

Aquatic Release Conservation, Inc

ARC Dehooker

As avid recreational anglers, readers of the *Sport Fishing Buyers Guide* are committed to helping preserve the world's fisheries by safely releasing unwanted or endangered fish species. Unfortunately, much of what we believed about proper techniques for safely releasing fish and other marine animals has turned out to be untrue.

Through several scientific studies performed by private organizations such as the IGFA and governmental groups like the National Marine Fisheries Service (a division of the National Oceanic and Atmospheric Administration),

the National Marine Fisheries Service (a division of the National Oceanic and Atmospheric Administration),



new techniques and technologies have been proven to significantly improve the survival of hooked and released fish.

ARC DEHOOKER MEETS ALL NEW GUIDELINES

Aquatic Release Conservation, Inc. has been in the forefront of developing dehooking tools that allow for the safe release of fish, sea turtles and other endangered species without even having to touch them or take them out of the water. The ARC Dehooker is the only dehooking device



approved by NOAA's National Marine Fisheries Service for use on internal or external hooks (circle or J-style) of boated as well as non-boated animals or fish. In addition, dehooking tools such as the **ARC Dehooker are mandated for commercial fishing vessels in many of the world's fisheries for proper release of bycatch.**

NOTED MARINE CONSERVATION-ISTS ENDORSE ARC DEHOOKER

Recently, Dr. Guy Harvey, noted marine biologist and world famous marine artist, fully endorsed the ARC Dehooker by saying, "I am particularly pleased to have found an organization as passionately devoted to the conservation and restoration of the world's fisheries, and I am proud to become affiliated with ARC to help promote its technology for safely releasing hooked fish and other marine animals. ARC has created and de-signed a simple-to-use tool that is completely effective in releasing both lip-hooked and deep-hooked fish without even having to touch them or remove them from the water. This new technology may well be the most important discovery in fishery conservation and could well play a decisive role in the restoration of all hook and line fisheries. I use ARC

Dehooker tools whenever I fish, and so should you."

ARC DEHOOKERS FOR EVERY SIZE FISH

Aquatic Release Conservation, Inc. offers a full line of ARC Dehookers designed

for every fishing situation, from a small "Mini-Pan" up to 12-foot, pole-mounted Big Game versions for use with sharks and other large or dangerous fish. In addition to ensuring the safe release of hooked fish, ARC Dehookers also protect anglers from punctures and cuts that some fish can cause. These dehookers also ensure that you recover your expensive terminal tackle!

ADDITIONAL PRODUCTS FOR RIGHT RELEASES

In addition to the full line of ARC Dehookers, ARC is the official distributor of the Sea Grant/Novak Venting Tool for safe release of deep-dwelling reef fish as per proposed requirement under Amendment 27-14.



Contact Information:

Aquatic Release Conservation, Inc
Ormond Beach, Florida
877-411-4272
www.dehooker4arc.com