



Oregon's
Dungeness
Crab Fishery

LOUIE'S VITAL STATISTICS

Date of Birth: January 1996

Place of Conception: Southern Oregon Coast

Place of Birth: Bigger Than Life - El Cajon, CA

Parents: Oregon Dungeness Crab Commission

Home Address: 964 Central Ave. • P. O. Box 1160 • Coos Bay, OR 97420

Phone: (541)267-5810 (541)267-5772 fax

Nationality: Oregon Dungeness (*Cancer magister*)

Weight: 213lbs (shipping weight-300lbs appx.)

Height: 12.5ft

Width: 30ft (appx.)

Depth: 20ft (appx.)

Color: Orange

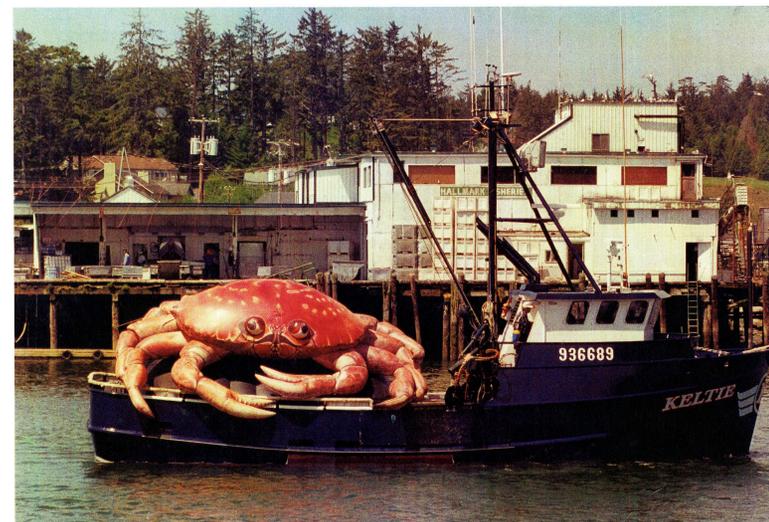
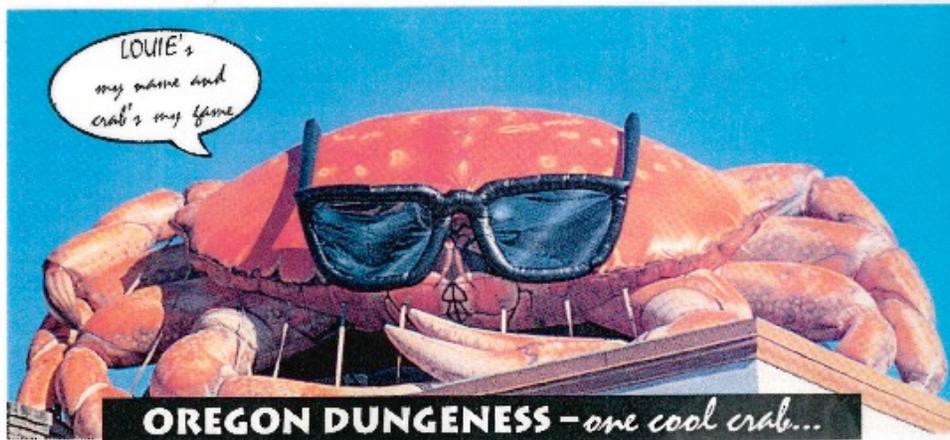
Eyes: Wears Glasses

Specific Needs: Air from continuous fan that runs on 110v power.

Special Instructions: Must be tied down in windy conditions, and should be watched at night so he doesn't wander off with strangers.

Dislikes: Doesn't like to go outside in the rain (gets heavy when wet). Forget about snow...and snow crab - hates both.

Likes: Likes being the center of attention. Enjoys posing for cameras. Likes to have fun...





Dungeness Crab – the official ‘State Crustacean’

ODCC – Who we are, what we do...

- One of 23 Commissions under the umbrella of ODA Commodity Commission Program, ODCC established in 1977
- 4 seafood: Crab, Trawl, Salmon & Albacore (Marketing Arm: Seafood OREGON)
- Funding – Assessment of 1% of the catch value (solely funded by the fishermen) of crab landed in Oregon (\$110k - \$740k+)
- Direction – 8 member Commission (5/2/1) appointed by the ODA Dir. for 3-yr terms
- Primary Functions – Marketing, Education, Research & Information – advertising; promotional & “pos” material; trade shows (domestic & international); targeted promotions; trade leads & contacts; market data; newsletter; industry representation in Salem & D.C., Enhance the image of Oregon Dungeness crab



Marketing examples: T.V., Radio, Print ad – consumer and trade, Social Media, Point of Sale, Inflatable program, Tradeshow, etc.



*The party really starts
when we get crackin'!*

an-tic-i-pa-tion
: the act of looking forward;
especially: pleasurable
expectation.



OREGON
Dungeness
CRAB

Check us out at OregonDungeness.org or "catch" us @   



Current Season – January 15th to date

- Astoria – 4,265,733 lbs
- **Newport – 8,549,221 lbs**
- Charleston – 5,238,628 lbs 2018 Local value \$16.6 m
- Port Orford – 774,181 lbs
- Brookings – 2,561,173 lbs

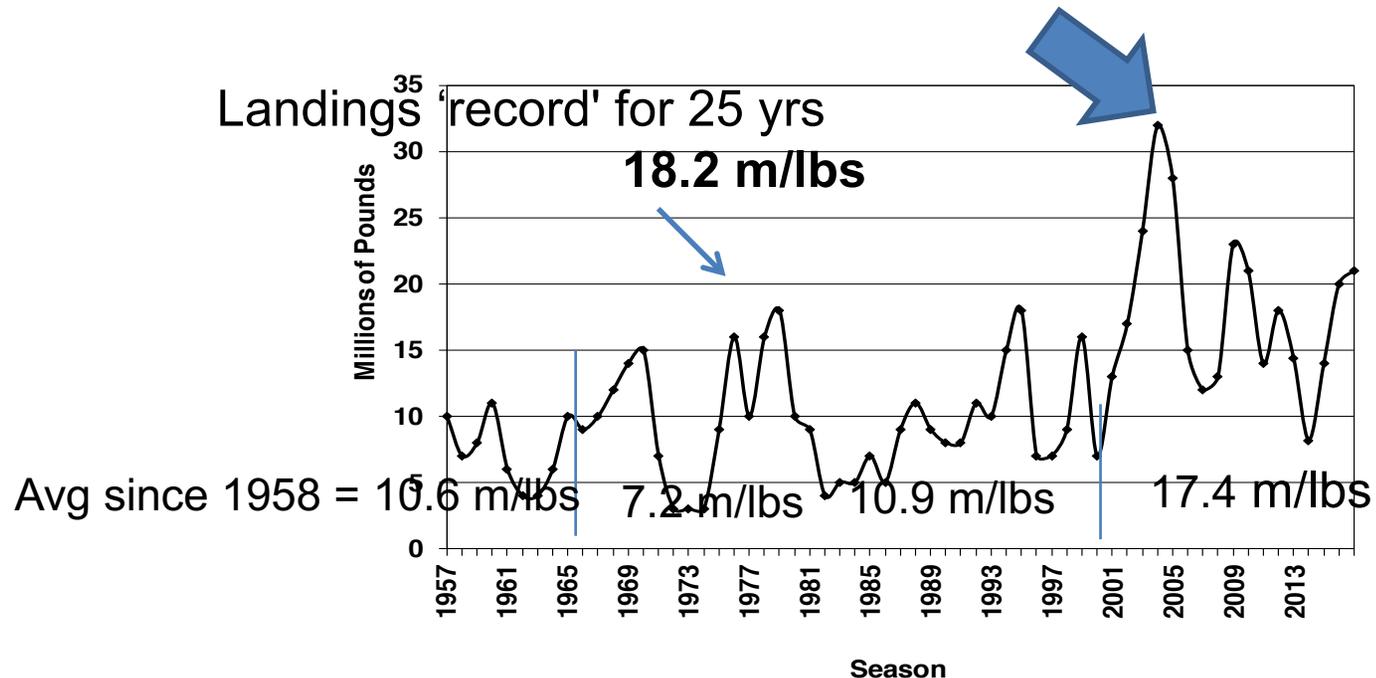
Harvest 17/18 season = **23 m/lbs**
'Ex-vessel' value = **\$74 m**

10 year (08-17) Landings & Value all Species

Total Seafood Pounds	Total Seafood Dollars
2,566,164,043 Lbs.	\$ 1,306,068,657

Annual Landings of Dungeness Crab in Oregon (1958 to present)

All time 'single season' landings record set in 2004/05. **33,669,314 lbs**



Conservation-minded Gear Regulations..





Targeted Harvest Method..



3-S Management..



Size..



Sex..



Season..

Escape Ring..



Biodegradable Cotton..





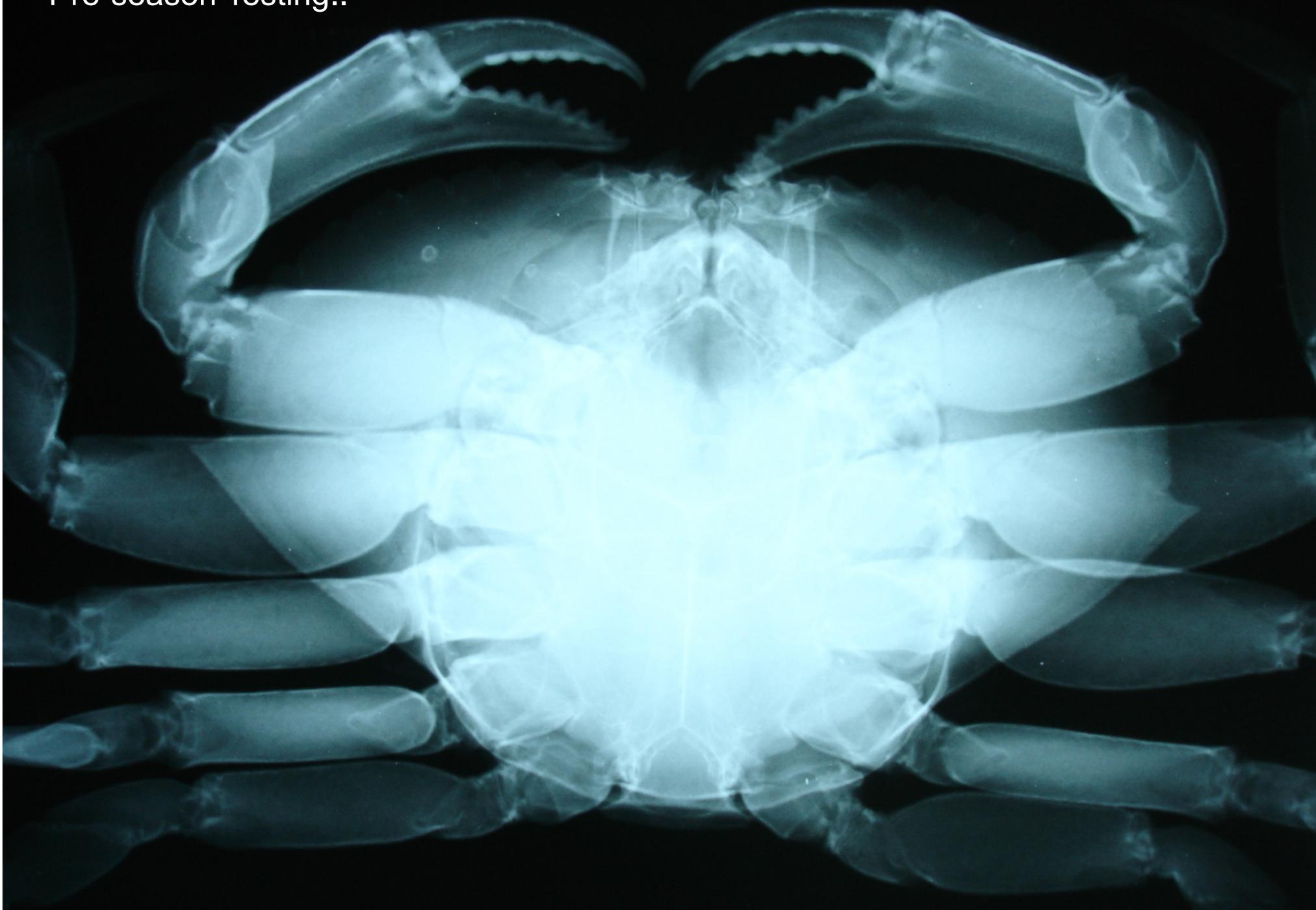


1996 – Limited Entry..

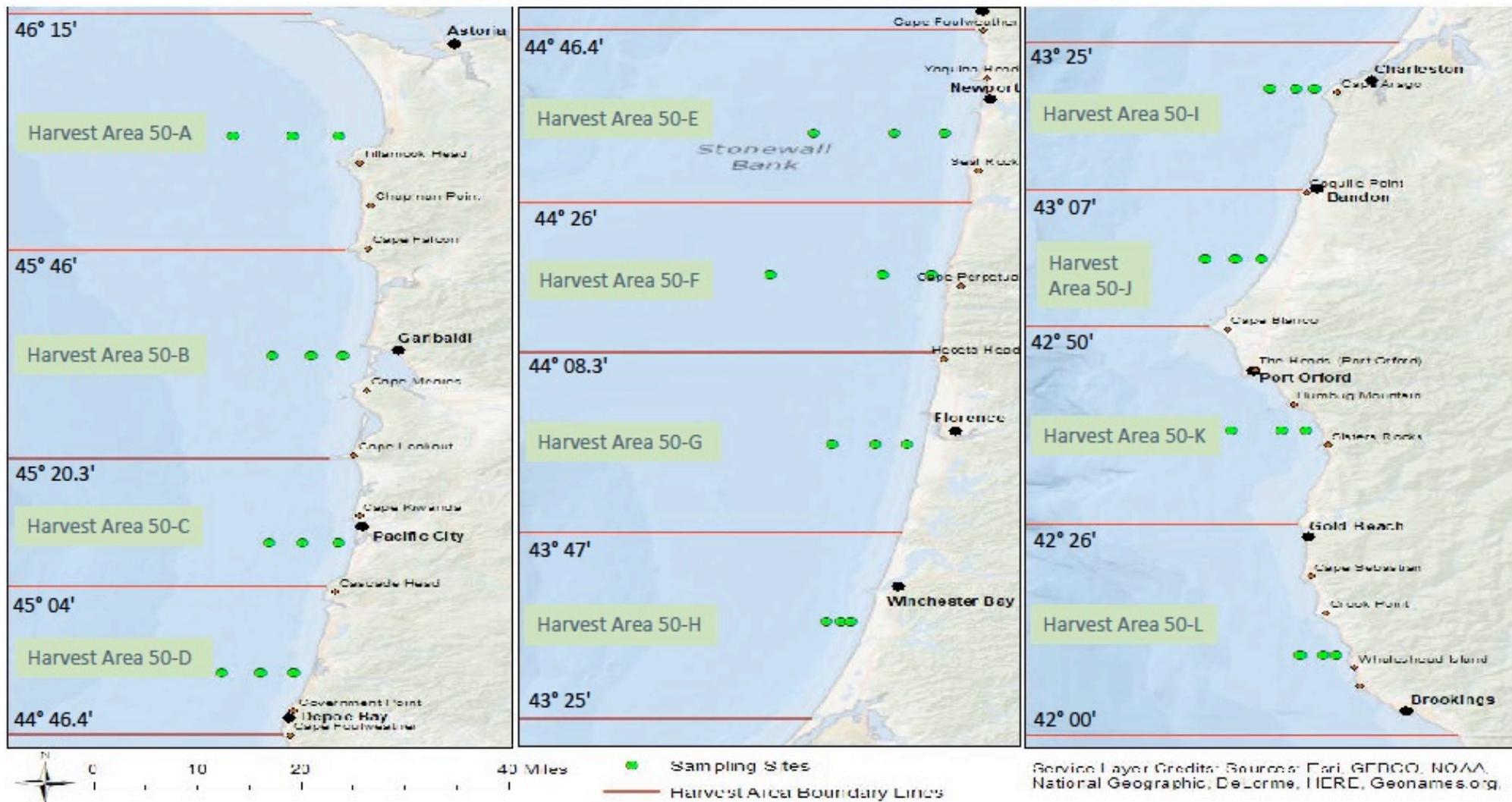


2006 – Pot Limits..

Pre-season Testing..



Dungeness Crab Harvest Area Map Implemented October 2017



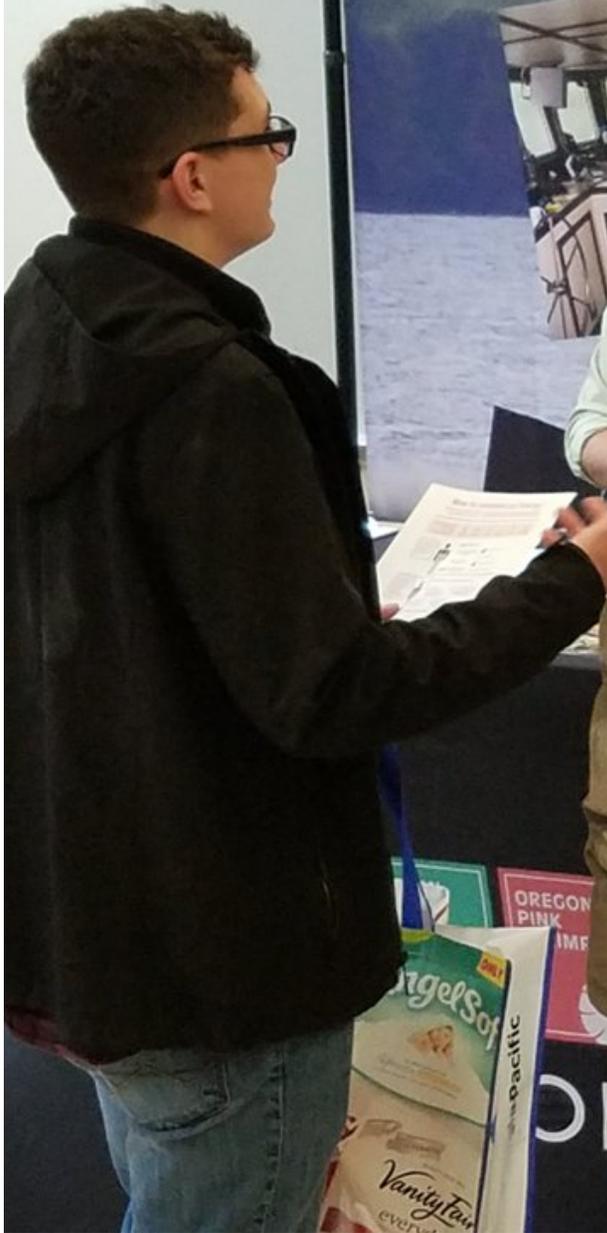
Keeping control of Oregon's harvest areas during Harmful Algae Blooms (HAB)

Oregon's Dungeness crab fishery is...

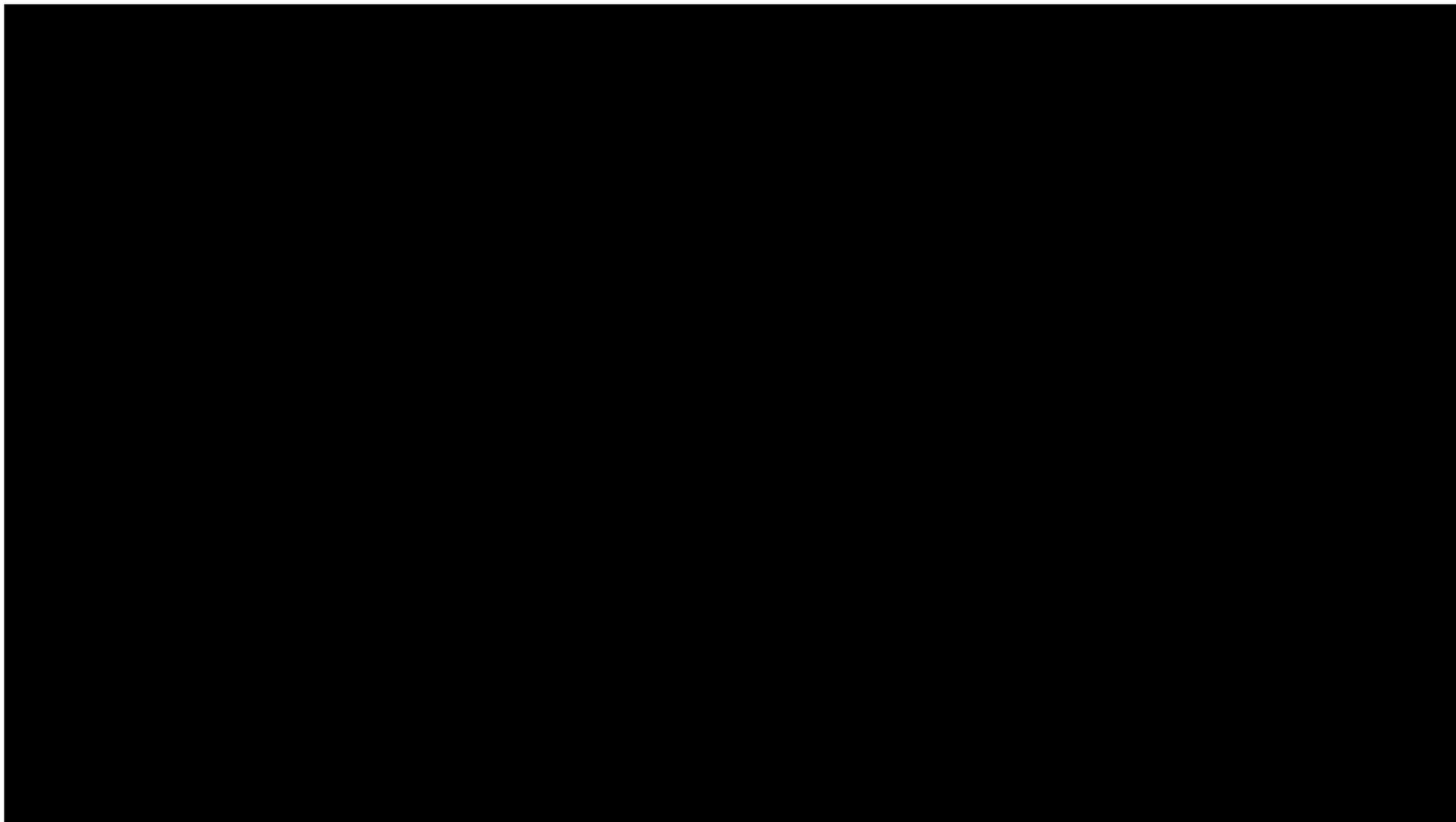
- Well-managed and sustainable.
- Environmentally friendly w/ minimal impacts.
- An important economic driver for coastal communities.
- A part of our commercial fishing & seafood heritage.



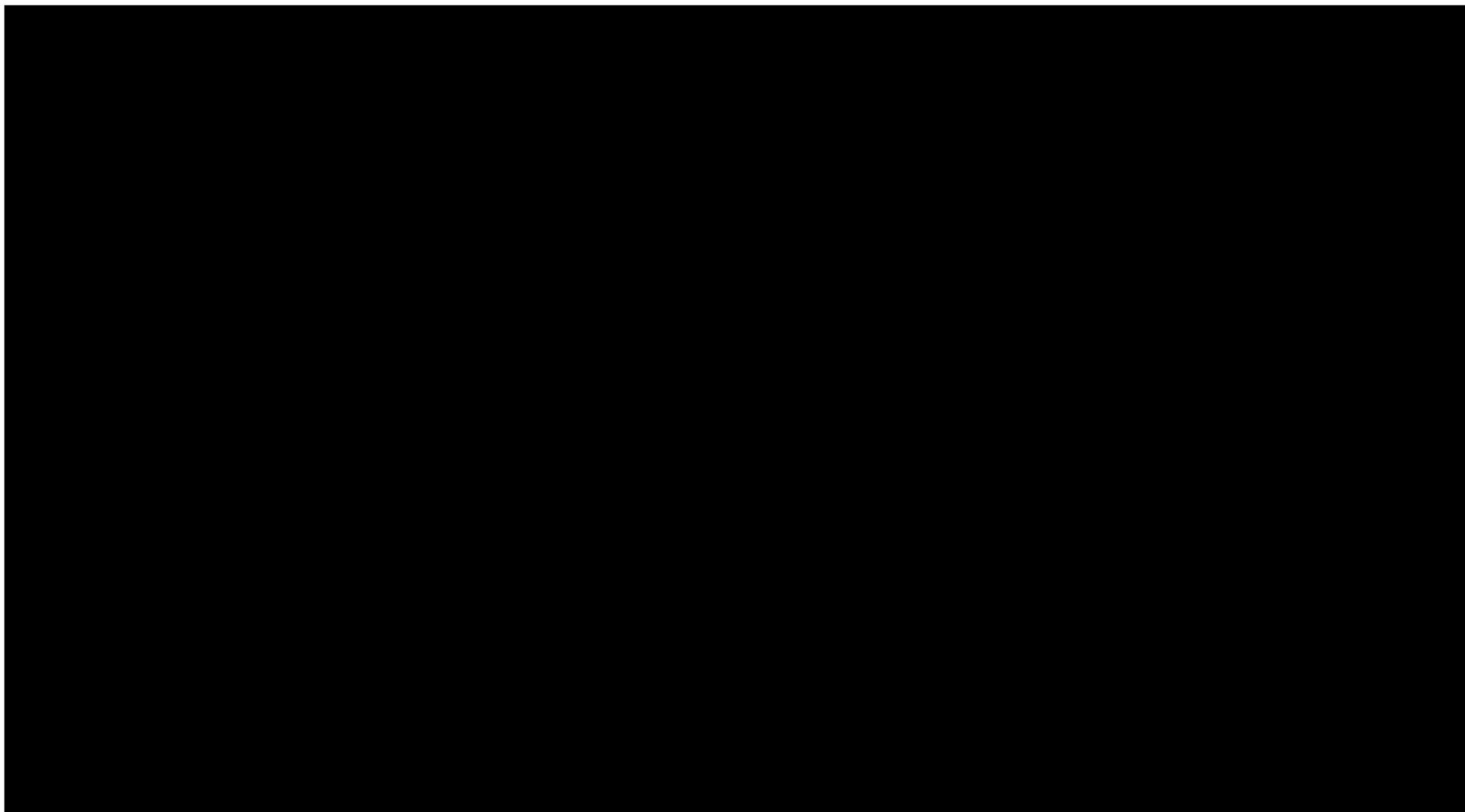
Recruiting the next generation...



2017 Television Commercial



2018 Consumer Television commercial





OREGON
Dungeness Crab
COMMISSION

