



2010-045-00218

May 17, 2010

Dear Mr. Willet,

I am happy to enclose a set of 17 placemats, "Atlantic Cod: All of Us Can Help!" We would be pleased if you would share them with council members. We have produced 125,000 of these and have distributed nearly all of them to family restaurants across Newfoundland and Labrador. Our target audience is residents—including fishers and their families—but we notice that tourists and other visitors also enjoy the placemat.

From our evaluation of the placemat (sample of diners, staff, and restaurant owners, plus the researchers and harvesters who participated in the project), we believe the placemat has been successful in triggering discussion among people from a wide variety of sectors about cod stocks and their possible recovery: concepts such as abundance, size, fecundity, and the habitat for juvenile cod. There were even callers into CBC Radio's *Fisheries Broadcast*. The fact that we received collaborative support from a number of partner groups helped promote the idea that "all of us can help."

Our current plan is also to produce a video clip about cod, with the same purpose in mind as the placemat. I enclose an example of another DVD we produced, one on wolffish in Newfoundland and Labrador waters. This DVD was developed with harvesters in mind and has been very effective in building support for recovery actions. Two points about the wolffish DVD that I would mention is its focus on underwater footage and its exclusive use of harvesters as key spokespersons. The DVD has been approved by the provincial Department of Education as a supplemental curriculum material to the new environmental science curriculum for 11th and 12th graders. All participating schools are receiving a copy of the DVD. Finally, I enclose a single copy of a poster we created to kick-start our multi-year work on groundfish.

We would like to produce more such educational materials if funding were to be available. If you have ideas or would like to collaborate with us, we'd be more than happy to speak with you.

Intervale is a nonprofit organization with the mission to conserve biodiversity, interpret heritage, and promote the integrity of rural livelihoods. You can visit our web site at www.intervale.ca.

If you have any questions about any of these materials, or ideas about how we can assist with the consultation process, or if you would like to collaborate with Intervale on a future project, please feel free to contact me at kblanchard@intervale.ca or by calling my cell phone at 514-378-8256. Thank you and best wishes on the consultation process.

Sincerely,

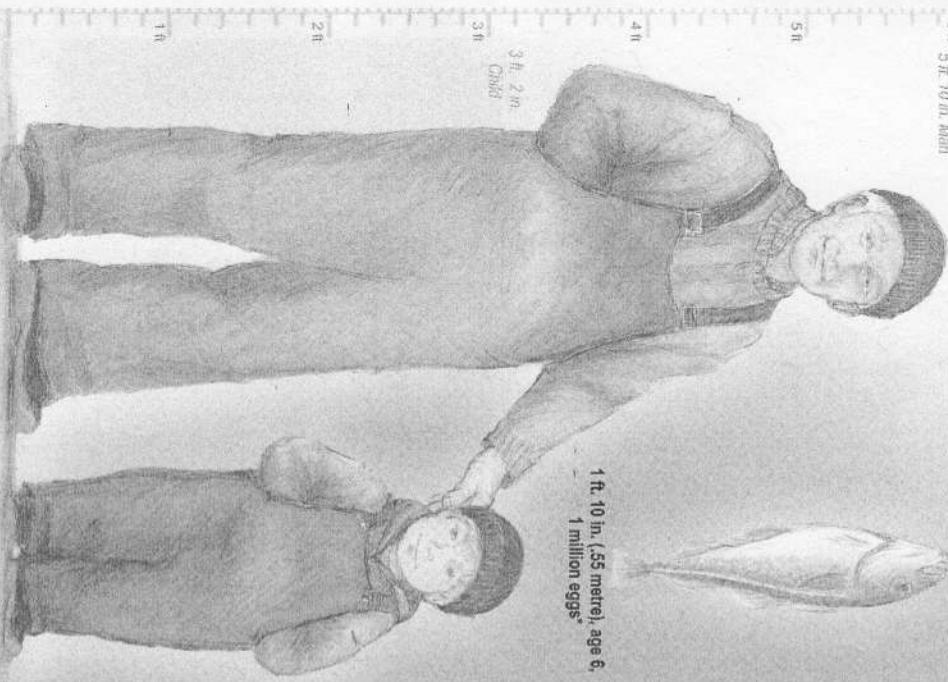
/s/ Kathleen Blanchard

Kathleen A. Blanchard, Ph.D.

Atlantic Cod: All of us can help!

Until the 1960s, the abundance of Atlantic Cod in Newfoundland and Labrador waters was the largest in the world. Today people are working to bring severely depleted cod stocks back to their once bountiful levels.

1 Ft
6ft
5 ft, 10 in. Mean



1 ft, 10 in. (.55 metre), age 6, 1 million eggs*

3 ft, 2 in. (0.91 m)



3 ft, 8 in. (1.12 metre), age 16, 25 million eggs*



4 ft, 1 in. (1.25 metre), age 20, 50 million eggs*

Large cod are vital to recovery. A female cod that lives out her productive life span (about 20 years) will have produced 50 million eggs! At age 16 she is only half way there.

*Cumulative number of eggs during lifespan. Few survive to maturity. Data vary with stock area. Standard length measurement (no tail fin).

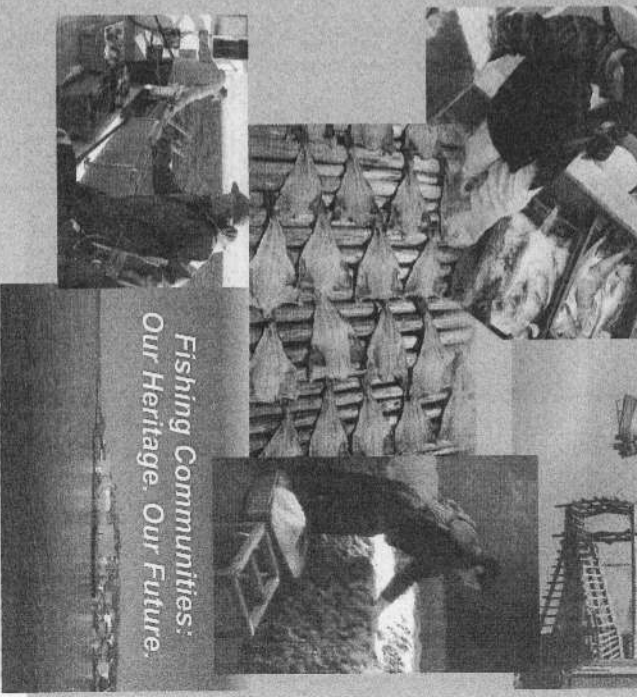
What you can do:

Take care of the nurseries. Prevent damage to eelgrass and kelp. Reduce pollution and run-off, discharge of waste, or any activity that makes the water murky.



Fish harvesters and fisheries scientists are integrating knowledge from harvesters with scientific research to learn more about cod behaviour and migration. A cod tagged in September 2007 was recaptured 331 days later by the same harvester.

Fishing Communities: Our Heritage. Our Future.



What you can do: Learn more about cod and the world's oceans. Ask a harvester and plant worker about their work. Talk with family and friends about the importance of healthy fisheries to coastal communities.



Eelgrass and kelp beds in coastal waters 6 - 30 ft deep are nurseries for juvenile cod. They provide protection from predators and abundant food to help young cod grow fast.

Placemat by: With support from: Federal Government Program in support of the

Fisheries and Aquaculture

FISH, FOOD AND ALLIED WORKERS

Canadian Association of Fishermen and Fishworkers

What do you think? Send us an email: info@intervale.ca