



A Partnership Committed To Protecting Our Oceans For Future Generations To Enjoy



Milt Shedd gets a greeting from Shamu at Sea World, where Milt was the Board Chairman for the park's first 20 years.

When it comes to their passion for the sea, a partnership in a sportswear business is only part of what AFTCO Bluewater and Dr. Guy Harvey, the marine biologist turned artist, have in common. Both have forged a legacy of marine resource involvement, and today, both command the highest level of respect for their continuing ocean conservation efforts stemming from a mutual concern for, and love of the sea.

The marine conservation ethic of AFTCO Bluewater — a division of the American Fishing Tackle Company (AFTCO), one of the world's most highly regarded saltwater fishing tackle manufacturers — evolved through former company Chairman Milt Shedd's long time involvement in ocean resource projects. Milt, the founding Board Chairman of Sea World, Inc., passed in 2002, but his marine stewardship tradition is carried on by the staff at AFTCO Bluewater. Son Bill, company President and CEO, contributes well over 500 hours a year providing leadership for ocean resource conservation efforts.

Dr. Guy Harvey, a long-time advocate of "catch-and-release" fishing, has also worked closely with many marine conservation organizations, raising over \$100,000 a year for related programs, including the Guy Harvey Research Institute. In recognition of his many contributions, Guy has received the Billfish Foundation's "Individual Achievement Award," and was voted the International Game Fish Association's first ever "Lifetime Achievement Award." Most recently, Guy has been producing documentaries and a TV series to help educate others about today's important marine conservation concerns.



For years, Guy Harvey has donated his artwork to raise hundreds of thousands of dollars for conservation causes.

In cooperation, Guy Harvey by AFTCO Bluewater contributes 10% of all profits to protect our marine resources.

Carlsbad Hatchery

In the late 1970's, AFTCO Bluewater's Milt Shedd began to believe that marine fish could be raised on land and returned to the sea to assist Mother Nature in the restoration of depleted fish stocks. Milt, AFTCO Bluewater President Bill Shedd, and other members of the AFTCO management team played an important role in creating one of the first non-anadromous fish hatcheries in the U.S.



Three months after hatching, this 2-1/2' long white seabass is ready to leave the hatchery for the grow-out facility.



The Guy Harvey Research Institute

GHRI is a scientific research organization formed as a collaboration between Dr. Guy Harvey and the Oceanographic Center of Nova Southeastern University in Dania Beach, FL. AFTCO contributes part of the proceeds from the sale of every Guy Harvey sportswear item to the Guy Harvey Research Institute.

The Guy Harvey Reef

In May of 1997, in cooperation with the Pompano Beach Fishing Rodeo, Guy Harvey sponsored the sinking of a 180-foot freighter in 130-feet of water as part of the region's ongoing artificial reef program. Guy commemorated the event by creating the painting shown at right.



Tag & Release

Starting with Milt Shedd in the early 1960's, AFTCO and the Shedd family have been involved with tag and release in a big way. During a 20-year run from 1986 to 2006, the AFTCO TAG/FLAG Tournament encouraged an increased interest in tagging. Today, AFTCO continues to fund the purchase of archival and satellite tags, which have been successfully deployed in yellowfin tuna, bluefin tuna, swordfish, and blue marlin.



Photo by Richard Gibson

Offshore Oil Rigs

AFTCO Bluewater President Bill Shedd is working with UASC, PADI, HSWRI and others to bring to California a Rigs-To-Reefs program, initiated in a large part by Milt Shedd in 1995. This program would allow the underwater portion of a decommissioned offshore oil rig to continue to provide valuable habitat for fish and thousands of tons of marine life after the rig is dismantled and no longer producing oil.



Conservation Awareness

Be it the completion of a tagging study of Grand Cayman stingrays, or his underwater exploits in producing documentaries on the study of reef sharks or the overfishing of billfish, Dr. Guy Harvey is relentless in his mission to increase public awareness of marine conservation issues.



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