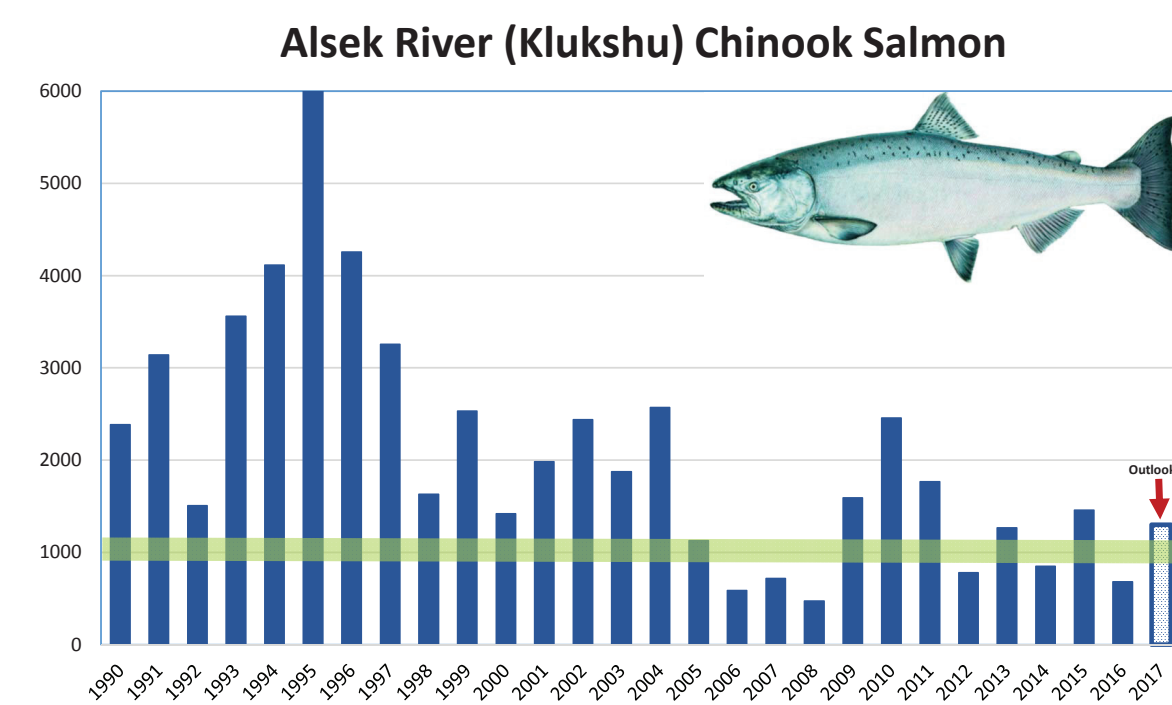
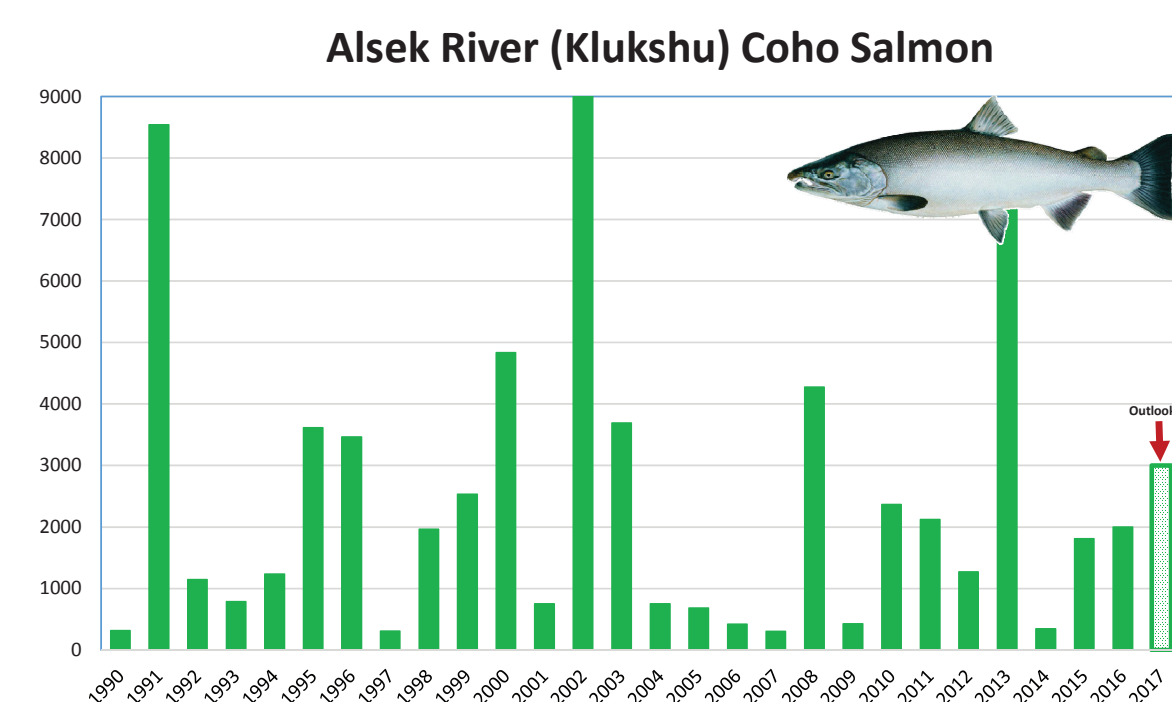
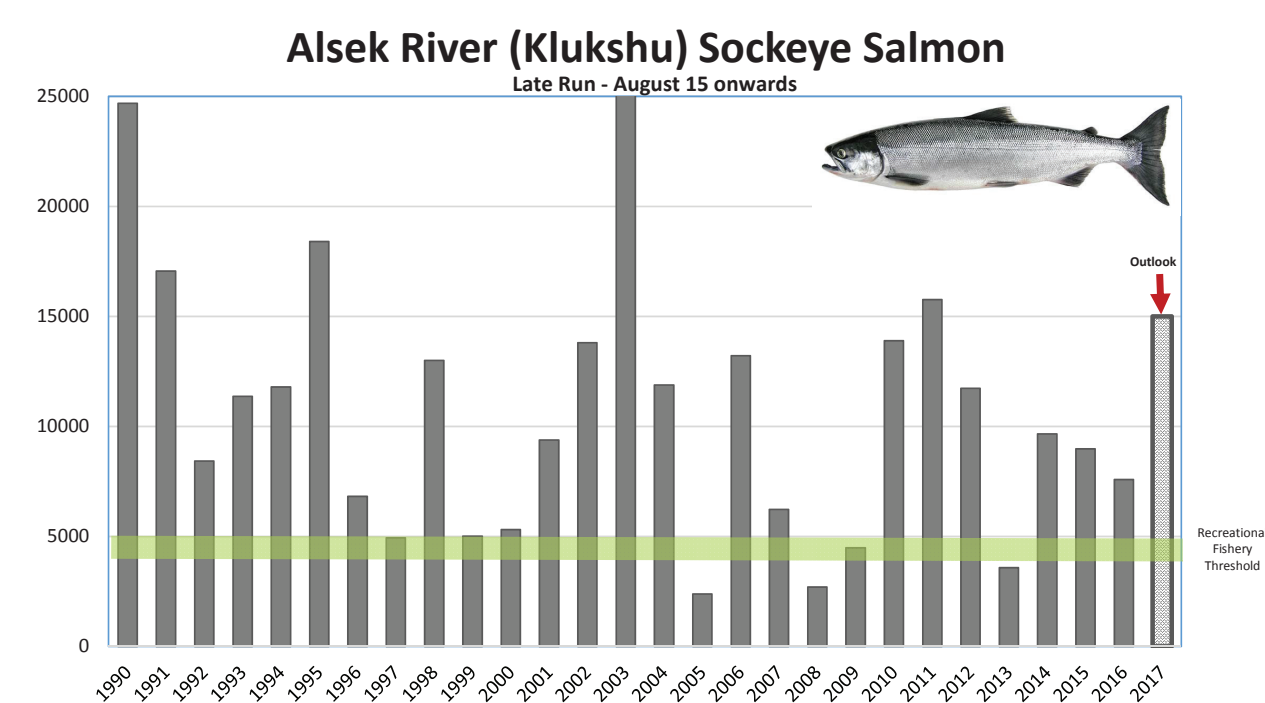
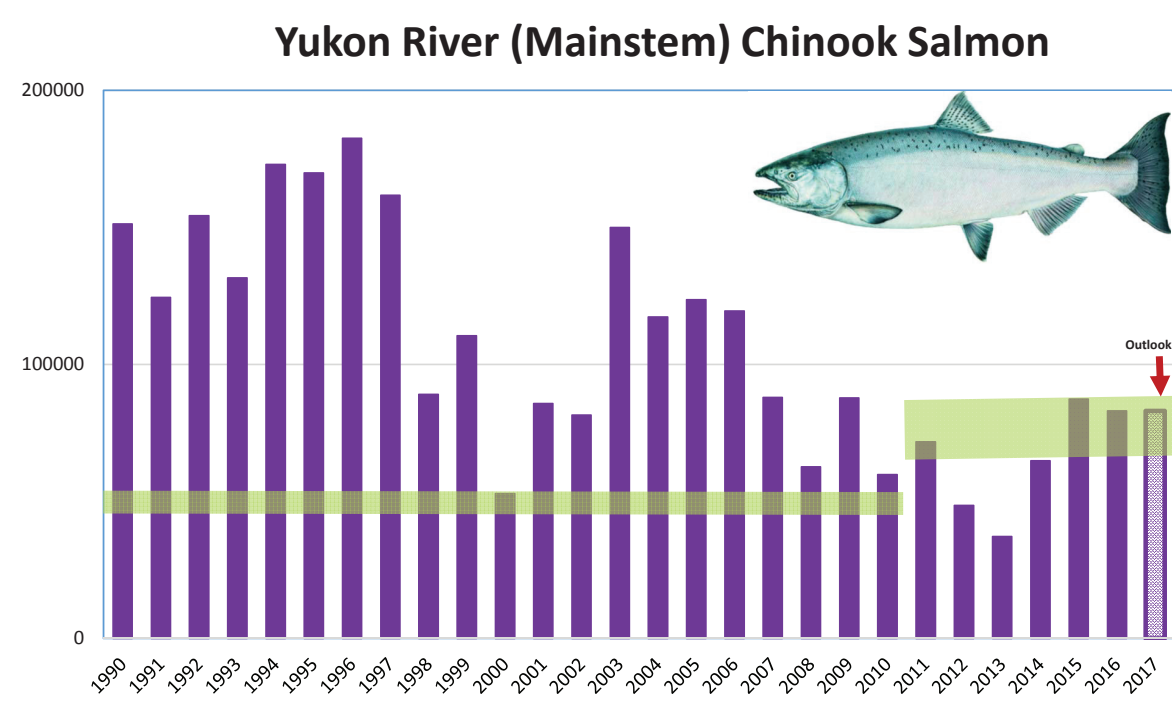
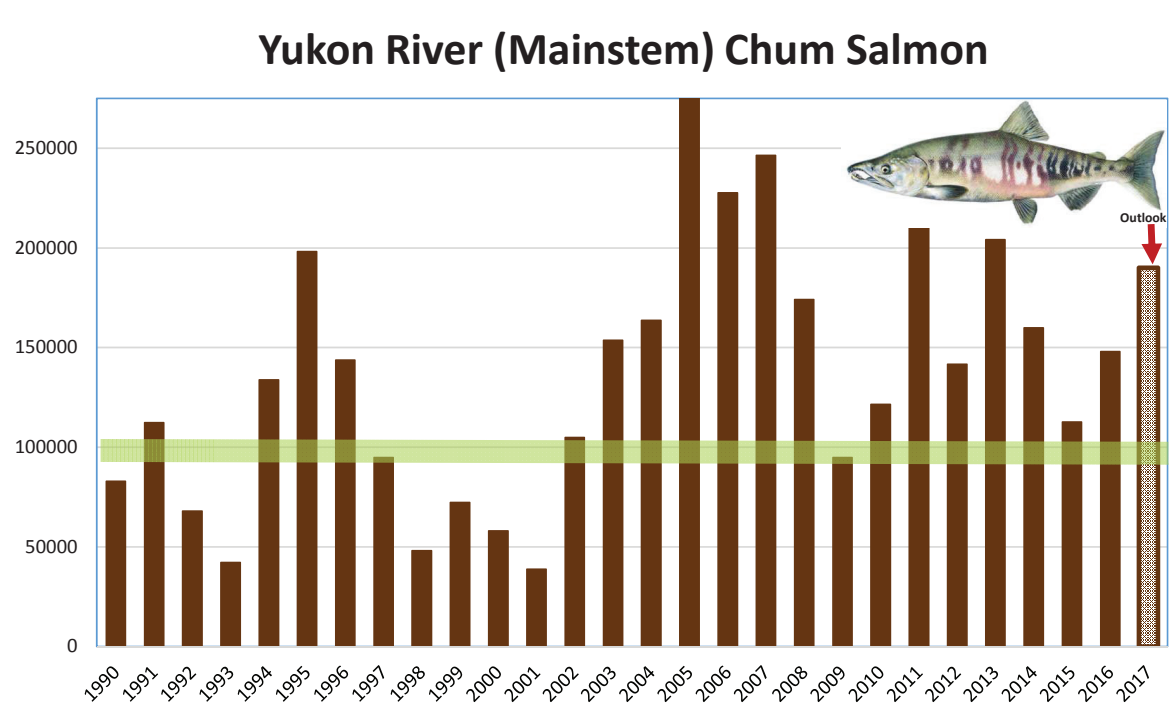


# 1 Conservation Considerations



Photo: Wolf Riedl



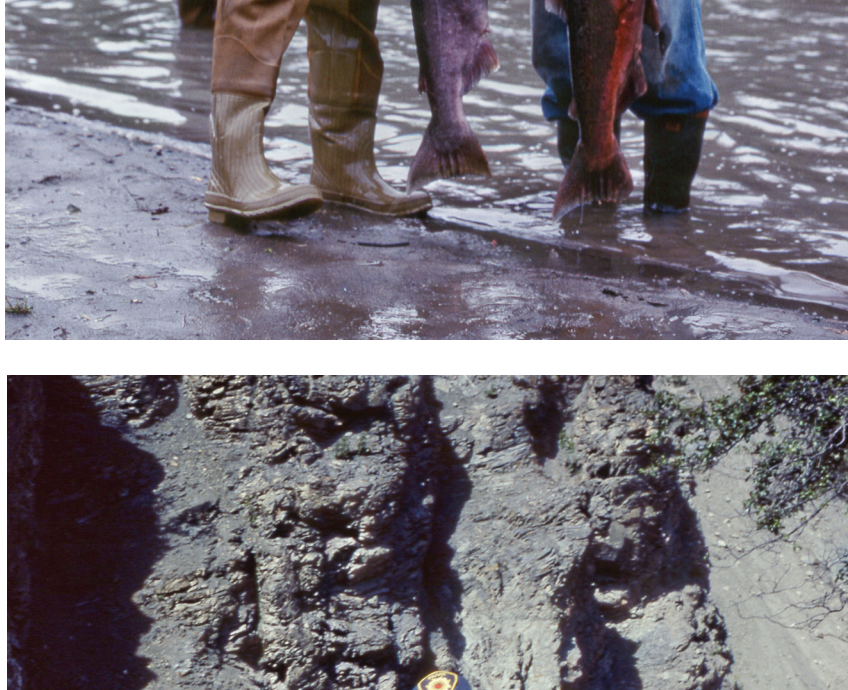
# 4 Renewed and Emerging Opportunities

It is beneficial to encourage recreational fishing opportunities that re-direct fishing pressure from the stocks of major conservation concern to those that are provided an allocation. For example, this could include re-directing pressure from the Yukon River Chinook towards Yukon River Fall Chum or Alesek River Coho.

Some of these recreational salmon fisheries are not being pursued due to a lack of awareness and expertise on behalf of anglers, or they have generally been long forgotten. In the absence of pursuing these opportunities, many Yukon anglers have also moved on to pursue more abundant salmon runs in Alaska such as in Haines, Skagway, Valdez or in the Yakutat.

A willingness on the part of management agencies and governments to explore these renewed and emerging opportunities may result in the potential for the public to have a sustainable recreational fishery and keep the public's "salmon culture" alive.

Photo credits: Steve Gotch and Wolf Riedl



## YUKON RIVER CHUM SALMON

- Abundant but not frequently observed due to timing of return
- Spawning congregations in large rivers/some lakes

## YUKON RIVER COHO SALMON

- Very little known about abundance and distribution
- No run size estimates in Canada

## YUKON RIVER CHINOOK

- Wide distribution (50% Canadian origin)
- First Nation, recreational, domestic and commercial fishery interests
- Reduced run size and productivity since late 1990s
- Period of significant conservation efforts

# 2 "Social License" Requirements

Salmon management in Yukon is in part directed by provisions within the Umbrella Final Agreement (Chapter 16 of Yukon's Land Claim Agreement), recommendations from the Yukon Salmon Sub-Committee and allocations provided by the Department of Fisheries and Oceans Canada. In addition, the Pacific Salmon Treaty and the annexed Yukon River Salmon Agreement stipulate aspects of a co-management relationship between Alaska and Yukon.

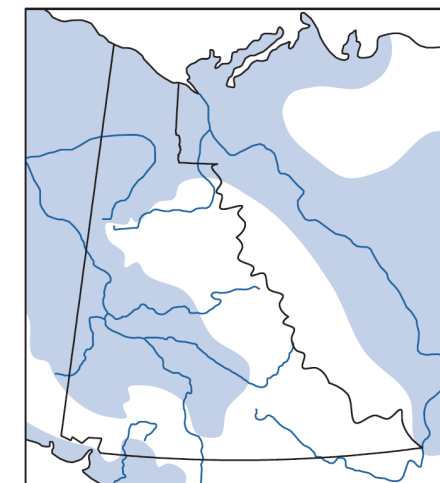
Yukon's salmon management is directed by a priority allocation of conservation first, First Nation subsistence second, followed by recreational, commercial and domestic fisheries. While recreational fisheries may be provided by management agencies, the lack of "social license" required for a recreational fishery in times of conservation by the public, governments and nations might be a limiting factor.

## Yukon Salmon and Their Distribution

Source: Fisheries and Oceans Canada / Yukon Salmon Sub-Committee

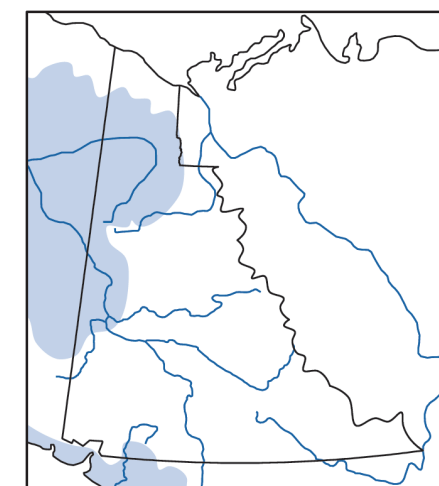
### CHUM

- Yukon River
- Porcupine River
- Alesek River



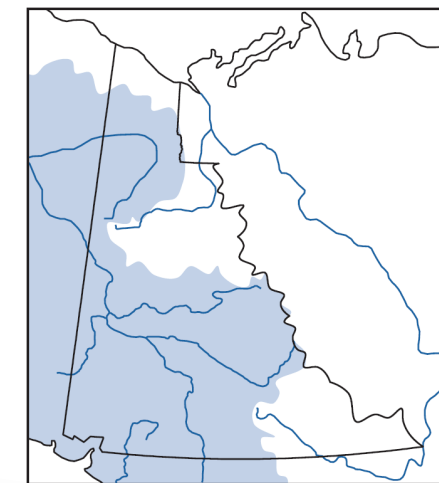
### COHO

- Yukon River
- Porcupine River
- Alesek River



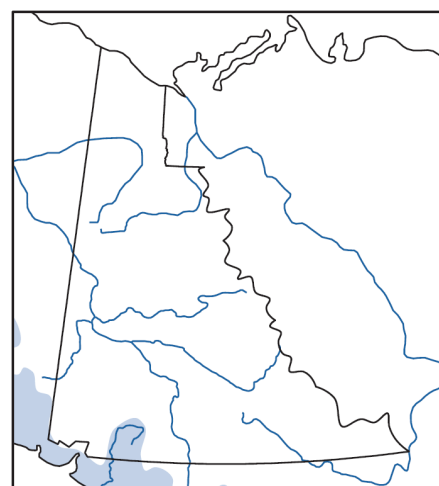
### CHINOOK

- Yukon River
- Porcupine River
- Alesek River



### SOCKEYE

- Alesek River



# How to Promote a Recreational Salmon Fishery UNDER A CLOUD OF CONSERVATION

## CASE STUDY OF CANADA'S YUKON TERRITORY

While the Yukon has a storied and rich history which involves fishing for many species of salmon, opportunities to participate in these "traditional" recreational fisheries have changed significantly over the past decade.

Given the variability and long-term decline experienced with some stocks, coupled with an aversion to a "consumptive" harvest of salmon, recreational fisheries in Yukon are at a crossroads.

Locally, recreational fishing culture and knowledge has declined with fewer anglers participating or aware of the opportunities available. Further to this, recreational salmon fishing in Canada's north is not well understood by tourism interests and is often overshadowed by the mecca of recreational salmon fisheries in neighboring Alaska.

With a myriad of angling opportunities coupled with a remote and pristine landscape, Yukon offers a diversity and variety of

salmon angling opportunities. Increasingly, Yukon is recognized as a world-renowned destination for adventure travelers and outdoor enthusiasts which provides significant opportunities for local economic development. From a recreational salmon fishery perspective, the question for management agencies, First Nation Governments and communities is "are we ready"?

# 5 Targeting and Meeting Expectations

Nestled north of salmon-rich British Columbia and next to the salmon mecca of Alaska, many visitors passing through Yukon have unrealistic expectations of the fishery relative to these other jurisdictions. Tourists who purchase Yukon salmon fishing licenses with the intention of harvesting plentiful salmon are often disappointed. Bears, crystal clear rivers, towering mountains and solitude set within a pristine natural environment are abundant, however recreational fisheries are not.

Yukon's recreational salmon fishery is a wild freshwater fishery that targets returning adults prior to reaching their spawning grounds. This is different than Alaska with their numerous coastal fed salmon runs featuring a variety of wild and enhanced salmon stocks.

With the renewed and emerging opportunities for recreational salmon fishing in Yukon, targeting the right type of angler is essential. Anglers are not all created equal or have the same tastes and preferences. Understanding angler demographics, selecting and then targeting the right market segment is critical to matching expectations to current fishery realities.

## Further Info

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