



What's Fishing Worth? Update

A big thanks to everyone who has donated to the New Zealand Marine Research Foundation's latest project to measure the impact that recreational fishing has on the New Zealand economy.

For others who are keen, you can still donate directly through the www.whatsfishingworth.co.nz site or the Foundation's website www.nzmrf.org.nz

Foundation Chairman Jeff Romeril said recently, "For too long recreational fishers have been the poor cousins in the continuing lobby for better management and utilisation of our fisheries resources. We need to empower our advocates for many years to come".

"Having some hard-hitting, simple and persuasive facts will provide the necessary tools to achieve more fish in the water."

Changing attitudes starts with understanding

Changing the way people view the ocean and creating a more positive attitude towards conservation is an outcome of overseas research into the value of recreational fishing.

LegaSea believes the same positive benefits could apply to New Zealand when the results of the Foundation's research project are made public and given effect through policy changes.

Those policy changes will only come about through widespread understanding of both the benefits of having more fish available to local communities, and the potential earnings for the country as a whole.

For example, a study of Cabo San Lucas, Mexico, found sportfishing generated over \$245 million in new local and federal taxes. And, the total economic activity associated with 345,000 visiting anglers was estimated to be approximately USD\$1.125 billion.

Here in NZ, after 30 years of the quota management system we still have our precious kahawai being exported for \$1.45 per kilo, and 25-29cm snapper exported to Australia for \$9.00 per kilo.

It's time to smarten up.

Growth potential

Our country has so much potential for job growth, wealth generation and tax revenues, but that all depends on having fish available.

The Foundation is determined to complete the study. Preliminary results are expected by December and a peer-reviewed report by early 2016.

LegaSea is helping to raise the \$400,000 to support the research and subsequent publicity programme, because building a business case and public awareness seems to be the most effective way to convince our politicians that we need more fish in the water.

LegaSea urges you to get in behind the Foundation and contribute as much as you can to the fundraising effort. www.whatsfishingworth.co.nz.

All contributions are tax deductible because the New Zealand Marine Research Foundation is a registered charitable trust.

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LegaSea is a public outreach initiative of the New Zealand Sport Fishing Council. The Council has an experienced fisheries management, science, policy and legal team. On behalf of the Council LegaSea raises funds and provides public-friendly information about a variety of processes that are important to restoring abundance in our fisheries for future generations.