

Summary

Meeting dates: March 19-20, 2015

Agenda item: Fish Washington Inland Fish Program

Presenter(s): Chris Donley, Inland Fish Program Manager

Background summary:

License sales from anglers that target trout and warm water fish species make up a significant portion of the fish related income in the Wildlife Fund.

In 2012 fish biologists and hatchery staff completed an 18 month effort to evaluate and revise the trout stocking strategies with the goal of increasing angler participation and increasing license sales. In that same year the department initiated a marketing plan to promote fishing opportunities for inland fish species in Washington.

The goals of the Inland Fish Initiative are to increase freshwater and combination license sales by 10% and to increase revenue by \$1 million per year.

This briefing will provide an update on the status of the Inland Fish Initiative. Describe progress made in meeting the goals and present actions that have been implemented to promote inland fish angling opportunities in Washington. The briefing will also describe changes that have been made to hatchery trout production to maximize angler satisfaction. Finally department staff will discuss planned activities for 2015 including promotional activities and planned use of hatchery trout including jumbo size trout (produced by the department and triploid trout purchased from private growers) to generate increased participation in the fisheries.

Policy issue(s) you are bringing to the Commission for consideration:

N/A

Public involvement process used and what you learned:

N/A

Action requested:

None

Draft motion language:

None

Justification for Commission action:

N/A

Communications Plan: N/A

N/A
