



"It is only the inexperienced and thoughtless who find pleasure in killing fish for the mere sake of killing them. No sportsman does this." W.C. Prime, 1888

The Pike. The ultimate predator of northern lakes. Known for its teeth, its size, and appetite and not for its qualities as human food. Loved by some, hated by many. I'm one of the people who love the pike, and I

decided to do something about the way people view it where I live; close to the biggest lake in Norway, Lake Mjøsa.

In order to do so, I arranged a fishing competition where the only target was pike. Fishing in Lake Mjøsa is focused on trout, a "noble" fish quite similar to salmon. Pike are thought of as "unwanted", and they are killed whenever caught without any regards to their contribution to the ecosystem. The traditional fishing competition in Norway includes killing all caught fish, bringing them all to shore and weighing them. I went in another direction and created a point system which is based on length, not weight, and fish were not to be killed when caught, but measured, photographed and released back into the lake. A so called "Catch & Release" competition! Lake Mjøsa is also exposed to exploitations and contamination. The accumulation of toxins in fish is a big concern and the number of voices that speak up against it needs to be raised.

I had several goals with my project: Showing that catch and release can be a good practice, even in fishing competitions. Showing that Lake Mjøsa has several valuable species, and not only trout. Adding another value to Lake Mjøsa, thus hopefully increasing the number of voices that will speak up against exploitation and contamination. Also, I wanted to point my finger at myself and





all other fishermen, trying to show what we can do for ourselves to reduce our environmental impact when we go fishing.

I worked closely with the regional tourist office in promoting the competition, did an interview with the regional newspaper, travelled to most of Norway's eastern

fishing outlets asking for prize contributions, bought and made all necessary equipment, made an invite and distributed it through various channels, and finally I arranged the event on the 16th of June, being the organizer, head speaker, promoter and jury! Barriers were broken and new ideas were born – ideas that will grow, develop and contribute into a more sustainable fishing for pike in Lake Mjøsa in the near future!

The invite:

<http://www.gjovik.com/Turistinnlandet/PDF/Fiskelykke/Ymse/Invitasjon.pdf>