish requested would be a good pilot study to determine if they would be a good educational tool to use for anglers. The five fish (vermillion, canary, copper, and yelloweye adult and juvenile) are considered the most complicated fish for ocean anglers to identify. The cost per fish is \$325 for a 15 inch model to be made, however another \$25 dollars was attached for wiggle room in case of size range other than 15 inches. If the preliminary study works and is useful to ocean anglers than further fish species will be requested and monies found for the project under another grant or means. The cost for the fish models is both a one time fee for the original model and then a separate fee to actually make the fish model as it is hand made and painted according to details until ODFW MRP are satisfied with the results. Iwasaki determined the cost to make the fish species based on requesting more details in order for the anglers to accurately identify the fish apart from each other. Iwasaki is also the only company of it's kind that makes detailed rubber models for humans to handle that will cause less wear and tear damage as well as safety precautions to the handlers themselves. For example a poke from a sharp fish spine that would be dangerous with a typical fiber glass model or original fish carcass.

Seems like a good project that targets marine anglers, especially given the quota and management

implications of misidentification. Do we know the number of saltwater anglers as a portion of the total anglers? What portion of them are fishing for rockfish as compared to salmon fishers?

The number of anglers that will be possibly reached are as follows: 1. In 2015 ocean anglers made 103,000 trips this has increased to 130,000 trips in 2020 with the major increase due to Covid and the need to be outdoors.

2. Annual Saltwater Sportsman Show for two days an average number of contacts was 1500-1800 individuals.

3. Angler education open houses (5 events over 2 years) 50-250 individuals/event

4. ODFW public meetings (6 per year average) have 50-150 individuals per meeting

5. Angling groups (1-2/year) 25-50 individuals per meeting

6. Portland Sportsman Show and State Fair each have approximately 1000+ individuals

With the increase of anglers there has also been an increase in misidentification and so an increase in violations from that misidentification. The five species chosen for models requested will help the above numbers of possible anglers to be educated on how to identify them apart and thus decrease violations and mortality rates of the fish species themselves.

Additional Files

Budget Information

[Iwasaki Fake Foods](#)

Email describing details and methods

Maps

Photos

[Fish model species](#)

Rockfish fish species photos

[Fish model species](#)

Rockfish fish species photos

[Fish model species](#)

Rockfish fish species photos

[Fish model species](#)

Rockfish fish species photos

[Fish model species](#)

Rockfish fish species photos

[Iwasaki Fake Foods](#)

Photos of seafood models

Design Information

Management Plans and Supporting Documents

Permits and Reviews

Partnerships

Public Comment

[MRP Support Letter](#)

MRP manager letter of support

Administrative Documents

[Signiture Authoration Page-ODFW](#)

ODFW manager authoration page

Completion Report

Objectives and Accomplishments

The monies used will buy a one time detailed rubberized fish model for four adult bottomfish species approximately 15 inches and one juvenile bottomfish species approximately 6-8 inches. \$400 per fish

Did you meet the objective? Yes

Met objectives. See attached document.

Detailed and painted fish model fee of \$350 per fish species for the finished project.

The cost of a guaranteed overnight flight of a 50 pound cooler with the fish carcasses and ice by UPS was quoted as \$800+.

Did you meet the objective? Yes

See attached document.

Fish models to be made at Iwasaki Fake Foods by sending 50 percent monies down with balance due when completion is finished.

Did you meet the objective? Yes

Yes. See attached document.

Finished fish models will be used to educate anglers at sport shows, state fairs, and local ports starting when the models are finished. Approximate dates starting fall or winter of 2021 depending on Covid gathering protocols.

Did you meet the objective? Yes

Yes, see attached.

Comments

Completion report submitted by Marty Olson, working with Mark Freeman. Original applicant, Linda Zumbrunnen, has left the agency.

Grantee agreed to forfeit all remaining funds.