

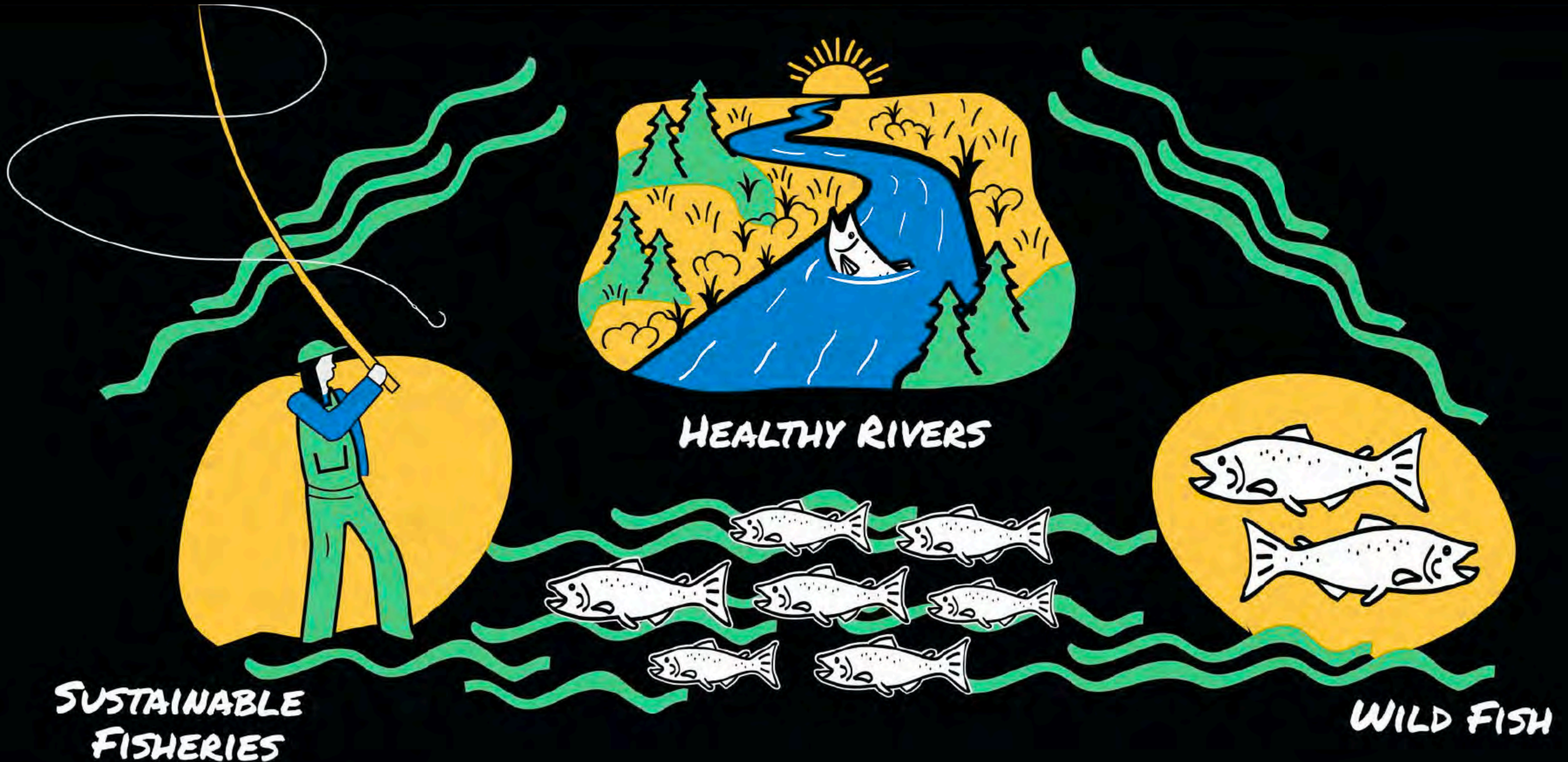
An underwater photograph showing a large number of salmon swimming in a river. The water is a deep teal color, and the bottom is covered with dark, mossy rocks. The salmon are in various stages of their upstream migration, with some showing their silver scales and others appearing more silhouetted against the light filtering from above.

OREGON COAST COHO: FROM COLLAPSE TO COMEBACK

A Proven Recipe for Wild Abundance

Photo: ODFW

RECIPE FOR ABUNDANCE:





Jennifer Fairbrother

Native Fish Society

Policy & Legislative Director



John McMillan

The Conservation Angler

President & Lead Scientist



Bob Rees

**Northwest Guides &
Anglers Association**

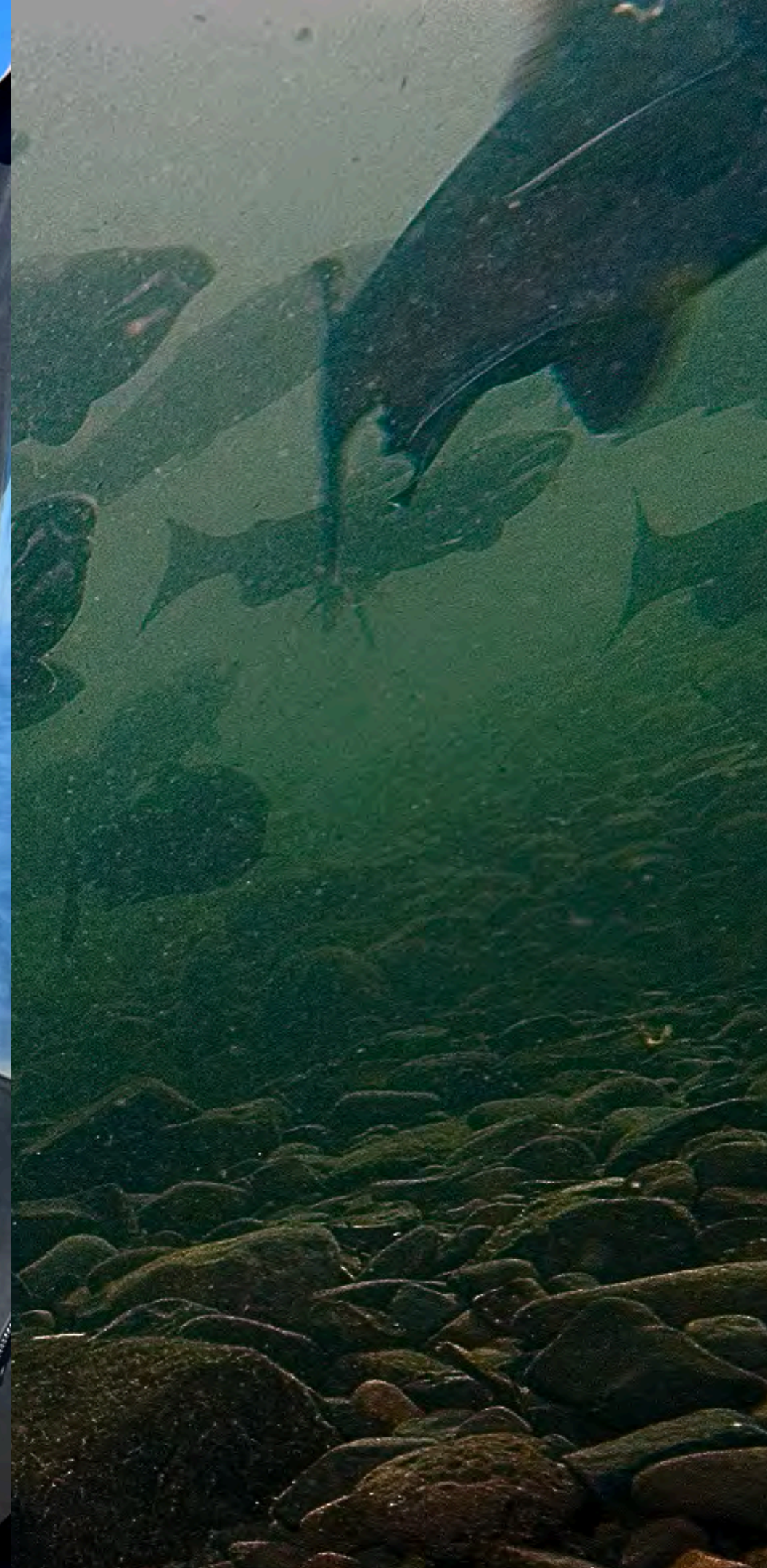
*Executive Director;
Fishing Guide*



Mark Sherwood

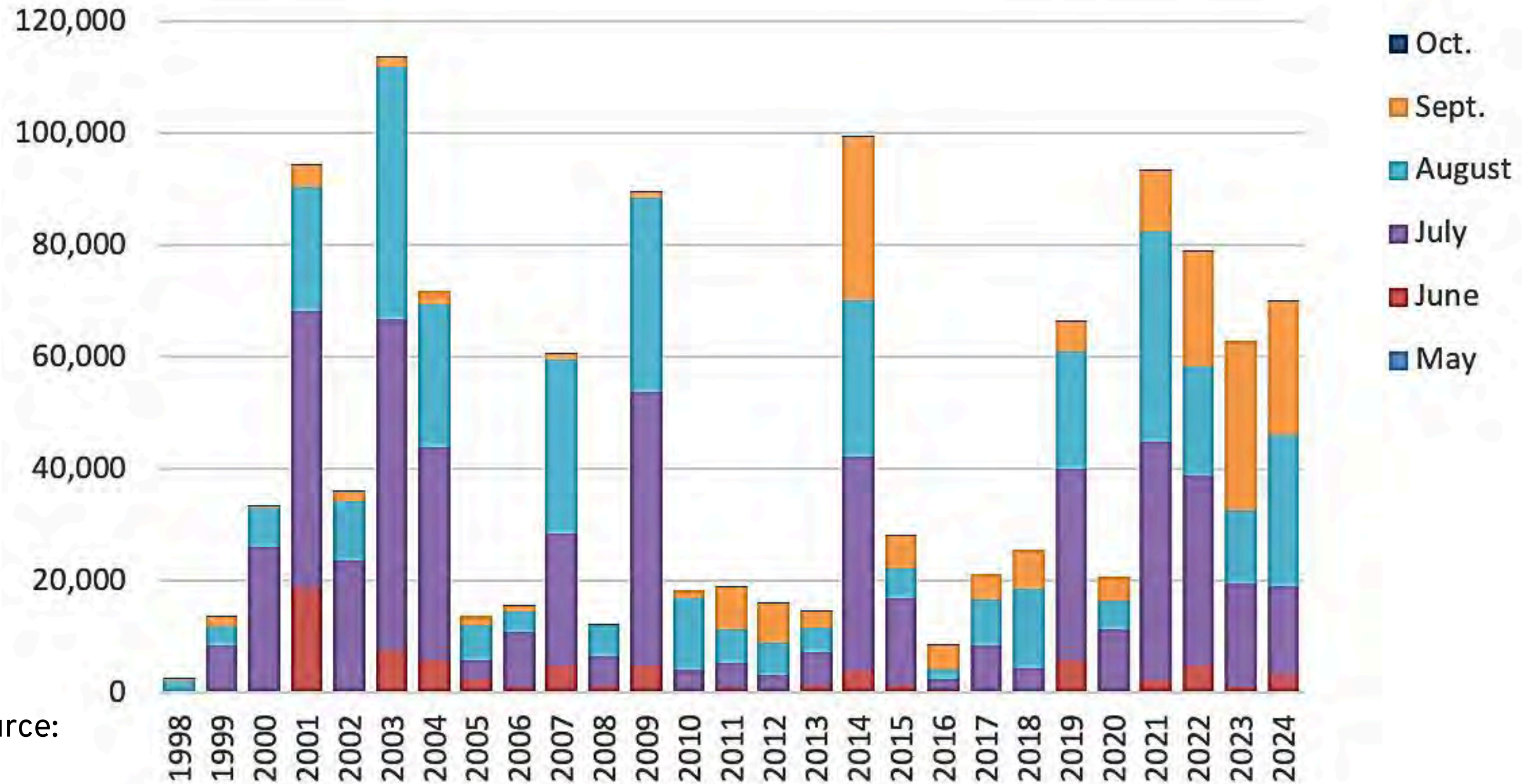
Native Fish Society

Executive Director



Oregon Ocean Recreational Coho Catch Since ESA Listing

Coho Salmon total caught



Data Source:
ODFW

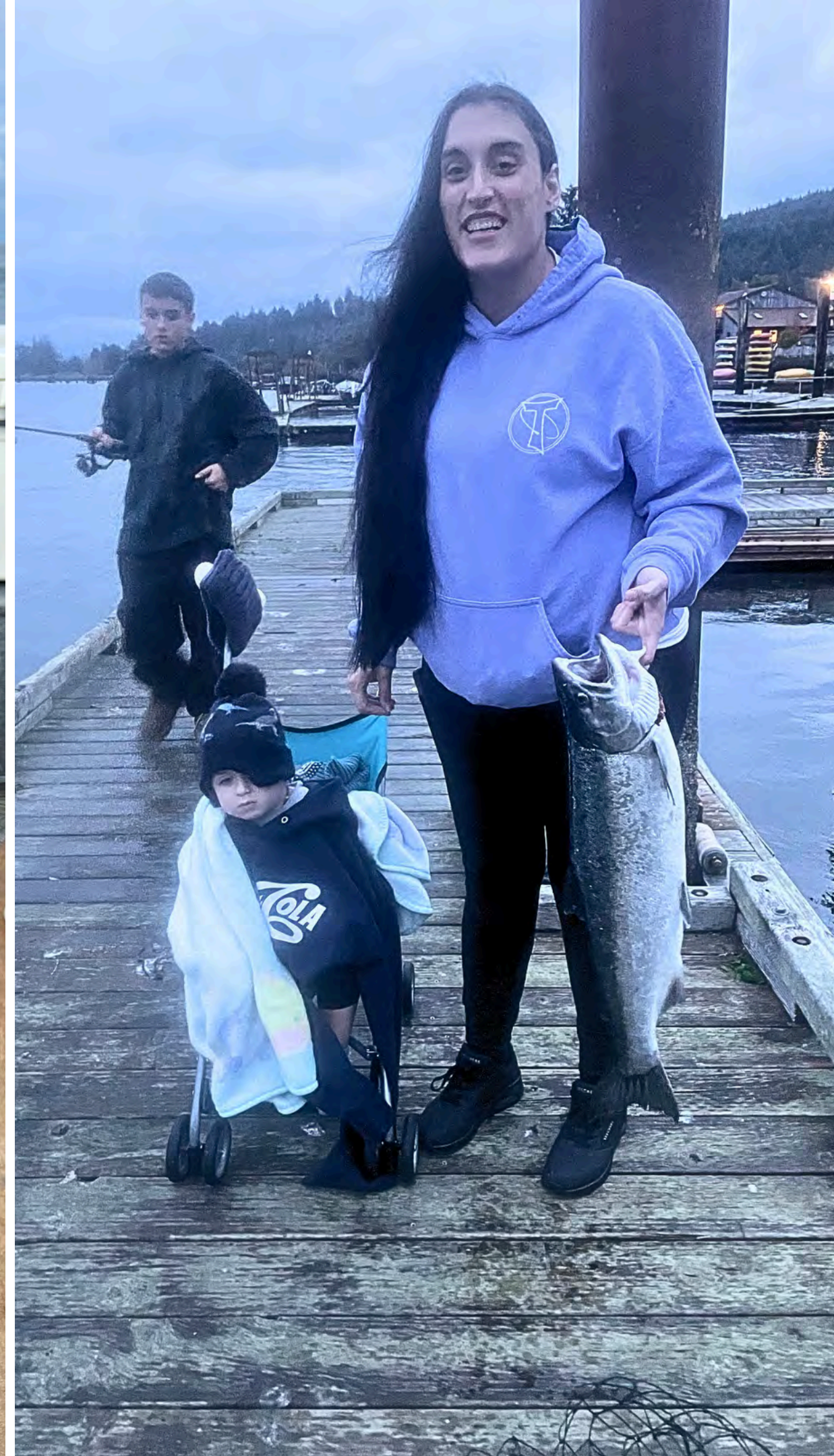
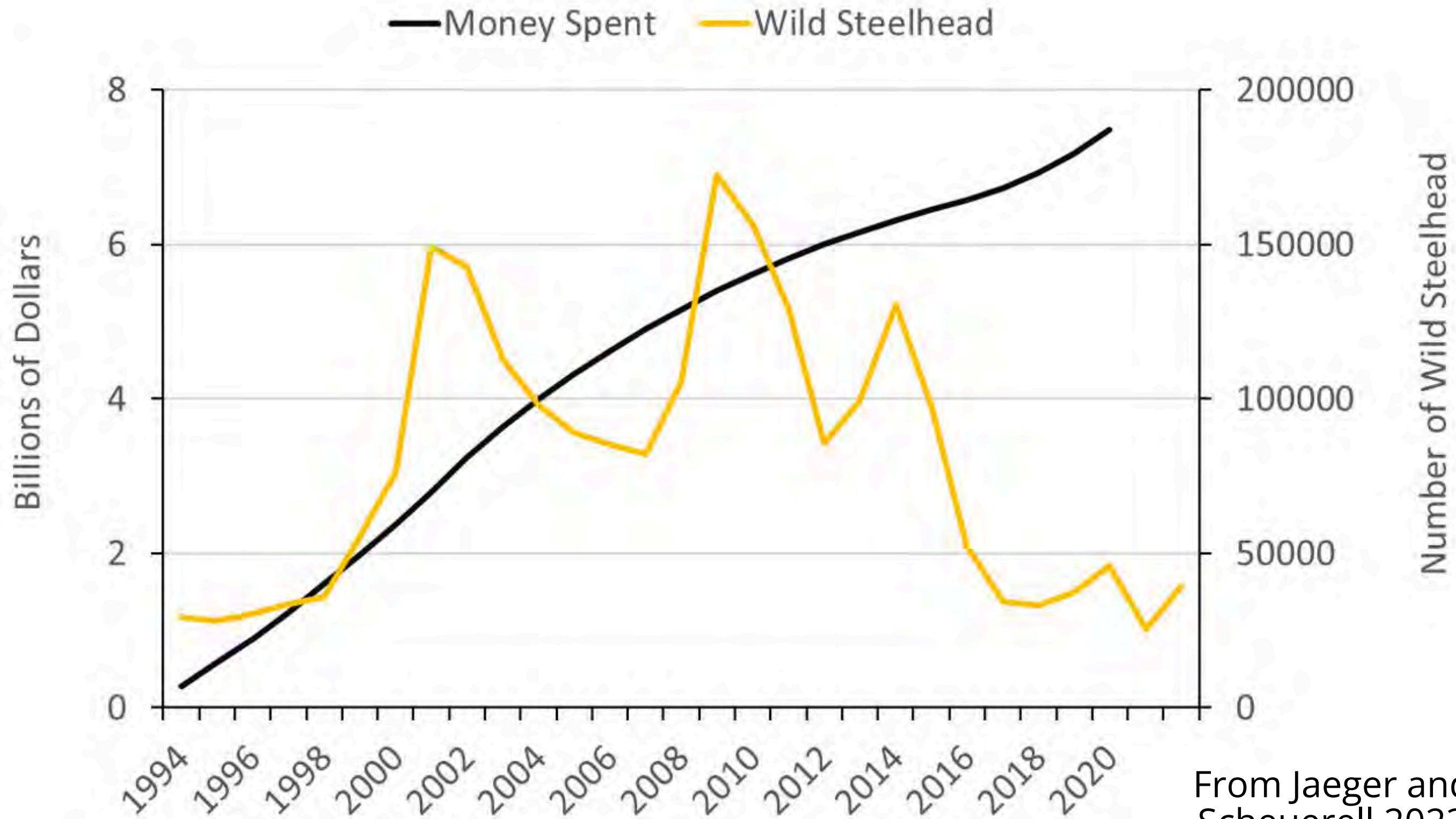




Photo: John McMillan

\$9 Billion Spent in the Columbia and No Recovery



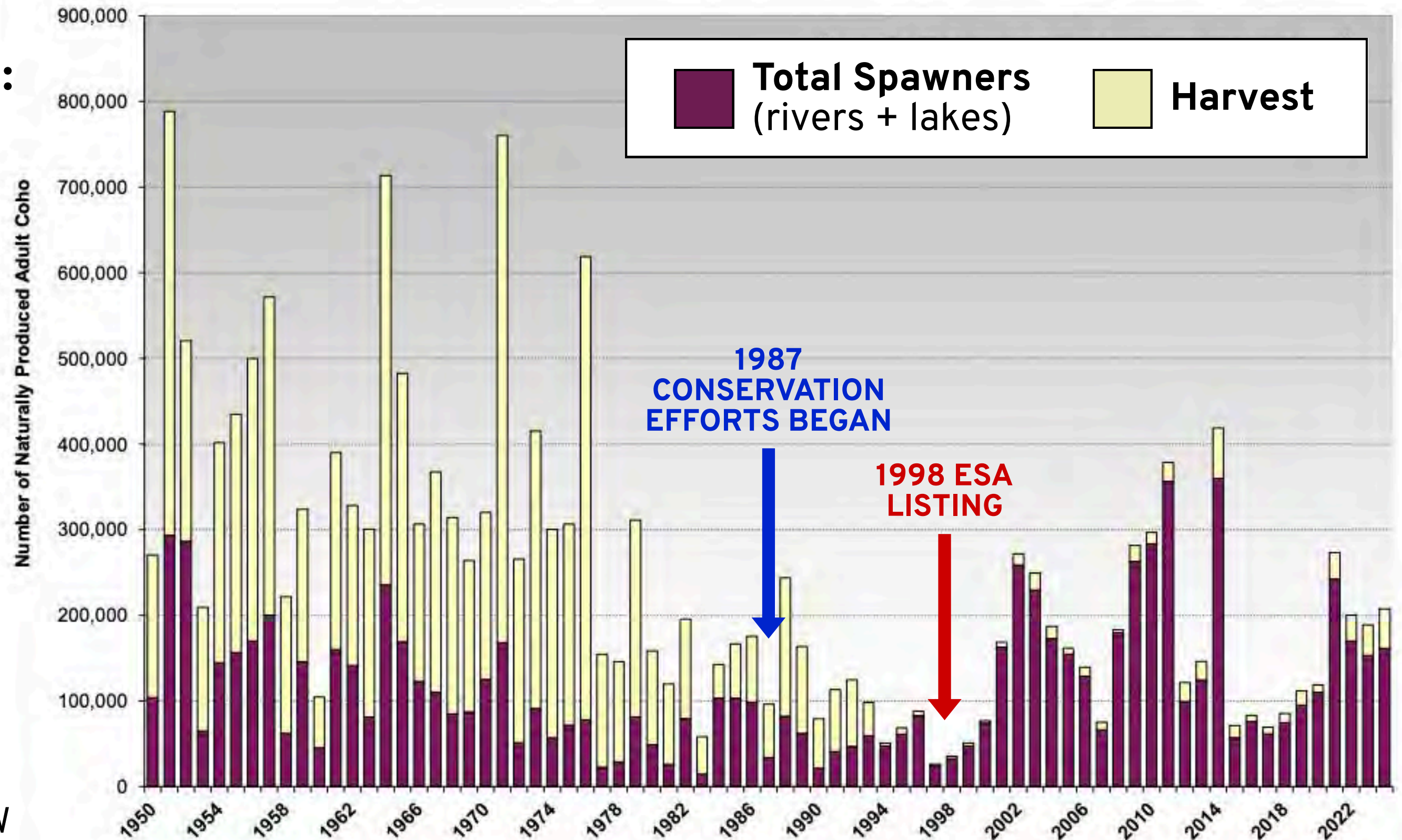
From Jaeger and Scheuerell 2023

Oregon Coast Wild Coho Salmon

MAJOR CHANGES:

- Invested in science and monitoring
- Reduced harvest 70-75%
- Closed most hatcheries
- Restored habitat
- Ocean conditions improved

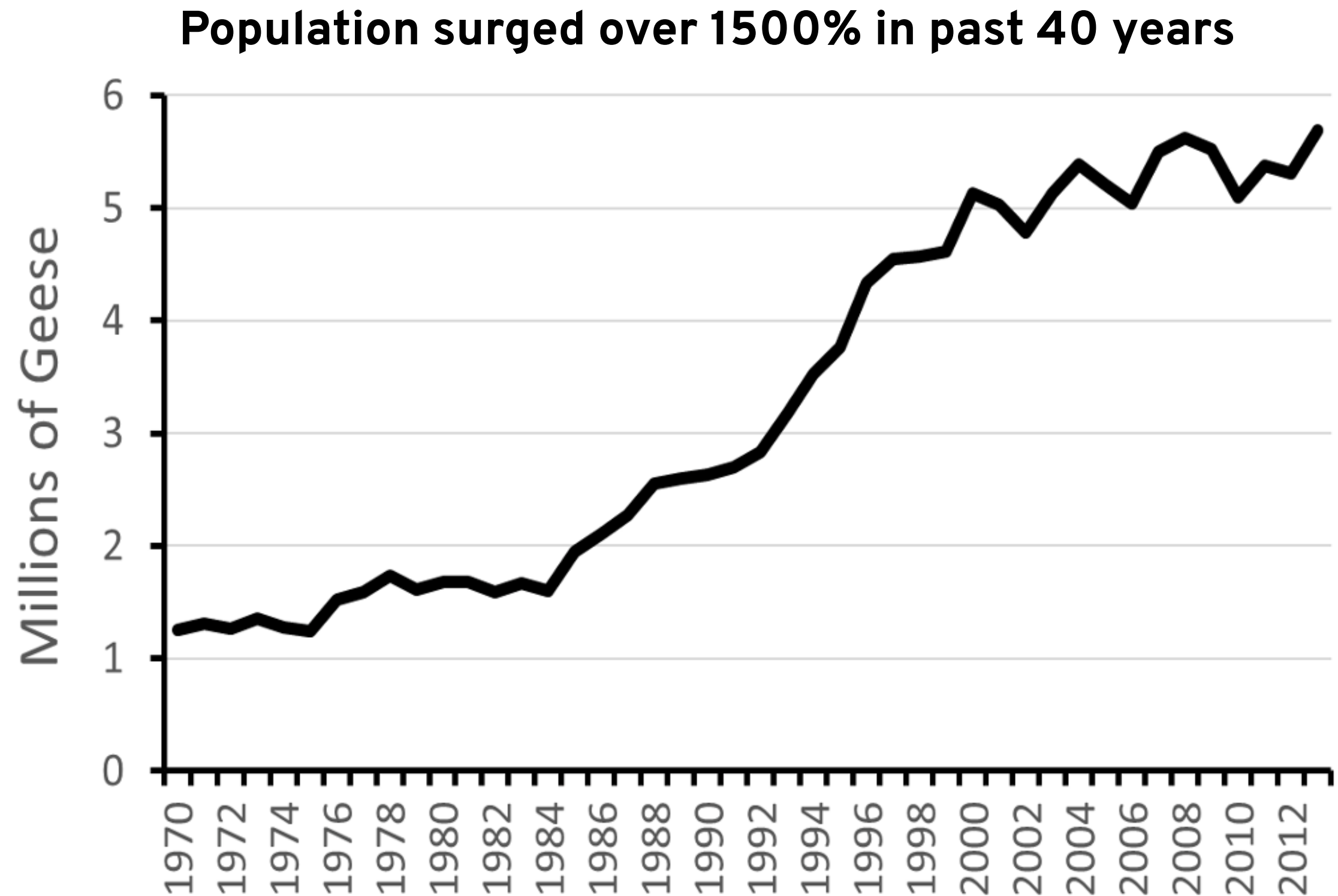
Data Source: ODFW



Canada Goose Recovery

- Near extinction in 1900
- **Ended market hunting and reformed harvest**
- **Protected and restored habitat**
- **No hatchery geese**

Data Source: ODFW



Same Recipe for Many Other Animals

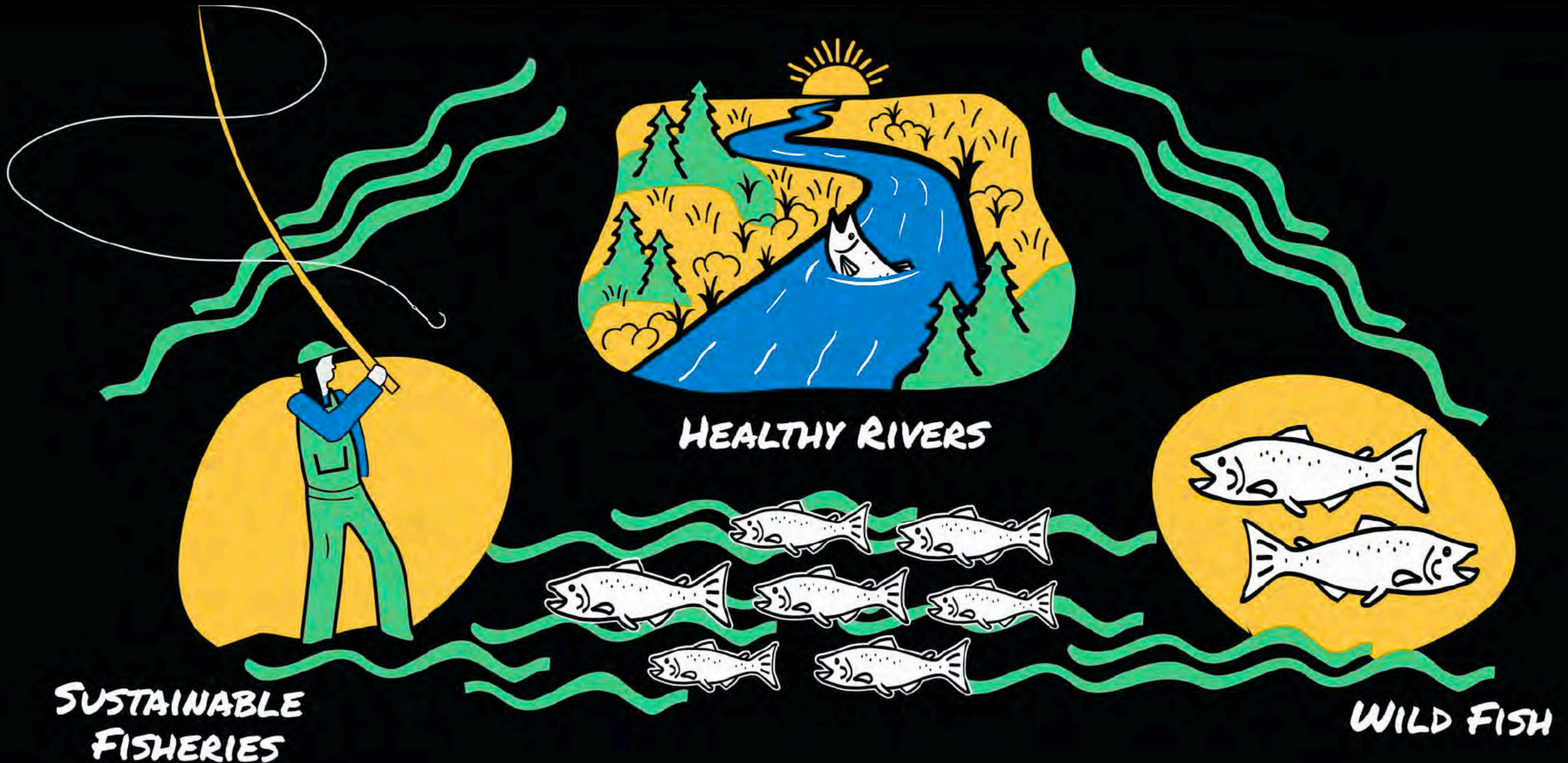
- Waterfowl
- Roosevelt elk
- Wild turkey
- Whitetail Deer
- Blacktail Deer





Photo: John McMillan

RECIPE FOR ABUNDANCE:



Good for the Economy & Environment

WIN-WIN:

- A NOAA study shows that **every \$1 million invested in watershed restoration creates 15-30 jobs.**
- A University of Oregon report found that **80% of every dollar invested in an Oregon restoration project stays in-county, and 90% stays in-state.**
- **Cleaner drinking water, reduced flooding and wildfire risk, and improved ecosystem health** are just a few of the environmental benefits



Photo: ODFW

An underwater photograph showing a large number of salmon swimming in a river. The water is clear and greenish, and the rocky riverbed is visible at the bottom. The salmon are in various positions, some swimming towards the camera and others away from it.

OREGON COAST COHO: FROM COLLAPSE TO COMEBACK

A Proven Recipe for Wild Abundance

Photo: ODFW

An underwater photograph showing a school of salmon and steelhead swimming in a river. The fish are silvery and sleek, with some showing darker markings. They are swimming over a rocky riverbed covered in green algae. The water is clear and greenish-blue.

FF

***The health of the environment is good if
the salmon and steelhead are around.***

It is that simple.”

— Former Oregon Governor Tom McCall

Photo: ODFW