



**Wild
Oceans**
For the future of fishing

Winter Newsletter 2015

The Horizon

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THE TRUE COST OF SWORDFISH

Buyer beware

There you are, standing at the fish counter, looking for a sustainable choice. You know what you are searching for, and you are not alone. Eighty percent of those who eat seafood think it is “important” or “very important” that it be caught sustainably, according to a survey conducted by National Public Radio, meaning they want to know that the fish will still be plentiful for future generations and are caught using methods that did minimal harm to other animals in the sea.

Seafood guides give contradictory advice. Some label swordfish caught with longlines or drift entanglement nets as a “good alternative” because of regulations to reduce bycatch of sea turtles. But the “good alternative” seal of approval overlooks the irresolvable finfish bycatch problem associated with longlines (see *Time Kills*, page 6) and the grim reality that bycatch makes up more than sixty percent of a drift net’s haul.

For swordfish, the best choice is to support small-scale, high-yield, locally supplied fisheries like deep-set buoy gear and harpoon. Transition to this gear is part of a progressive shift away from so-called modern, “efficient” methods of fishing that are wasteful and ultimately unmanageable. Your swordfish steak is going to cost more, but our wild oceans are worth the price.

Before fishermen invest in best fishing practices using the latest technological developments like deep-set buoy gear, they want assurance that consumers will buy their fresh catch.

CONTINUED ON PAGE 3



Approximately 30 million pounds of swordfish are consumed in the U.S. annually.

Image © Whiteghost.ink/ Wikimedia Commons

Our Mission

Wild Oceans was founded by anglers in 1973. Like the sportsmen before us who pioneered wildlife conservation on land, we are passionate protectors of fish and the wild world we share.

Our mission is to keep the oceans wild to preserve fishing opportunities for the future. To do this, we bring conservation-minded fishermen and pro-fishing environmentalists together to promote a broad, ecosystems approach to fisheries management that reflects our expanding circle of concern for all marine life and the future of fishing.

So much of what we love about the sea, about fish, about fishing, is in the wildness. But that wild world, and the future of fishing, now hangs in the balance. Everything we do, every decision we make, must be guided by a clear vision of the future we want for our oceans and of how the fishing public and responsible consumers will fit into that future.

Staking a claim

Industry representatives push the idea that they have a proprietary interest in fish stocks. In kind, fishery managers afford them deferential treatment. It's a form of cultural hegemony, wherein the ideas and values of the dominant few rule everyday thinking. The burden is on other stakeholders to show good reason why they shouldn't.

Generally speaking, "stakeholders" are those with an interest or stake in the decisions being made regarding living marine resources. That's a pretty large group, considering that fish belong to everyone (or no one, depending on how you look at it) and every one of us depends on healthy oceans to survive. All stakeholders are created equal – this is America, after all – but clearly some are more equal than others.

Competing claims to the ocean's bounty are as old as fishing. Today, nations assert rights to resources in coastal waters while continuing to

quarrel over migratory fish on the high seas. Within nations, there are conflicts between federal and regional interests, among fisheries (e.g, industrial vs. community-based) and, more recently, with conservationists.

By definition, conservationists, including those who fish and those who do not, speak for both the fishermen and the fish. It is the voice for the fish that is the least heard and arguably needs hearing the most.

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"The sea has many voices."

—T.S. Eliot

At the management table, every conservation argument gets weighed against short-term losses to industry. In those terms, the benefits of conserving species for their ecological value, like forage fish, or protecting critical habitats, like deep water corals, from harmful fishing practices, are not so easily quantifiable. What can be counted, however, are the many thousands of ethical anglers and other

citizen-stakeholders who speak up for the resource.

The public's interest truly is proprietary. We (the taxpayer) pay the bills that keep America fishing. The annual budget for NOAA, whose fisheries and other programs monitor and protect ocean life, is close to \$6 billion. Other federal agencies, such as Fish & Wildlife and EPA, contribute in big ways, too. And let's not forget spending by the states, 23 of which have saltwater coastlines. Whatever the total bill is, it's dangerously close to 'real money'.

It's up to us to assert this authority as fisheries shareholders, as well as stakeholders, and force management to use a new currency, one based on sound ecological principles, which just happen to go hand-in-hand with our economic well-being. Then no longer will a council member who protests that fish not harvested are "wasted" (sure, and they could drown, too) be taken seriously, simply because he represents industry.

– Ken Hinman, President

For the Future of Fishing

Wild Oceans is a 501(c)(3) non-profit organization dedicated to keeping the oceans wild to preserve fishing opportunities for the future.

Our Goals:

- preventing overfishing and restoring depleted fish populations to healthy levels
- promoting sustainable use policies that balance commercial, recreational and ecological values
- modifying or eliminating wasteful fishing practices
- improving our understanding of fish and their role in the marine environment
- preserving fish habitat and water quality

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A good fit

Wild Oceans is proud to team up with Warbird Fishing Gear as we work to conserve fishery resources, so future generations can enjoy opportunities to fish and experience the wonder and wildness of our oceans. "As passionate anglers, fishing conservation is of paramount importance to Warbird," says Warbird owner David Tuthill.

Featuring a Man-of-War bird (also known as a frigatebird) in the company logo, David Tuthill hopes to evoke the excitement of spotting one of these formidable diving birds on a fishing trip, knowing that good fishing is to follow. "This imagery embodies what our Protect the Prey Base program is all about," says *Wild Oceans* Executive Director Pam Lyons Gromen. Seabirds feeding indicates that forage or prey fish are in the area. A healthy forage base is critical not only to seabirds but to the survival of many ocean predators, including the big fish that recreational fishermen pursue, like striped bass, tuna and billfish.

Headquartered in Islamorada, Florida, Warbird Fishing Gear uses high quality fabrics to develop its line of functional and protective angler apparel. The



Wild Oceans Outdoor Technical Performance / UV Protection Shirt. Features Wild Oceans.org logo on sleeve, Warbird logo on front, and Wild Oceans' Swordfish/Squid "It's a Fish-Eat-Fish World" artwork on back. Available at retail stores featuring Warbird Fishing Gear and online at WarbirdFishingGear.com.

clothing is sold in 15 retail stores up and down the east coast and through Warbird's online store.

Starting this year, Warbird is attaching a special *Wild Oceans* hang-tag to each piece of apparel, making a donation to *Wild Oceans* for every sale. In addition, Warbird has launched a *Wild Oceans* partner shirt (pictured above) that is being sold in retail stores, trade shows and online to generate aware-

ness and funding for *Wild Oceans'* conservation programs. Additional shirt designs are available in the *Wild-Oceans.org* storefront.

"The bottom line is I created Warbird to offer a great product for good people to make everlasting memories. I want these memories to be made for generations to come and strongly believe in *Wild Oceans'* vision," says Tuthill. ■

BUYER BEWARE (CONT'D FROM PAGE 1)

That's why one of the keys to changing the swordfish fishery, as in any market, is collective action from consumers. Consumers have to start demanding sustainably-caught swordfish and refusing other swordfish alternatives. Until then, U.S. and foreign fleets will continue to deploy indiscriminate gear like longlines and drift nets, turning a blind eye to the bycatch of sharks, billfish, juvenile tunas and other finfish.

Regional fishery managers have expressed doubt that deep-set buoy gear and harpoons can supply enough swordfish to make the switch economically viable. We don't agree. In any case, their traditional accounting doesn't consider the external, eco-

logical cost associated with indiscriminate gear. When managers weigh the costs and benefits, they compare the fleet's expenses to the market value of the catch. They completely ignore the true cost of swordfish caught with longlines and drift nets, the degradation of our wild oceans.

An abundance of marlin and tuna and the recreational pursuit of a grander or a giant contribute many millions of dollars to coastal communities annually. Non-consumptive uses, such as whale watching or scuba diving to witness sea turtles, generate millions more. These terms are missing from the equation.

It's time for consumers at the fish counter to make a different cost-benefit analysis. The future of fishing belongs to small-scale swordfish fishermen. **Visit the WildOceans.org Action Center to join our swordfish pledge:**

"I pledge to ask for swordfish caught with buoy-gear or harpoons and to boycott swordfish caught with longlines and driftnets."

Together, we can create a demand for freshly caught swordfish from a small-scale fishery and close the market on unsustainable gear.

– Theresa Labriola,
West Coast Fisheries Project Director

Marking time

The recently completed 2015 Atlantic menhaden stock assessment says the species is not overfished and overfishing is not occurring.ⁱ Okay, we've heard that before. But what does it mean, really?

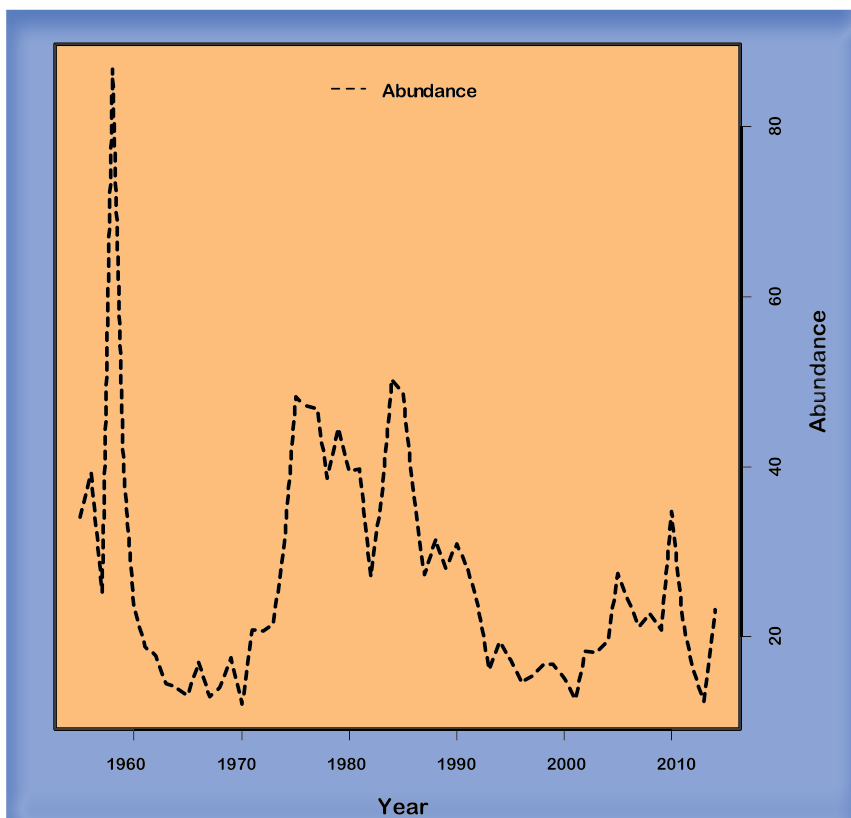
Well, some in the menhaden industry would have you believe it means there are plenty of fish out there; that there's no need for catch limits now, including those put in place two years ago, and never has been. But anyone who believes that just doesn't get it. Never has, probably never will.

The concern of anglers and environmentalists about the status of menhaden has always been about its vital role as a prey species for predators up and down the east coast. So it's important to understand that this latest evaluation of the menhaden stock addresses only its ability to sustain harvest and avoid depletionⁱⁱ, not its capacity to provide adequate forage for other species in the ecosystem. In this way it's no different than every other assessment performed by the Atlantic States Marine Fisheries Commission since 1999, when an expert review panel recommended future assessments

use a reference point "responsive to menhaden as a forage species... which maximizes population abundance."ⁱⁱⁱ Unfortunately, that change in the way we judge the status of Atlantic menhaden is still on the ASMFC's "to-do" list 15 years later.

Good News, Bad News

There is some good news in the new status report, which suggests that reduced fishing is having positive effects on growth in the menhaden population. The assessment reveals an increase in the oldest age classes, with more large adults than in previous estimates, an increase that coincides with lower fishing mortality rates over the past decade. We would expect this trend to continue with the conservation measures implemented in 2013.^{iv}



ABUNDANCE OVER TIME FOR ATLANTIC MENHADEN FROM 1959 - 2013.

Source: SEDAR 40. 2015. Figure 7.2.3.4.

But the assessment also confirms that abundance of menhaden – that is, total numbers of fish - remains near historic lows. It is overall abundance that is most relevant to menhaden's ecological role, not adult biomass, since many predators, striped bass and os-

prey for instance, depend on large numbers of small, juvenile menhaden. Because of poor recruitment, especially in Chesapeake Bay nursery grounds, the total numbers of menhaden actually declined since the last benchmark assessment in 2010.

Stay the Course & Set Ecosystem Goals Now

The bottom line is this: Without ecosystem goals, the new menhaden single-species stock assessment leaves

key questions unanswered and the industry arguing against conservation measures already on the books, measures adopted to increase menhaden abundance and availability as forage.^v

In our view, the 2015 assessment argues not for changing course, but for moving ahead more quickly with development of ecological reference points for Atlantic menhaden.

Here's what the ASMFC Menhaden Management Board should do when it meets in May:

1. Keep the existing catch limits in place.

It would be folly to reverse course at the first sign of improvement, especially given lingering concerns about

low abundance and recruitment. On the contrary, now is the time to hold the line and focus our full attention on long-term ecosystem goals. Making this even more imperative is the commission's recent action to rebuild striped bass, whose health and numbers are

MARKING TIME (CONT'D)

strongly linked to availability of its preferred prey, menhaden.^{vi}

2. Begin the process to institute interim ERPs.

The 2015 assessment review panel agreed with previous panels that “development of Ecological Reference Points [ERPs] should be a priority for Atlantic menhaden management” and agreed with the Atlantic Menhaden Technical Committee that the Menhaden Management Board needs to provide more explicit ecosystem goals and objectives in order to determine which ERPs should be adopted. The approaches for developing ERPs identified by the TC range from using highly complex and data-intensive multi-species models and empirical analyses to the use of ad hoc reference points based on well-known trophic principles as recommended by recent forage fish studies.^{vii}

The TC advises that these so-called “forage services” reference points “could be adopted at any time using the most recent peer reviewed Atlantic menhaden model”^{viii} (emphasis added). The 2015 peer review panel, while favoring a multi-species approach to modeling the dynamics among menhaden and its predators, suggests this work could be done “in parallel to simpler approaches that may provide interim solutions until the multi-species model is ready.”^{ix} (emphasis added)

A Simpler, Interim Approach to Protecting the Ecological Role of Menhaden

As the peer review panel’s report states, a broader ecosystems approach to conserving Atlantic menhaden demands recognition of the trade-offs associated with managing menhaden to serve directed fisheries vs. maintaining adequate forage to serve ecosystem needs (as well as the needs of other fisheries that tar-

get predator species). Indeed, considering both sides of the equation is paramount in making sound policy decisions. But the fact is, these trade-offs are already occurring under our current regime, and until the ASMFC adopts ecosystem goals for menhaden and begins using them to inform and guide its management decisions, we are ignoring one side of the equation - that is, the impact on predators, on other fisheries and on the ecosystem.

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"Models don't produce ecosystem goals, people do."

Even if it were possible to create an accurate mathematical model of a complex marine ecosystem for fishery management purposes, and that is highly questionable,^x the demands on fishery managers, let alone their scientific advisors tasked with creating and feeding such a model (no pun intended), would be unbearable. It would require making innumerable decisions throughout the system about desirable targets and thresholds for interconnected species, monitoring them simultaneously, assessing cause-and-effect, and taking multiple complementary actions through numerous individual fishery management plans governed by separate management bodies. It is a black hole from which we would likely never emerge.

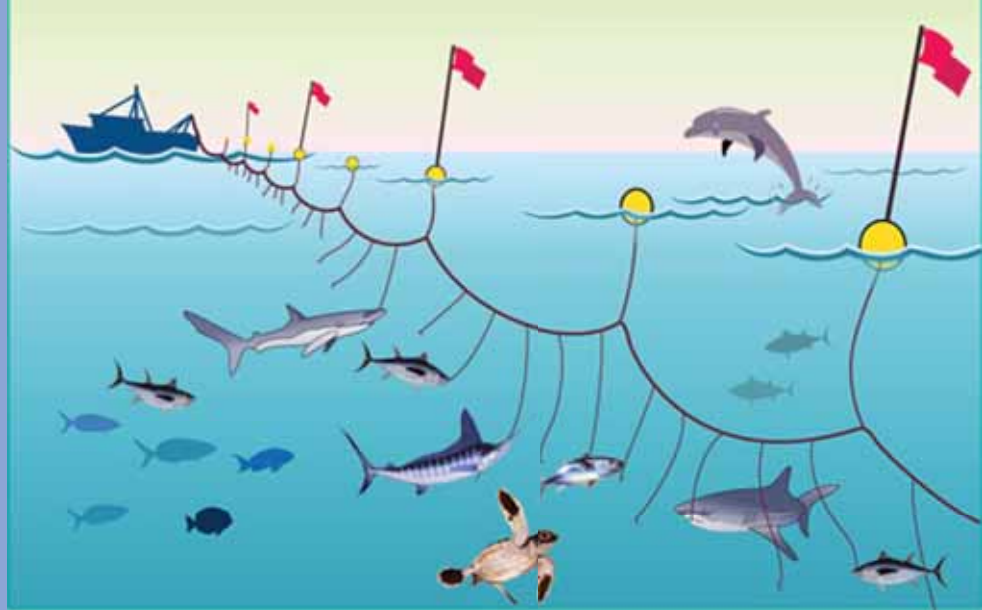
The sensible thing to do is take interim action now to adopt ecological reference points based on sound trophic principles, similar to those suggested in the 2015 stock assessment report, with an emphasis on abundance-based targets and thresholds. If a more empirical method should become viable sometime in the future, make the change then. But continuing to mark time with menhaden is not an option.

– Ken Hinman

Endnotes

- i SEDAR. 2015. SEDAR 40 – Atlantic Menhaden Stock Assessment Report. SEDAR, North Charleston SC. January 2015.
- ii SEDAR. 2015. p. 7.
- iii ASMFC 1999. Stock Assessment Report No. 99-01 (Supplement) of the Atlantic States Marine Fisheries Commission. Atlantic Menhaden Stock Assessment Report for Peer Review. February 1999. p. X.
- iv <http://wildoceans.org/menhaden-numbers-are-in-and-the-news-is-good/>
- v ASMFC 2012/2013. ASMFC Approves Atlantic Menhaden Amendment 2. Fisheries Focus. Vol. 22, Issue 8. December 2012/January 2013.
- vi See Wild Oceans statement to the ASMFC Striped Bass Management Board, Mystic, CT. October 29, 2014.
- vii The examples of “forage services” reference points offered by the TC were first recommended to the TC and Menhaden Management Board by Wild Oceans in June 2009, in a paper entitled Ecological Reference Points for Atlantic Menhaden, and were based on a review of the literature at that time. Since then, a number of forage fish studies have affirmed a consensus around these recommendations, including Smith, Anthony D.M., et al. 2011. Impacts of Fishing Low-Trophic Level Species on Marine Ecosystems. Science. 1209395. 21 July 2011; and Pikitch, E., Boersma, P.D., Boyd, I.L., Conover, D.O., Cury, P., Essington, T., Heppell, S.S., Houde, E.D., Mangel, M., Pauly, D., Plagányi, É., Sainsbury, K., and Steneck, R.S. 2012. Little Fish, Big Impact: Managing a Crucial Link in Ocean Food Webs. Lenfest Ocean Program. Washington, DC. 108 pp.
- viii SEDAR. 2015. Appendix E. p. 30.
- ix SEDAR 2015. SECTION III: Review Workshop Report. p. 23.
- x Pilkey 2007. Useless Arithmetic: Why Environmental Scientists Can't Predict the Future. Orrin H. Pilkey and Linda Pilkey-Jarvis. 256 pages, Columbia University Press, New York, 2007.

Time kills



Trying to catch deep-dwelling or fast-swimming fish like swordfish or the larger tunas by laying 20 to 60 miles of longline and letting hundreds and hundreds of baited hooks soak for 12 to 24 hours may be effective -- but it is gravely inefficient. The incidental catch of untargeted animals vastly out-numbers the intended catch, so longlining is profitable only because the target species are high-value. The cost of the collateral damage to other species and fisheries, however, is immeasurably higher and, unless there is a fundamental change in the gear and the way it is used, inescapable.

In a word, the problem with longlines is that they are long; they stay in the water, untended, for a long time. Too long. When a striped marlin takes a hook, for instance, it can remain there for many hours before it is retrieved and cut loose. By then, it is more often dead than alive. Time kills.

The period of time the longline hooks are available to feeding fish is known as “soak time,” defined as from the end of setting the gear to the start of hauling it back, at which point the hooks are “settled”. Because of the length of the line and number of hooks, and depending on the volume of catch, setting and retrieval can take hours. Many fish are attracted to the bait when it is moving down through the water column or back up, so the actual time the hooks are “fishing” is actually longer.

As a general rule, mortality of by-catch species, which includes not only non-target fish and other wildlife but also juveniles of the target species, increases with each hour after hook-up. Of course, it varies by species, but researchers using hook-timers have found a significant drop-off in survival rates ($\leq 50\%$) after just a few hours, for striped marlin, spearfish and young swordfish in particular. Indeed, most of those that survived were caught as the gear was rising during recovery.

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"Mortality increases with each hour on the line."

Studies suggest the true bycatch mortality for some species is likely higher than reported or observed, also a factor of the time spent on the line. Hooked animals are often “lost at sea.” A few probably escape, but others, mortally weakened or already dead, fall off or are preyed upon by scavengers. The rate of these losses increases with the length of soak time. This unknown but possibly significant mortality is not accounted for in longline bycatch reports or, even more troubling, stock assessments.

When we talk about taking the long out of longlines, what we’re talking about is taking the gear out of the water and fishing for swordfish and tuna with “short-lines,” actively tended by fishermen who can release

unwanted species within a short time after hook-up and, most importantly, release them alive. That gear exists. *Wild Oceans* is working on both coasts to facilitate a transition from multi-mile longlines and drift entanglement nets to more selective, sustainable alternative gears with minimal bycatch, namely swordfish buoy-gear and tuna greenstick gear; actively tended gears with high catch rates of target fish and minimal mortality of bycatch.

– Ken Hinman

Sources: Ward, P., R. A. Myers, and W. Blanchard. 2004. *Fish lost at sea: the effect of soak time on pelagic longline catches*. Fish. Bull. 102:179–195.; Gilman, E., Clarke, S., Brothers, N., Alfaro-Shigueto-J., Mandelman, J., Mangel, J., Petersen, S., Piovano, S., Thomson, N., Dalzell, P., Donoso, M., Goren, M., Werner, T. 2007. *Shark Depredation and Unwanted Bycatch in Pelagic Longline Fisheries: Industry Practices and Attitudes, and Shark Avoidance Strategies*. Western Pacific Regional Fishery Management Council, Honolulu, USA; Caruthers, E.H., Neilson, J.D., Smith, S.C. *Overlooked bycatch mitigation opportunities in pelagic longline fisheries: Soak time and temperature effects on swordfish (Xiphias gladius) and blue shark (Prionace glauca) catch*. Fisheries Research 108 (2011) 112–120; Berkeley, S.A. and R.E. Edwards. 1998. *Factors affecting billfish capture and survival in longline fisheries: potential application for reducing bycatch mortality*. Col. Vol. Sci. Pap. ICCAT, 48(1): 255-262; Boggs, C. H. 1992. *Depth, capture time, and hooked longevity of longline-caught pelagic fish: timing bites of fish with chips*. Fish. Bull. 90:642-658.

Image: Courtesy of Bluepeace.org

NOAA unveils draft climate science strategy

On January 23rd, NOAA Fisheries Service released a draft Climate Science Strategy (Strategy) for public review. Designed to be implemented over the next 5 years, the Strategy outlines a national framework for the production, delivery and use of climate science, which NOAA says is "critical" to fulfilling its mission: "to sustain living marine resources and their environments for the benefit of the nation through science-based conservation and management."


The Strategy acknowledges the many ways that changes in the earth's climate system are already having an impact on ocean wildlife and the people that depend on it. Warmer ocean temperatures, reduced sea-ice, altered storm tracks and intensity, precipitation changes, sea level rise, ocean acidification and reduced dissolved oxygen are affecting the distribution, life cycles and productivity of many species important to commercial and recreational fisheries. Indeed, because of the complex food web connections in an ecosystem, all managed species will be impacted. And these fisheries contribute \$199 billion to the U.S. economy and support 1.7 million jobs.


Seven key objectives described in the national strategy will shape the development of regional implementation plans, each addressing unique climate change challenges and science needs within the region. However, one essential finding cuts across the fulfillment of all objectives in all regions – the crucial need to adopt ecosystem-based management.


In the Spring 2014 issue of the *Horizon*, *Wild Oceans* laid out a three-pronged agenda for dealing with climate change: 1) accelerating the move into ecosystem-based management; 2) closely monitoring oceanic changes; and, 3) implementing precautionary fishing policies. We are pleased to see elements of all three recommendations in the Strategy, which we will support through written comments during the public comment period. ■

Staff travel log


Our recent travels to fight for the future of fishing...


 *Wild Oceans* president Ken Hinman joined other members of the Menhaden Coalition Steering Committee for a working session December 4th in **Baltimore, Maryland**. The Coalition, made up of recreational fishing and environmental groups from Maine to Florida dedicated to the long-term health of the menhaden resource, meets regularly by conference call to share information and discuss strategy.


 Ken attended an Executive Committee meeting of the Mid-Atlantic Fishery Management Council in **Baltimore** on December 8th, 2014, and testified in support of the Council's draft Forage Fish White Paper, which provides guidance for protecting the region's prey base. He asked the Council to consider the following initiatives among their 2015 priorities: 1) Revise the goals and objectives of the Mackerel, Squid and Butterfish Plan to clarify the intent to manage these fisheries to protect their ecological roles; 2) Add unmanaged/unfished species to Council FMPs and prevent new fisheries until we have adequate information on potential ecological effects; and 3) Develop ecosystem indicators to monitor and assess the status of the overall forage base in the offshore area from New York to North Carolina.

 *Wild Oceans* held its Annual Meeting of the Board of Directors in **Islamorada, Florida** December 12-14. Before getting down to business, the staff – Ken Hinman, Pam Lyons Gromen, Theresa Labriola and Lauren Megan – went on a sailfishing trip off West Palm Beach, hosted by veteran angler and fishery biologist John Jolley, a member of the *Wild Oceans* Advisory Council. The *Wild Oceans* weekend also featured an informal gathering of area fishermen, with special guest Tim Lycke, president of Incredible Fish, an advocate for sustainable fishing methods and selling responsibly-sourced

seafood, to talk about "the art of selective fishing."

 Ken attended the ASMFC Menhaden Management Board meeting in **Alexandria, Virginia** on February 3rd for a review and discussion of the latest menhaden stock assessment and its implications for management. (see *Marking Time*, page 4).

 *Wild Oceans* West Coast Fisheries Project Director, Theresa Labriola, attended the Pacific Highly Migratory Species Management Team meeting in **La Jolla, California** February 4-6. The Management Team drafted the California Drift Gillnet Management and Monitoring Plan, including analysis of fishery hard caps for endangered species, performance measures to reduce bycatch of finfish and vulnerable marine mammals and turtles, and at-sea monitoring and electronic monitoring alternatives. The team also reviewed five Exempted Fishing Permit applications, including three buoy gear applications.

 On February 10th & 11th, Executive Director Pam Lyons Gromen was in **Raleigh, North Carolina** where the Mid-Atlantic Fishery Management Council postponed final action to protect deep sea corals in the mid-Atlantic canyons. Commercial fishing representatives voiced concerns that fishing would be severely impacted by discrete coral protection zones, so the Council decided to hold a stakeholder workshop to gather additional information and refine the zone boundaries. Workshop participants will include the Council's Advisory Panel (AP) members, coral scientists and the team of NOAA and Council employees who are developing the plan. As a member of the Ecosystems, Habitat and Ocean Planning AP, Pam plans to attend the workshop tentatively scheduled for April. Final action on the Deep Sea Corals Amendment will be taken up by the full council in June. ■



A gift to the sea

Stephanie Osgood Choate, winner of the 2014 Fishing World Cup, donated \$100,000 from her tournament winnings to *Wild Oceans*. Stephanie presented the group with the check at their 41st Annual Meeting in Islamorada, Florida in December.

“I support *Wild Oceans* because I have seen firsthand the amount of good they have done with all the resources they have,” says Stephanie, who travels the world fishing competitively and spreading the word for marine conservation. Stephanie also donates her time serving on *Wild Oceans'* Board of Directors.

“Stephanie’s example of giving back to the sea, which enhances our lives in so many ways, is inspiring and at the same time challenges all of us to do even more,” says *Wild Oceans* president Ken Hinman.

Photo Left: Stephanie presents Wild Oceans staff with a BIG CHECK from her tournament winnings. Pictured here left to right: Theresa Labriola, Stephanie Osgood Choate, Ken Hinman and Pam Lyons Gromen. Photo courtesy of Wild Oceans board member Bill Boyce.



Your mailing label includes your membership renewal date.

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