

News Release



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March 2, 2011

IPHC NOTIFIES INDUSTRY OF HALIBUT SALES IN 2011 AND SEEKS BUYERS INTERESTED IN IPHC RESEARCH FISH

The International Pacific Halibut Commission (IPHC) will be conducting research operations off Oregon, Washington, British Columbia, and Alaska during 2011 and will be selling halibut caught during the operations to offset costs associated with conducting the survey. This news release is intended to notify the industry of the IPHC plan to sell fish and seeks offers for fish sales arrangements from interested buyers. We anticipate that all landings will be between early June and early September, 2011.

Approximately 15 vessels may be involved in the survey. Average trip poundage for halibut will range from 5,000 to 35,000 pounds, plus lesser amounts of rockfish and Pacific cod. All of the fish will be well-iced, and we will attempt to keep all of the fish less than six days old when selling into fresh fish markets. Older fish may be landed when selling into frozen markets. Suggestions from industry on how the IPHC can maximize fish quality or improve fish sales procedures are welcome.

In 2011, sales will be awarded based on our objectives of achieving a fair market price and distributing sales among buyers and ports. Sale agreements will be based on prices at the time of the sale. The Commission will not enter into any consignment or profit-sharing arrangements. The Commission plans to contact interested halibut buyers prior to each landing. Preferences will be given to buyers with a history of successfully marketing halibut and following ethical business practices. In awarding sales, the Commission will consider: (1) price; (2) the number of years buyers have been buying and marketing halibut; (3) how fish are graded **at the dock** including the determination of No. 2 halibut and chalky fish; and (4) promptness in settlements following deliveries. Obtaining a fair market price will be a primary consideration in awarding fish sales, but the Commission may award sales to buyers with slightly lower prices in consideration of the factors listed above. The Commission will also attempt to distribute sales among as many qualified buyers as possible, subject to fair market value. For Washington and Oregon, fish from all small offloads may be awarded to a single buyer.

All buyers (including those with past IPHC sales history) interested in purchasing IPHC research fish in 2011 should complete the enclosed *Interested Buyer Form* and mail, fax, or email to Eric Soderlund (eric@iphc.int) at the Commission **before May 1, 2011**. This will ensure you are kept informed of purchasing opportunities throughout our field season. For further information, please contact Eric Soderlund at (206) 552-7678.

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