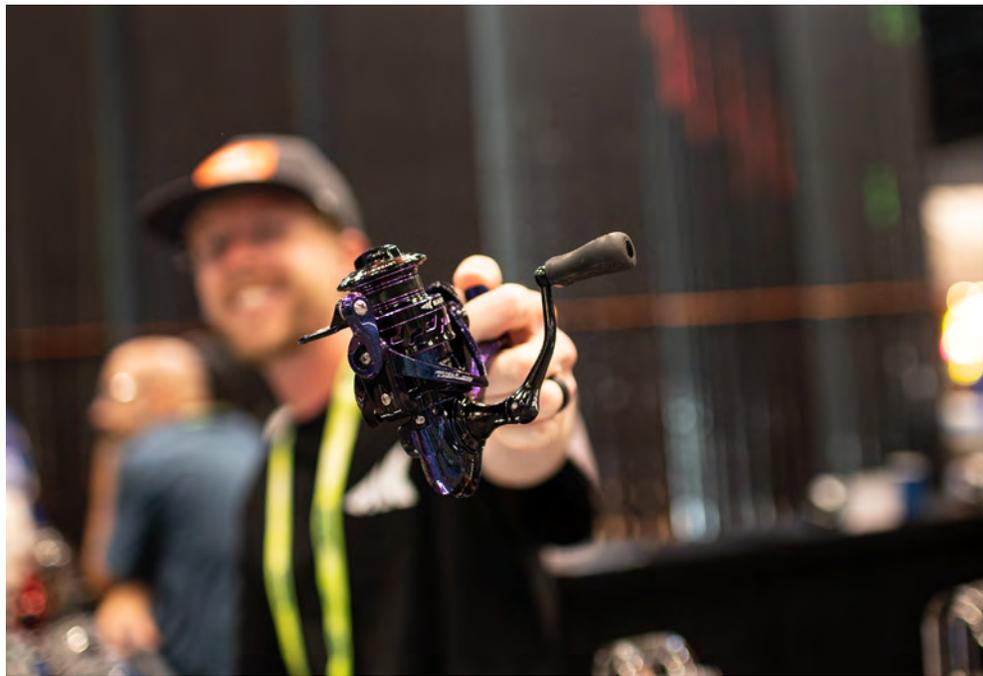




AMERICAN
SPORTFISHING
ASSOCIATION

ANNUAL REPORT

2025





A LETTER FROM OUR PRESIDENT

As we reflect on 2025, we're proud of what the American Sportfishing Association accomplished on behalf of our members and the broader recreational fishing community. It was a year that required focus, persistence, and a steady commitment to ensuring anglers and the businesses that support them continue to thrive. And thanks to the engagement of our members and partners, ASA delivered meaningful wins in both Washington and on the water.

Our team was tested early and often and rose to the occasion. In the South Atlantic, ASA helped defeat NOAA Fisheries' Amendment 59, protecting continued access to bottomfishing for 55 species of reef fish and reinforcing the importance of science-based, balanced management and the economic benefits of fishing for coastal communities. We also stopped a proposed vessel speed rule that would have been devastating for the industry, targeting boats 35 to 65 feet along the Atlantic coast for six months each year. These outcomes underscore a simple truth: when our community stands together, we can protect access, defend common-sense policy, and ensure decision-makers understand what's at stake.

We also made significant progress in strengthening the value ASA delivers to members. Last year, we expanded and improved member benefits, including new regional policy newsletters, greater access to expert sales data and market insights, and new networking opportunities at our flagship events; all to help our members better understand market trends, make informed decisions and grow their business.

At the same time, 2025 presented real challenges. The ever-evolving tariff landscape put significant pressure on manufacturing and sales, creating uncertainty for businesses. The longest government shutdown in history, paired with continued political gridlock in Washington, underscored the importance of consistent and experienced advocacy for our industry. Despite these challenges, 22 ASA priorities were introduced in Congress, and two were signed into law right before the end of the year; proving that recreational fishing remains a bipartisan issue and lawmakers actively look to ASA as a leading authority on winning policy.

Regardless of who holds power in the White House or Capitol, ASA remains focused on what matters most: promoting access, sustaining healthy fisheries, supporting our members, and strengthening the future of the sportfishing industry. Thank you to our members, Board of Directors, partners, and staff for your continued support and leadership. We're proud of what we accomplished together in 2025, and we look forward to continuing the momentum in the year ahead.

A handwritten signature in black ink that reads "Glenn Hughes".

GLENN HUGHES
President and CEO



2025 HIGHLIGHTS



830+
MEMBERS

Including retailers, manufacturers, wholesalers, media members, state resource management agencies, and conservation organizations

12,000+
INDUSTRY PROFESSIONALS
ATTENDED ICAST 2025



238,000+
FOLLOWERS ACROSS ALL
SOCIAL MEDIA PLATFORMS

2,500+
MESSAGES SENT BY ANGLERS
IN SUPPORT OF POLICY PRIORITIES



22 **PRIORITY SPORTFISHING**
BILLS INTRODUCED IN
CONGRESS THIS YEAR

OUR MISSION

ASA's mission is to look out for the interests of the sportfishing industry and the entire recreational fishing community.



COMMUNITY

We strive to build and support a vibrant sportfishing community. From our flagship events, like ICAST and the Sportfishing Summit, to our expansive communications and outreach efforts, ASA creates the infrastructure and facilitates relationships that propels our industry forward.



ADVOCACY

Clean water, abundant fisheries, fair trade and commerce, and expansive access are the pillars that guide our government affairs efforts. We engage with every level of government— including Congress, state legislatures, and regional fisheries management organizations— to ensure anglers across the country can continue making memories on the water.



EDUCATION

Our members are entitled to information concerning the latest rules and regulations that affect them. We provide access to the latest data, host webinars and trainings, and fund research to keep the industry well-informed.



THE ICAST SHOW

600

ICAST Exhibitors

12,000+

ICAST Registrations

1,000

Retailers

206,000

SQFT of Exhibit Space

\$142,000

Raised for Keep America Fishing

811

New Product Showcase Submissions

78

Countries Represented

The International Convention of Allied Sportfishing Trades (ICAST) continues to stand out as the flagship event for the recreational fishing industry. On a global stage, there is no other trade show that compares. In 2025, more than 12,000 industry professionals converged on the Orange County Convention Center in Orlando, FL, for this year's show.

New at ICAST 2025, ASA hosted the inaugural Party for a Purpose – a one-of-a-kind experience for ICAST attendees to cast a bid on bucket list fishing trips, enjoy a cocktail, and make new connections – all in the name of supporting fisheries conservation and advocacy.

Our team has been hard at work since last year's show planning ICAST 2026 while finding new ways to improve the attendee and exhibitor experience.



"There are a lot of ways AFTCO takes advantage of the benefits of ASA. One is obviously the trade show – it's a great place to network and get to know folks. ASA also does a number of other events, like the Summit, where I have so many important business conversations with other leaders like how they're handling tariffs, where they see market trends or just connecting dots between people."

- Casey Shedd – AFTCO President



THE SPORTFISHING SUMMIT



ASA's exclusive, members-only event was held this year in Key West, Florida, bringing together leaders from across the recreational fishing industry for a week of learning, networking, and collaboration.

More than 165 leaders representing 91 member companies gathered to engage with experts on trade and tariffs, fisheries policy and other critical industry issues.

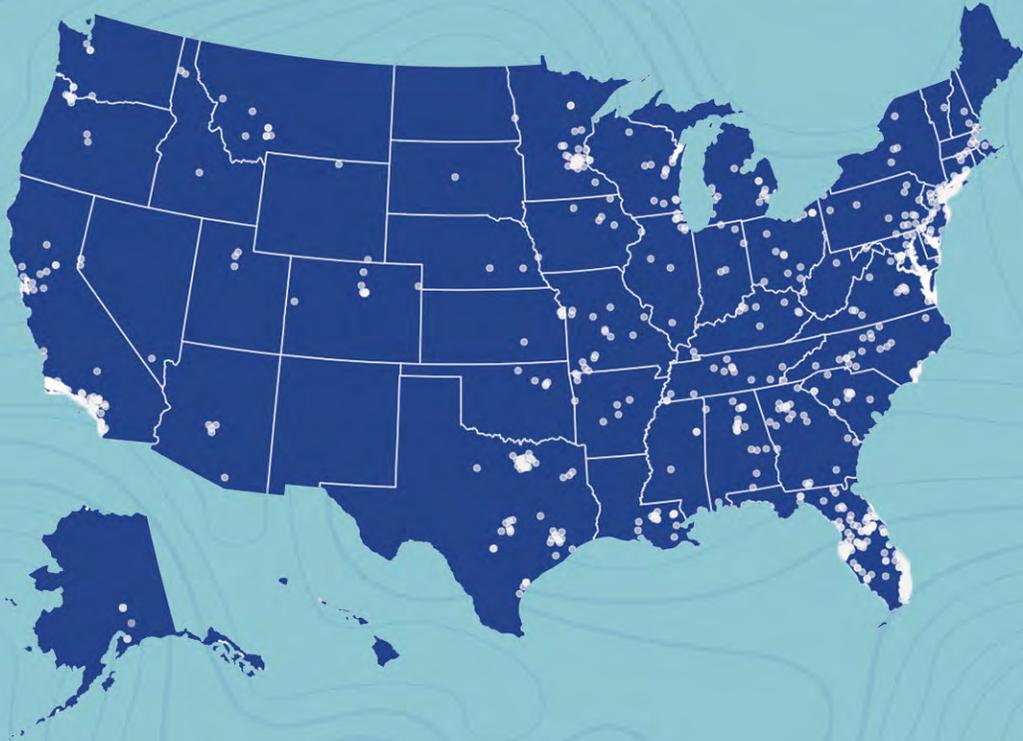
Members traveled from across the U.S. to participate in ASA committee meetings and help shape the organization's strategic direction for 2026 and beyond. Highlights from the event included:

- **Over 40 first-time attendees**
- A data-driven analysis of the retail landscape presented by Circana's Don Unser
- A keynote address from Amy Walter, Publisher and Editor-in-Chief of The Cook Political Report, offering insight into emerging trends in Washington, D.C., including trade and commerce perceptions and election forecasting for 2026 and beyond
- The third annual "Women in Industry" networking event brought together women from across the industry to network, make new contacts, and share best practices.



MEMBERSHIP REPORT

Map of Members



Member Benefits Reach New Heights in 2025

In addition to access to industry events like ICAST, representation through ASA's Government Affairs advocacy efforts, and a wide range of industry research, market data, and member-only reports, ASA membership delivers meaningful value to your organization. Members also benefit from health insurance options, insurance and shipping discounts, and access to tools and services that support growth, reduce costs, and keep them connected across the sportfishing industry. Now, ASA is expanding its member benefits even further with a new suite of offerings that add even more value to membership.

As part of the expanded ASA member benefits package, members will now receive **discounted job listings on FTR Jobs**, the industry's only dedicated jobs board focused exclusively on sportfishing and marine careers.

Last year, ASA members also received access to **ExpertVoice**, unlocking exclusive discounts on fishing, hunting, camping, and outdoor gear from more than **550 leading brands**.

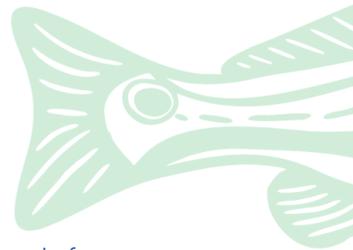
Lastly, in 2025, ASA unveiled four new **regional policy newsletters** exclusively for members. Hitting inboxes each week, these updates provide the latest information on fisheries issues in your backyard and how ASA is working to promote the industry and recreational fishing across the country.

OUR SEAT AT THE TABLE



ASA's Government Affairs team continues to attract national recognition for our efforts to promote and protect abundant fisheries, clean water, reasonable access, fair trade and commerce, and increased fishing participation. We work tirelessly in Washington, D.C., and state capitals across the country on behalf of our members and the entire recreational fishing community.

We take care of the politics so you can focus on your business and anglers can get the most out of their time on the water.



Glenn Hughes - President & CEO, ASA

Outdoor Recreation Roundtable: Chair | Center for Sportfishing Policy: Board of Directors, Secretary | Theodore Roosevelt Conservation Partnership: Board of Directors | Recreational Boating and Fishing Foundation: Executive Committee



Mike Leonard – Vice President of Government Affairs

Sport Fishing and Boating Partnership Council: Member | American Fisheries Advisory Committee: Member | National Fish Habitat Partnership Board: Member | Center for Sportfishing Policy: Government Relations Committee Chairman | Outdoor Recreation Roundtable: Government Relations Committee Vice Chairman | Theodore Roosevelt Conservation Partnership: Policy Council Member | Virginia Marine Resources Commission: Menhaden Management Advisory Committee Member



Mike Waine – Atlantic Fisheries Policy Director

Mid-Atlantic Fishery Management Council: Summer Flounder, Scup, and Black Sea Bass Advisory Panel Member | Mid-Atlantic Fishery Management Council: Bluefish Advisory Panel Member | Responsible Offshore Science Alliance: Advisory Council Member | New England Fishery Management Council: Groundfish Recreational Advisory Panel Member



Connor Bevan – Inland Fisheries Policy Director

Outdoor Recreation Roundtable: State Policy Committee Member | Pennsylvania Sportsmen’s Policy Workgroup: Member | Invasive Catfish Workgroup: Policy Committee Member



Larry Phillips – Pacific Fisheries Policy Director

Pacific States Marine Fisheries Commission (PSMFC): Advisory Council Member | International Pacific Halibut Commission (IPHC): Conference Board Member | Olympic Coast National Marine Sanctuary Advisory Council: Recreational Fishing Seat | Washington Department of Fish and Wildlife: Budget Policy Advisory Committee (Recreational Fishing) Member | Washington Department of Fish and Wildlife: Avian Predation Working Group Member



Martha Guyas – Southeast Fisheries Policy Director

Atlantic Highly Migratory Species (HMS) Advisory Panel: Member | South Atlantic Fishery Management Council: Snapper Grouper Recreational Permitting and Reporting Technical Advisory Panel Chair | International Commission for the Conservation of Atlantic Tunas (ICCAT): U.S. National Section Advisory Committee Technical Advisor | Gulf of Mexico Fishery Management Council: Coral Advisory Panel Member | Marine Resources Education Program (MREP): Southeast Aquaculture Steering Committee Member



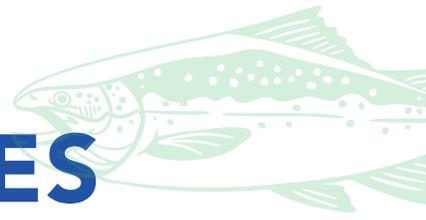
Gary Jennings – Keep Florida Fishing Director

Atlantic States Marine Fisheries Commission (ASMFC): Florida Governor’s Appointee Commissioner | Florida Keys National Marine Sanctuary Advisory Council (FKNMS SAC): Recreational Fishing Alternate | Florida Fish and Wildlife Conservation Commission (FWC): Aquatic Plant Management Technical Assistance Group (APM TAG) Recreational Fishing Representative | St. Johns River Water Management District (SJRWMD): Lake Apopka North Shore 2024 Land Management Plan Advisory Group Recreational Fishing Representative | Florida Department of Environmental Protection (FDEP) / National Oceanic and Atmospheric Administration (NOAA): Southeast Florida Coral Reef Initiative (SEFCRI) Recreational Fishing Representative | National Oceanic and Atmospheric Administration (NOAA): Marine Debris Program Florida Recreational Fishing Representative



Rob Shane – Public Affairs Manager

Center for Sportfishing Policy: Communications Committee Chair | Association of Great Lakes Outdoor Writers: Board Member | Professional Outdoor Media Association: Board Member



ASA POLICY PRIORITIES

In 2025, ASA engaged Congress on 22 priority sportfishing industry bills, including excise tax reauthorization and modernization, shark depredation, and protecting the Great Lakes from pollution and invasive species. Our efforts bore fruit at the end of 2025 when President Trump signed the Modernization Access to Our Public Waters Act (MAPWaters Act) and the Great Lakes Fishery Research Reauthorization Act into law.

MAPWaters Act

The MAPWaters Act improves on-the-water safety and access by increasing the accuracy and public availability of mapping data for federally owned waters, ensuring that anglers have reliable information to safely navigate and access fisheries.

Great Lakes Fishery Research Reauthorization Act

The Great Lakes Fishery Research Reauthorization Act reauthorizes funding for the U.S. Geological Survey's Great Lakes Science Center for the next five years, enabling the continuation of critical research supporting the science-based management of Great Lakes fisheries and ecosystems.



NATIONAL GOVERNMENT AFFAIRS UPDATES

SHARKED Act

The Supporting the Health of Aquatic Systems through Research, Knowledge and Enhanced Dialogue (SHARKED) Act directs the U.S. Department of Commerce to establish a shark depredation task force to improve coordination, research, and reporting on sharks removing hooked fish before retrieval.

Sport Fish Restoration, Recreational Boating Safety, and Wildlife Restoration Act

This legislation reauthorizes the 75-year-old Dingell-Johnson Act, which authorizes the collection of an excise tax (up to 10%) on fishing tackle and a portion of the motorboat fuel tax to fund habitat restoration, access, education, and infrastructure that support recreational fishing and boating. Since its inception in 1950, Dingell-Johnson has generated over \$12 billion for conservation.

Sporting Goods Excise Tax Modernization Act

The Sporting Goods Excise Tax Modernization Act closes a loophole that puts U.S. companies at a disadvantage and results in lost revenue for fisheries conservation. This bill would authorize collection of excise taxes on direct-to-consumer sales and online marketplaces from overseas manufacturers.

Marine Fisheries Habitat Protection Act

The Marine Fisheries Habitat Protection Act provides federal funding to support the conversion of decommissioned oil rigs into artificial reefs, preserving the unique marine habitats and fishing opportunities they provide.

Great American Outdoors Act

The Great American Outdoors Act Reauthorization supports conservation, public access, and outdoor recreation through public land and water investments while addressing a critical deferred maintenance backlog on federal recreation sites.



ASA ON THE HILL

In addition to 250+ meetings with members of Congress, administration officials and federal agency personnel, ASA testified before Congress three times in 2025.



Martha Guyas

ASA's Southeast Fisheries Policy Director, **Martha Guyas, testified** in front of the House Natural Resources Subcommittee on Water, Wildlife and Fisheries on the need for improved access to fishing opportunities and updated data to better inform fisheries management.



Mike Shields

President of American Fishing Wire and ASA member, **Mike Shields shared** perspectives with Congress on the success of the Sport Fish Restoration Program and the industry's contributions to conservation, public access and the recreational fishing economy.

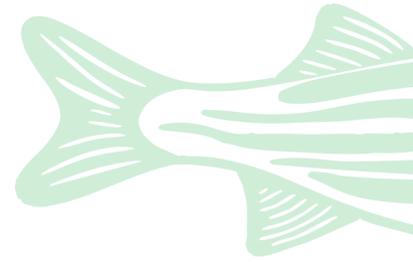


Larry Phillips

Congress heard from ASA's Pacific Fisheries Policy Director, Larry Phillips, on the growing effects of marine mammal predation in the Pacific Northwest. He highlighted the importance of science-based management that balances marine mammal protections with the recovery of salmon and steelhead.

2025 HIGHLIGHTS

Regional Government Affairs Updates



PACIFIC

- California’s recreational groundfish fishery reopened following updated quillback rockfish stock assessment
- Pacific Bluefin Tuna population experienced significant growth due to international cooperation and commercial harvest reductions
- California anglers experienced their first salmon season in two years

Larry Phillips – Pacific Fisheries Policy Director

FRESHWATER

- Defeated proposals to ban live bait in several states and released a report detailing animal rights group’s efforts to ban live bait
- Advocated for the MAPWaters Act, which was signed into law in December, to coordinate mapping and recreational information across federal agencies
- Defeated Minnesota legislation proposing to ban the sale, use and manufacturing of traditional lead fishing tackle

Connor Bevan – Inland Fisheries Policy Director

ATLANTIC

- First recreational black sea bass harvest increase since 2012
- 17% increase in U.S. Atlantic bluefin tuna quota
- Successfully defended status quo for recreational striped bass harvest twice in 2025

Mike Waine – Atlantic Fisheries Policy Director

SOUTHEAST

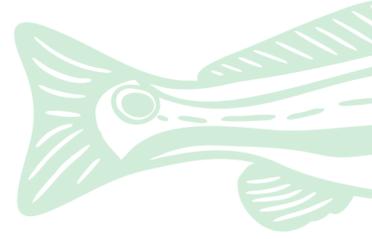
- Supported efforts by Florida, Georgia, South Carolina, and North Carolina to transition to the state-led management of South Atlantic red snapper
- Gulf Council voted to extend key provisions of the DESCEND Act which will reduce fishing mortality from barotrauma
- Keep Florida Fishing Director Gary Jennings reappointed by Governor DeSantis to the Atlantic States Marine Fisheries Commission.

Martha Guyas – Southeast Fisheries Policy Director
Gary Jennings – Keep Florida Fishing Director



“I don’t know that many people understand how much ASA advocates for the rights of anglers. They’re always helping to promote the sport and I’m glad they’re able to help us fight to keep our waters clean, keep the fish healthy and thriving and keep anglers on the water.”

- Doug Roberts – Owner, FISH NFX



HOLDING THE LINE

Protect Bottomfishing in the South Atlantic

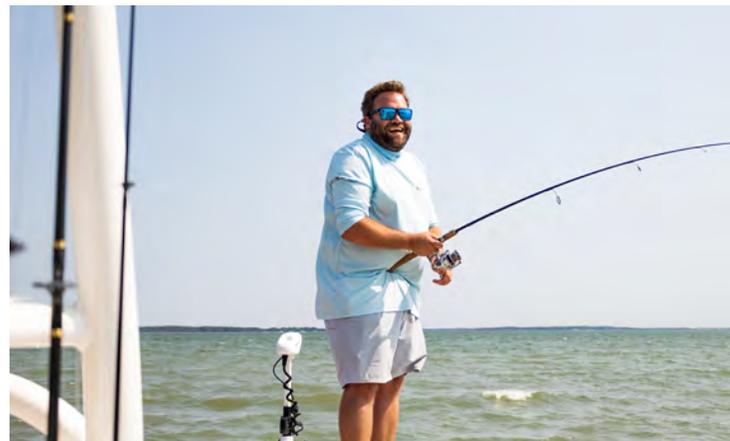
In January, NOAA Fisheries released Amendment 59 to the Fishery Management Plan for the South Atlantic Snapper-Grouper Fishery, which would have prohibited bottom fishing for 55 species of reef fish, including red snapper, in Northeast Florida from December through February each year. This proposed rule would have been devastating for sportfishing tackle manufacturers, bait and tackle shops, charter captains, and the coastal communities that rely on access to these fisheries.

The amendment was not only overly burdensome but also unnecessary given the strong recovery of the South Atlantic red snapper stock. Red snapper abundance is higher than it has been in recent memory, and NOAA itself acknowledged the stock was no longer overfished or experiencing overfishing, rebounding years ahead of schedule due in large part to the sacrifices made by recreational anglers. After significant industry pushback, NOAA withdrew Amendment 59 in June. Later in the year, all four South Atlantic states submitted Exempted Fishing Permits for 2026 that, if approved by the Secretary of Commerce, could begin a shift toward state management of red snapper and expand access in a way that better reflects the stock's current health.

Vessel Speed Rule Withdrawn

Following years of pushback from the sportfishing and boating industries, NOAA Fisheries formally withdrew a proposed rule that would have restricted access to the Atlantic Ocean for six months each year. Originally published in the Federal Register in 2022, the North Atlantic Right Whale Vessel Strike Reduction Rule would have limited vessels larger than 35 feet from traveling faster than 10 knots (11.5 mph) in coastal waters from Massachusetts to Florida.

From its inception, the proposed rule was based on faulty science. Restricting speeds in open waters would make vessels vulnerable to capsizing, or worse, due to the inability to safely navigate through rough seas or evade incoming storms. NOAA largely ignored technologies that could help reduce vessel strikes and could be scaled quickly to provide real benefits for marine life, anglers, and boaters. We look forward to working with our partners in Congress, the administration and the recreational fishing and boating community to find a durable solution that protects both right whales and access to some of our nation's most important fisheries.



Reel change starts here

JOIN US FOR ASA'S KEEP AMERICA FISHING FLY IN,
IN WASHINGTON, D.C.



April 12th-15th, 2026

The Royal Sonesta Washington, D.C. Capitol Hill

Experience a brand-new hotel perfectly situated in
the heart of Washington, D.C. just steps from
Capitol Hill and Union Station.

Make your voice heard in Washington!

Connect with legislators, engage with top Administration officials,
and gain insight into the sportfishing policies shaping our future.
Enjoy exclusive, behind-the-scenes tours of the White House and
U.S. Capitol and take part in hands-on advocacy training for
first-time attendees.





IMPROVED RESOURCES FOR MEMBERS

Tariff Outreach

2025 brought new challenges to our industry, none more so than the ever-evolving tariffs imposed by the Trump administration. At points, it felt like new information was coming every minute – leaving manufacturers, retailers and everyone in between wondering how best to respond.

To offer our members the best chance to successfully navigate this new environment, ASA retained the services of Sorini, Samet & Associates (SSA), one of the leading trade firms in Washington, D.C. Through regular email updates, multiple webinars and presentations, and one-on-one consultations, this exclusive member benefit gave ASA members a leg up on the competition.

A New Partnership to Improve Sales Data

We are always on the lookout for ways to add value to your ASA Membership. At the end of 2025, ASA entered a partnership with Circana, the industry leader in point-of-sale data and analysis, to bring you quarterly insights on sales trends in dollars and units for fishing tackle, marine electronics and accessories across big-box and major online retailers, including Bass Pro Shops, Walmart, Amazon, Dick's, Academy, and more. These reports will provide members with actionable data to help you stay ahead of the curve and make informed business decisions. This data would cost you thousands of dollars to access on your own, but we are providing it to ASA members free of charge as an exclusive member benefit. The first report will be available in February of 2026.

Expanded Reports and Video Resources

ASA continues to expand our resource library for members. In addition to our quarterly tackle import reports, fishing participation trends and our new Circana sales data, we also expanded our members-only video library to include recorded trainings and webinars related to California Prop-65, PFAS, tariffs, and the full suite of Lunch and Learn sessions from ICAST. This growing library provides you with access to expert advice and the latest information at your convenience.

Visit asafishing.org/reports-and-trends/ to learn more.



FISHAMERICA FOUNDATION

Since 1983, the FishAmerica Foundation has awarded **\$12.2 million to 1,008 projects in all fifty states and Canada** to enhance fish populations, restore aquatic habitat, improve water quality, and advance fishery research to improve sportfishing opportunities and help ensure recreational fishing's future.

\$88,000

Invested by
FishAmerica in 2025

\$133,000+

Matching Dollars

\$203,000+

Total Project
Budgets



LOOK AHEAD TO 2026

As the new year begins, several key recreational fishing priorities remain on the agenda for the Trump administration, Congress, and federal agencies. Reauthorizing the Dingell-Johnson Act, Great American Outdoors Act, Farm Bill, and much more hangs in the balance.

With the costs of living continuing to rise, and families, work and other forms of recreation competing for our attention, there's never been a more important time to invest in growing fishing participation, and ASA is poised to lead this effort. Early in 2026, FishAmerica Foundation will award \$100,000 in grants aimed at introducing new anglers to our sport, working directly with America's fishing tackle retailers, manufacturers and state agencies to maximize our impact and grow our sport.

Despite these challenges, our collective voice is stronger than ever, but we can't do it without you. Become a member of the American Sportfishing Association today and help lead the way for sportfishing's future. Thank you for your continued support, and here's to a successful 2026.



AMERICAN
SPORTFISHING
ASSOCIATION

JOIN THE ASA COMMUNITY

We are stronger together.

Learn more – visit www.asafishing.org/membership

THANK YOU TO OUR 2025 SPONSORS





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