

**Many important factors are known and
could be changed if society is serious**



Focus on the core policy drivers!

Core policy drivers:

4

Core policy driver #1: *Rules of Commerce*

*“The current **rules of commerce** tend to work against increasing the abundance of wild salmon — especially problematic are trends in international commerce and market globalization”*



Rules of commerce: *general characteristics*

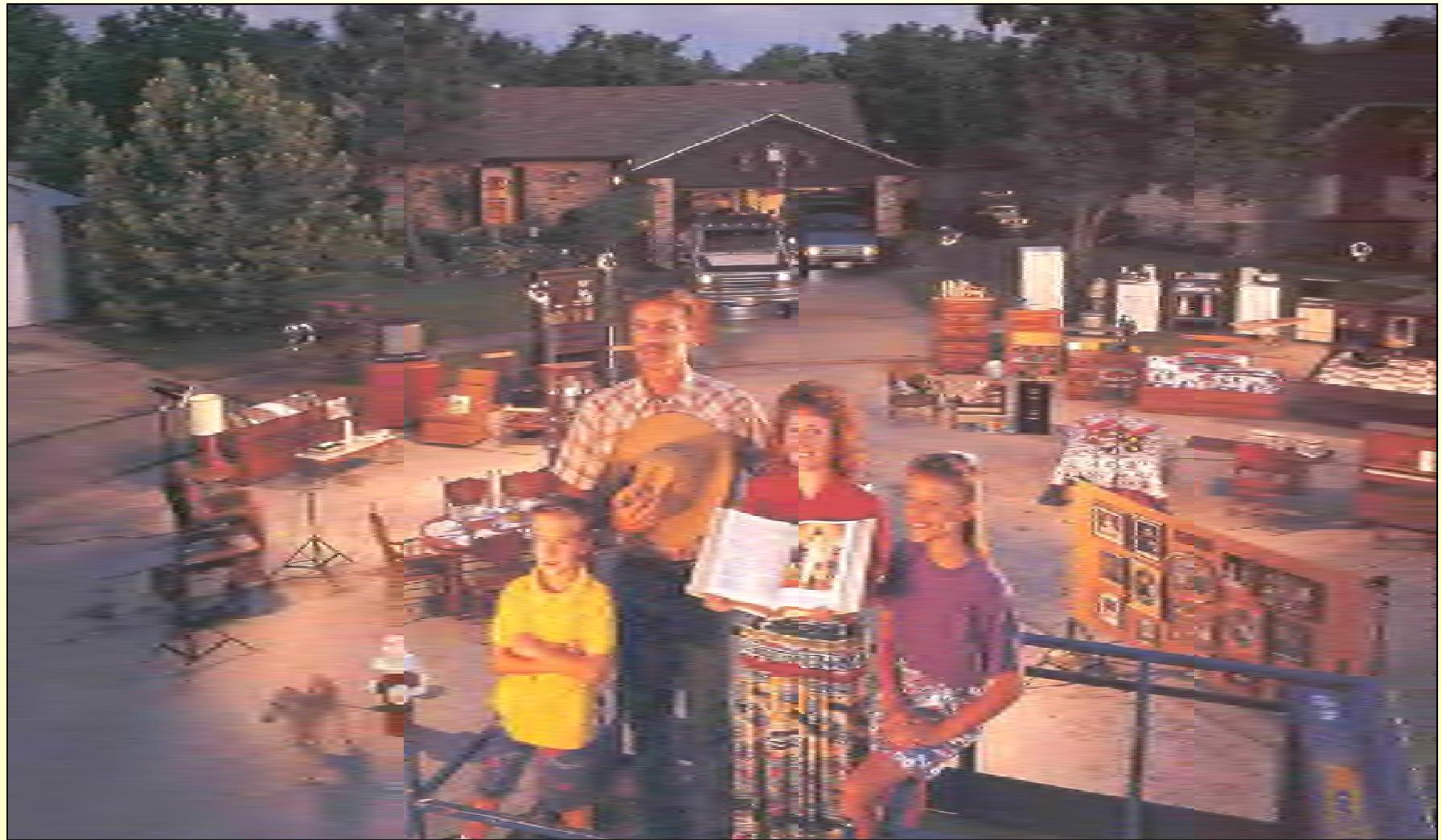
Individual choice — *determines collective priorities*

Personal freedom — *trumps collective good*

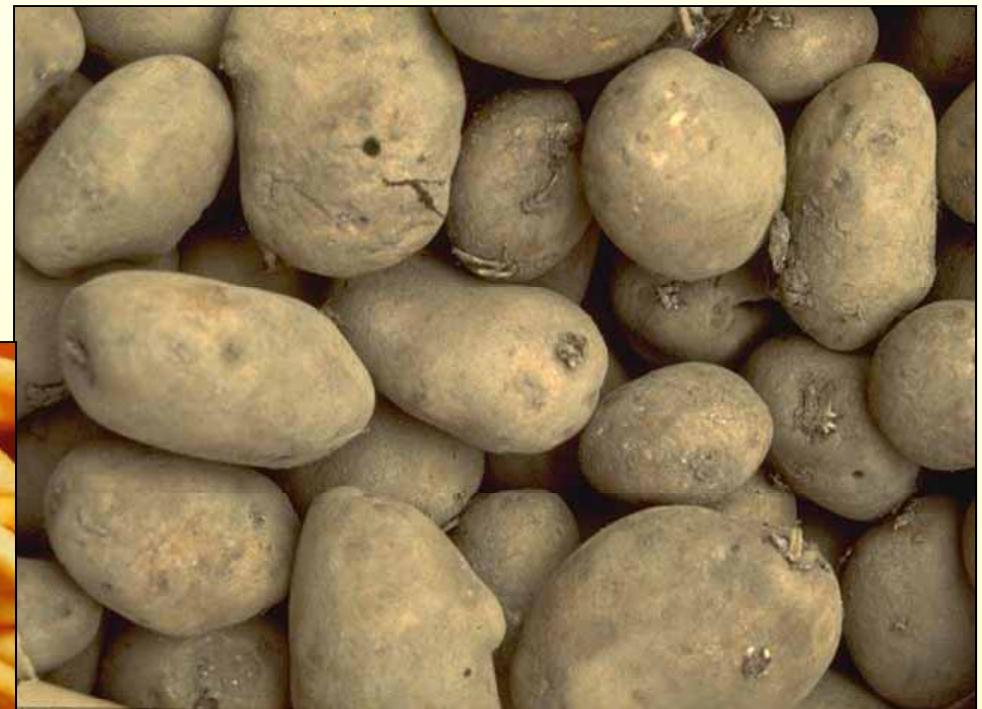
Externalities — *handled outside market place*

Consumer is king — *dollars spent are votes cast*

Success of market-driven economies!



Market-driven competition



Market-driven competition

California



Washington



Oregon



Idaho



Are there “better” alternatives to the current rules of commerce?



Core policy driver #2: *Scarce Natural Resources*

“The demand for critical natural resources — especially for high quality water — will increase through this century”



Water



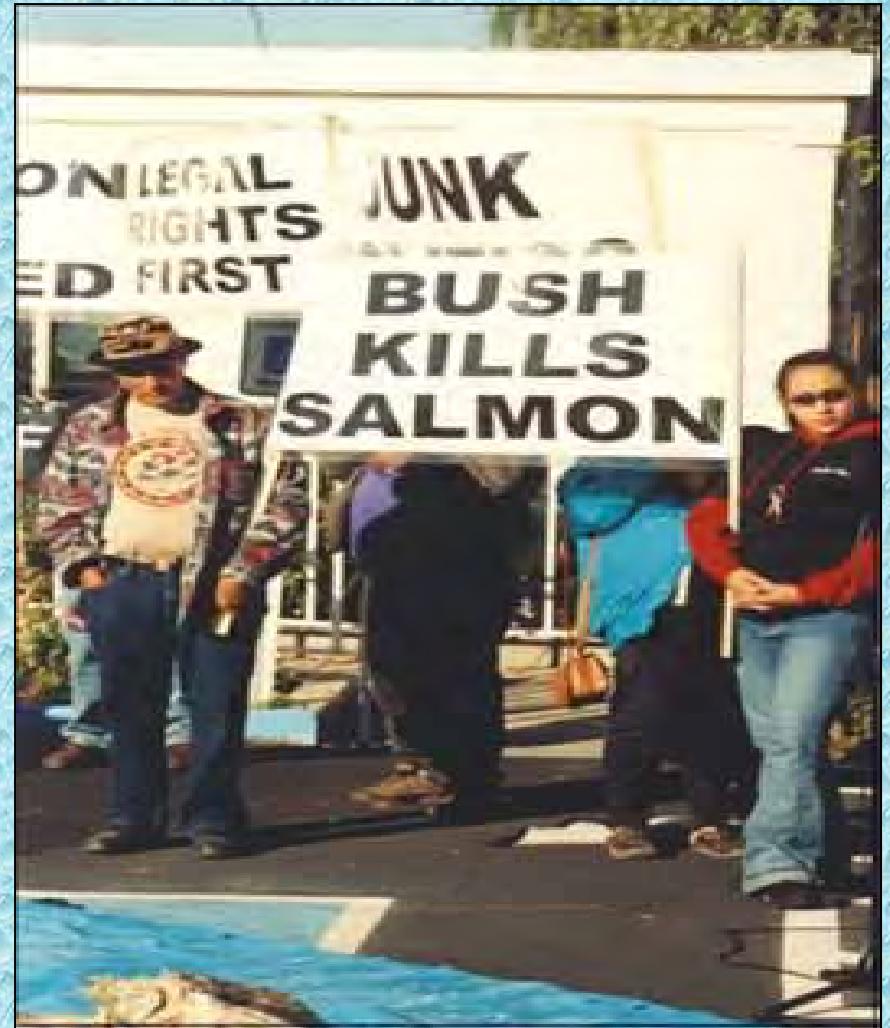
Energy

Escalating competition for a largely finite water supply



Increasing demand

Conflicts over water: *will increase with scarcity*



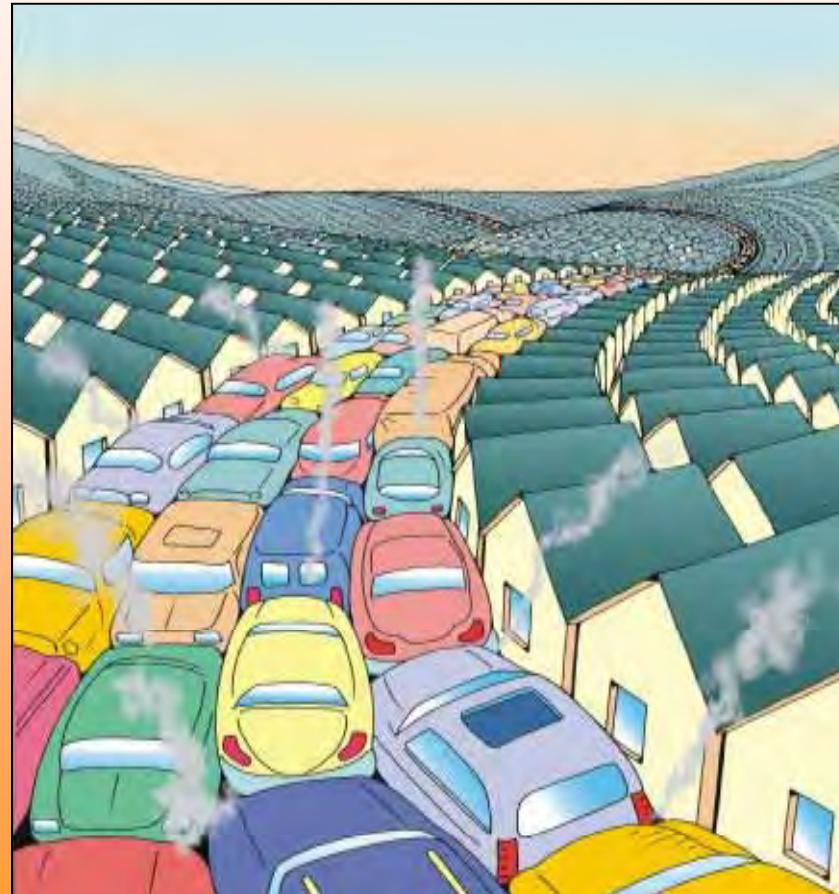
Salmon vs. other important uses for scarce water



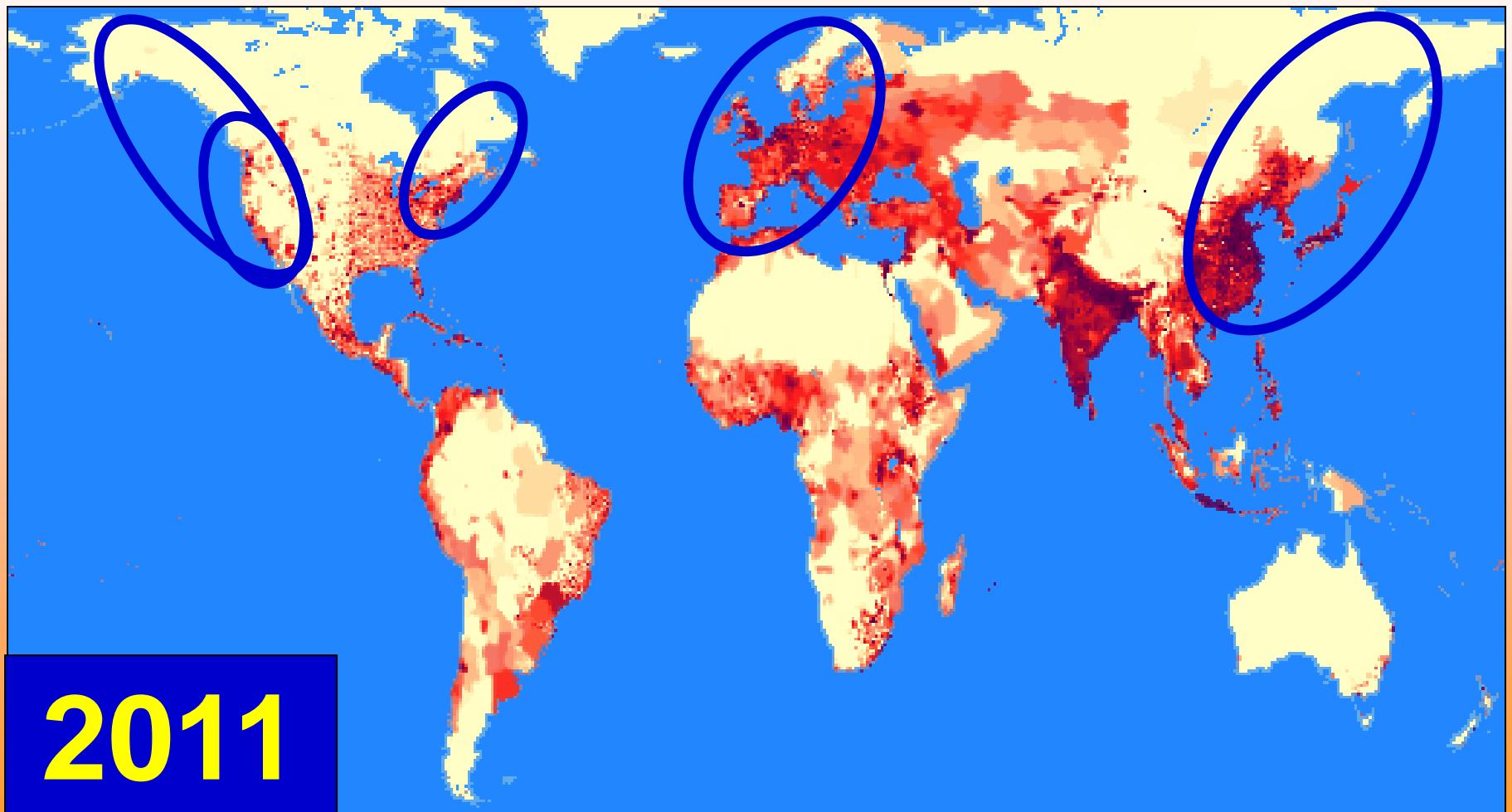
No substitution options!

Core policy driver #3: *Human Population in the Region*

“The number of humans in the region will increase — and their aggregate demands to support chosen life styles will constrain the abundance of wild salmon”



Relationship between human and salmon abundance ????

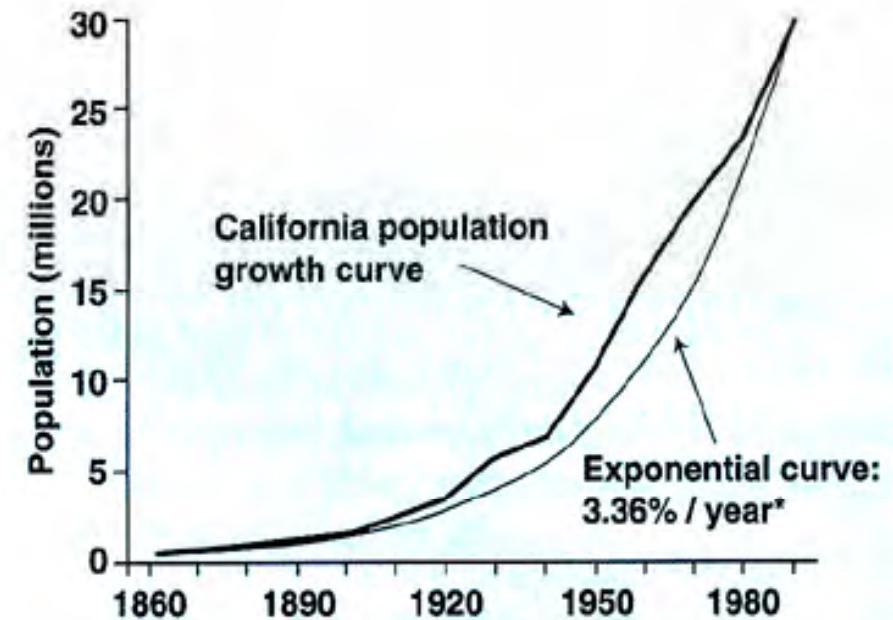


California: *humans and salmon?*



*Forecasting
the future in
California?*

California: *growth projections*



2100 = ?

California: *growth projections*

~160 million

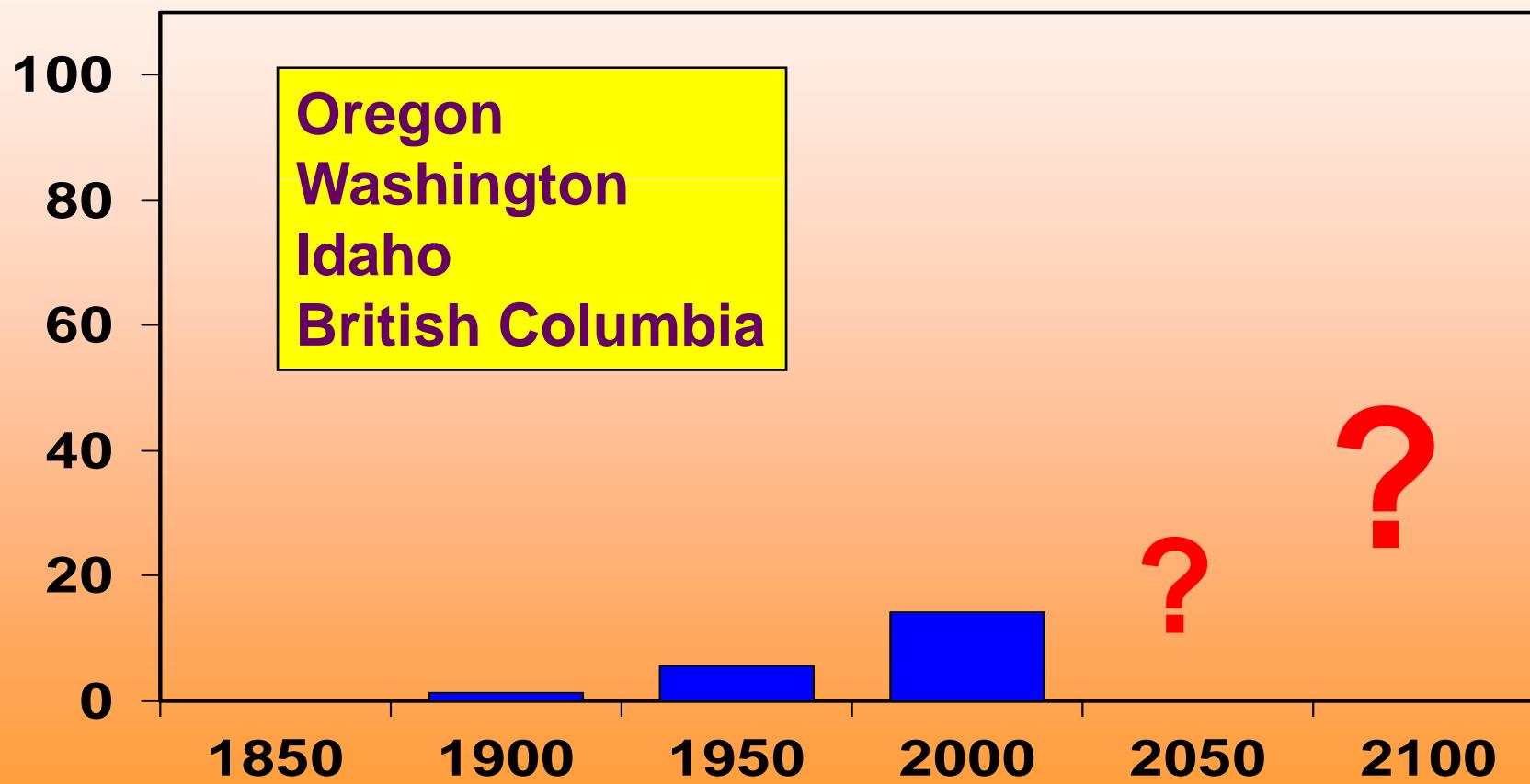
2100

What about the Pacific Northwest?



2100 = ?

PNW: growth projections



PNW: growth projections

