

Author studies why Oregonians don't eat local seafood

By Rebecca Herren
EO Media Group

There is more to fishing than simply choosing the right bait and reeling in the fish. The purest attribute of a true fisherman is the ability to stretch the truth, from increasing the size and weight of the fish to delivering a lengthy monologue at the local brewery about the giant fish that got away; envisioning the protagonist of the 1954 science fiction film "20,000 Leagues Under the Sea."

Telling a tall fishing tale certainly follows a time-honored tradition, but this fish tale is of a different sort. It's the one in pursuit of answering the question, "Why Oregonians don't eat enough locally caught seafood?"

This question and others prompted a conversation with Jennifer Burns Bright during a Feb. 16 Oregon Humanities



Jennifer Burns Bright

Conversation Project program at the Seaside Public Library. Bright is an agriculture and travel writer. After moving to Port Orford, she wanted to do something different. She wanted to write about seafood. "It's been an aspect of our food system that I didn't know much about and so little is known about our local seafood." The presentation "Fish Tales: Traditions and Challenges of Seafood in Oregon" brought to light the relationship consumers have with the variety of products provided

by the sea that some people may be unaware, cultural traditions related to fishing and understanding the ocean's bounty and challenges. One attendee shared her experience on the difficulty of buying fish directly from the docks. Bright explained how regulations have changed from years past; meaning in present day, the daily catch mostly goes to one buyer or company. "To sell directly, fishermen need to have a resell license or they can buy their fish back from the folks who are buying

the fish off the boats and sell that to local consumers." Most fishermen, she said, "don't want to bother because of too much red tape." A slide presentation balanced the conversations with graphs and figures. According to one, Oregonians eat about 15 pounds of seafood a year compared to 53 pounds of beef, 58 pounds of chicken and 175 pounds of grain. A 2014 study indicated that in America, people eat 15 pounds of seafood per person: 4 pounds of shrimp, 2.5 pounds salmon,

2.5 pounds of mostly canned tuna, over 1.5 pounds of tilapia, followed by pollock, basa, cod, catfish, crab and clams. "Seafood consumption in the United States totals 90 percent imported," said Bright. "Ten percent is domestic or both because there is no way to classify fish that's caught locally to the fish that's shipped out to Canada or China then bought back as ready-made cod filets or fish sticks," adding that the percentage could be higher and is impossible to track.

PoetryFest 2017 coming to Manzanita

PoetryFest 2017 takes place at the Hoffman Center in Manzanita from March 31 to April 2, featuring Carl Adamshick and Emily Kendal Frey.

Adamshick is the author of "Curses and Wishes," winner of the Walt Whitman award from the Academy of American Poets and Saint Friend, published with McSweeney's. Both titles received an Oregon Book Award. He has taught at Catlin Gabel and lectured at Stanford University and the American International School in Vienna, as well as being a writer in-residence at the William Stafford Archive at Lewis and Clark College. His work has been published in Harvard Review, American Poetry Review, The Missouri Review and Narrative. He is a founder and editor at Tavern Books, a nonprofit press dedicated to poetry and the preservation of books.

Frey is the author of several poetry collections, including "The Grief Performance," winner of the 2012 Norma Farber First Book



SUBMITTED PHOTO

Carl Adamshick

Award from the Poetry Society of America, and "Sorrow Arrow," winner of the 2015 Oregon Book Award. She teaches at the Independent Publishing Resource Center, Marylhurst University, Portland Community College and Portland State University.

PoetryFest is a program of the Hoffman Center for the Arts and will be held at the Hoffman Center, 594 Laneda Avenue, Manzanita. Further information is available at hoffmanblog.org.



KATHERINE LACAZE/FOR CANNON BEACH GAZETTE

Clockwise, from top left: Buddie Anderson Deni, of the Cannon Beach Library, accepts the award for Volunteer of the Year; Sheri Russell, Columbia Bank branch manager, accepts the Excellence in Leadership award; Brian Olson (from left), Barbara Cool-Olson and Sally Wies accept the Member of the Year award for Beachcomber Vacation Homes; John Nelson accepts the Supporter of the Year award for Coaster Construction.

Speaker expounds on ways to boost tourism

Tourism from Page 1A

Miller praised the Cannon Beach chamber's website, which he called "outstanding."

"It made me want to come to Cannon Beach," said Miller, who owns a home in Gearhart. He noted that the Travel Portland website has been translated into eight languages. Travel Portland also focuses strongly on social media; the organization has 133,000 Twitter followers.

In addition to the names of member businesses, the chamber's website "cannot ignore businesses doing really, really interesting things."

"Some people don't trust websites because they think it's all paid," he said. "Include businesses whether they are paid or not."

In addition, the cham-

ber's websites and those of individual businesses need new content constantly, so potential visitors always have new "stories" to intrigue them.

Tourism creates jobs, Miller noted, and if more emphasis can be placed on winter travel, more residents could count on winter income as well.

"Create a lot of connections," he added. "You've got everything you could possibly need."

Following Miller's presentation, Court Carrier, director of the Cannon Beach chamber, said the chamber is putting many of his suggestions into place, including reaching out to businesses that aren't chamber members.

"Our goal is to reach out and make sure everyone is represented," Carrier said.

Chamber from Page 1A

Tourism growth

Carrier shared a report on the state of the tourism industry. Lodging tax collections have been "on a constant climb," he said.

While the summer quarter in 2016 was only about 8 percent higher than the same quarter of 2015, the 2016 fall, winter and spring quarters were up 17 percent, 25 percent and 23 percent, respectively.

"That is a huge growth in business," Carrier said. Speaking to the chamber members, he added, "You guys put that together. It's everyone in town that made that happen, and it made the success of what Cannon Beach is today. So thank you all for the great job you have been doing. We have grown dramatically as a result of all of your efforts."

Last year, the tourism industry in Cannon Beach brought in more than \$3.8 million in total lodging taxes. The estimated direct economic impact of the industry was

2017 Winners:

- MEMBER OF THE YEAR:** Beachcomber Vacation Homes
- VOLUNTEER OF THE YEAR:** Buddie Anderson Deni
- SUPPORTER OF THE YEAR:** Coaster Construction
- EXCELLENCE IN CUSTOMER SERVICE:** Maggie & Henry

almost \$123 million. Using "a conservative multiplier," Carrier said, the estimated indirect impact was about \$368 million.

What's happening at the chamber?

Board member Kevin Ridgway, the chairman of the marketing committee, shared an update on the chamber's goal to increase tourism, particularly during the winter, fall and spring.

"That's the need times in Cannon Beach when we want to fill more of our empty rooms, generate more hotel taxes so the city can do more work for us as residents," he said, adding, "that's the focus of what we're looking at."

The marketing committee's strategies for achieving that goal include expanding media awareness in the Portland and Seattle markets, making social media channels more robust and expanding digital marketing, to name a few.

In addition to bringing visitors to town, the chamber also aims to highlight the best of what Cannon Beach has to offer. One way it does so is through the annual Sandcastle Contest.

Debbie Nelson, who heads a committee of more than a dozen members and staff, said it is important for her "to carry on this hometown tradition that is very near and dear to my heart."

On average, the contest

brings about 30,000 visitors to Cannon Beach, requiring a large force of volunteers and sponsors.

"It's great for advertising, maybe not just for that weekend, but for all year long, because a lot of people connect Cannon Beach with the Sandcastle Contest," Nelson said. "I'm really glad we're still doing Sandcastle all of these 53 years later."

Nelson unveiled the poster for this year's competition and announced the date, June 17, although a parade will be held the day before and a 5K fun run and walk the day after. Other important chamber events include the Stormy Weather Arts Festival in November and Haystack Holidays from mid-November through most of December.

Although January and February have been slow — "Mother Nature has not blessed us with the last two months," Carrier said — chamber staff is optimistic about the potential of 2017.

"I saw the sun today and it was marvelous, and I'm really excited," Carrier added.

LOTS

OF PLACES YOU CAN PICK UP A COMPLIMENTARY COPY OF THE

GAZETTE

CANNON BEACH

<p>CANNON BEACH</p> <ul style="list-style-type: none"> Cannon Beach Bakery Cannon Beach Book Company Cannon Beach Beach Store Cannon Beach Chamber of Commerce Cannon Beach City Hall Cannon Beach Conference Center Cannon Beach Family Market Cannon Beach Historical Center Cannon Beach Hotel Cannon Beach Liquor Store Cannon Beach Property Management Cannon Beach RV Resort Cannon Beach Vacation Rentals Cascade Sotheby's Realty Duane Johnson Real Estate Ecola Creek Lodge EVOO Hallmark Inns & Resorts Inn at Cannon Beach Inn at Haystack Rock Mariner Market Martin Hospitality Mo's Restaurant 	<ul style="list-style-type: none"> Picnic Basket Pig 'N Pancake Purple Moon/Morris' Fireside Restaurant RE/MAX Coastal Advantage Sea Ranch RV Park Sea Sprite at Haystack Rock Sea Sprite on the Estuary Surfcrest Market Sweet Basil's Cafe & The Wine Bar The Land's End Motel The Ocean Lodge The Stephanie Inn The Waves Motel Tolovana Inn US Bank/La Luna Loca Windermere Stellar Real Estate <p>SEASIDE</p> <ul style="list-style-type: none"> Providence Seaside Hospital Rite Aid Safeway Seaside Outlet Center Seaside Signal/Cannon Beach Gazette Office <p>GEARHART</p> <ul style="list-style-type: none"> Windermere Stellar Real Estate
--	---

4,000 COPIES DISTRIBUTED EACH MONTH

ST. PATRICK'S DAY

Treats for the Little (or Big) Leprechauns in your life!

• 2 LOCATIONS •

(Easy & Convenient)

Downtown Cannon Beach
256 N. Hemlock St

& Seaside Outlet Mall

WE CAN SHIP CANDY DIRECTLY TO YOU!

Bruce's Candy Kitchen

CB: 503-436-2641
 Seaside: 503-738-7828
www.brucescandy.com

Find us on Facebook