

CONSERVATION IS AN UP-STREAM BATTLE



Founded in 1976, the Monterey Bay Salmon and Trout Project (MBSTP) is a non-profit organization dedicated to the restoration and enhancement of the native salmon and steelhead populations of the greater Monterey Bay area. The MBSTP operates a hatchery and rearing facility to supplement natural production which has been reduced due to habitat degradation.

Their efforts have put millions of fish back into our streams and oceans, benefiting the species and the sustainability of the larger, local ecosystem.



Learn more about their programs, at
MBSTP.ORG

SERENOGROUP.COM/ONEPERCENT



DURING THE MONTHS OF APRIL, MAY, AND JUNE 2013,
SERENO GROUP SANTA CRUZ WILL BE CONTRIBUTING
1% OF THEIR GROSS COMMISSIONS TO MBSTP.