Story of Mari Elal

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Fisheries management &
Fishing tourism

If I´m not Fishing, I´m thinking about it

A passionate fisher who is active to raise her concerns about the state of fish stocks

- **Blog**: https://gonefishingmari.weebly.com/
- **Fishing Guide** entrepreneur and the CEO of **TheraFish**
- **Adventurer** on the tv-serie Arktiset Vedet (Artic Waters) expedition

- Fishing Guiding & Boating at Lohjanjärvi (the biggest lake on Uusimaa region)
- Target fish: Zander, Pike, Perch, Roach
- Responsible fishing (C&R, minimum & maximum length for the fish to be taken)
- Customers: companies, people with special needs, travellers, groups, families

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VOIMAA KALASTUKSESTA

What is Fish Tourism?

It was originally adopted in Italy as a way to provide visitors with the opportunity to go fishing with local fisherman and share in the culture, tradition and lifestyle of local fisherman. **Fish tourism** was later adopted in other countries.

In Finland Fishing Tourism is mostly provided by Professional (educated) Fishing Guides. Responsibility of sustainable fishing

Finland has a great **opportunity to build economy for Fishing** as the "Land of thousand lakes" and actually we have 56 012 lakes and 131 876 ponds **IF we consintrade out politics to better Fisheries management**

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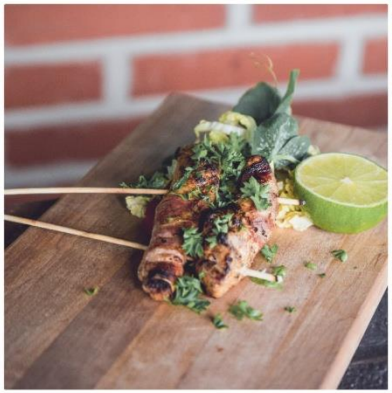

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Fish Management by Fishers and Guides

Catch recommendations

(always check the recommendations for the waters you fish in)

- **Ahven:** Enintään 5 kpl/kalastaja, yli **35 cm** pitkät vapautetaan. **Hauki:** Enintään 1 kpl/kalastaja, yli **80 cm** pitkät vapautetaan. **Kuha:** Enintään 1 kpl/kalastaja, yli **60 cm** pitkät vapautetaan. **Taimen:** Enintään 1 eväleikattu kala/kalastaja**, alle 50 cm** pitkät vapautetaan. Evälliset vapautettava aina.

C&R if you don´t have use for the catched fish

BKLYN
NYC

What to achieve with good Fish management?

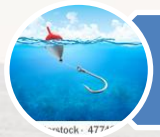
More fish
Larger fish
Fish for future generations

Growing economy

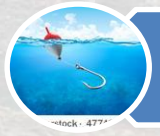
Fishing tourism - money, jobs
Experiences

Good feeling knowing you´re working well together with nature.

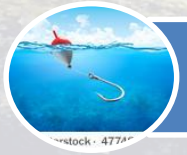
Responsible fishing is caring nature



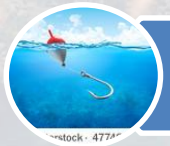
Keep clean



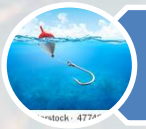
Use as less gasoline as you can



Sustainable fishing



Clean, green food



Gentleman rules on water

Remeber: Fish are our best buddies and colleagues. Treat them with respect