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Marcelo Perez [00:00:10] Oh yes. It was my father when I was a small child. He took me fishing. I think when I was eight or nine, for the first time in the Parana river. Those days, getting to the Parana river it was quite an adventure. We have to use the [unintelligible-- term for ferry] across the river with the car. And once you cross you were, for me at this age, I thought it was in the jungle. So my first contact with fishing was, was in the jungle for me. And I remember, there was something magical about the hiding, the hidden sorry, the hidden.. Which was in that murky water. I saw some movement, I knew that fish was there. And it was like a mystery for me. So. I remember exactly the first important fish I caught. It was a small white fish. We call it Boga, in Argentina. I was fishing. I don't know, I don't remember, but I was missing this fish many many times. I was trying different stuff to catch it. And afterwards I caught a fish this size. And, and I grab it. I was looking at it in the car, coming back home the whole way. Fascinated. Of course unfortunate that I killed it, those days it was the 70's so. '77, '78, something like this. Those days catch and release was not a practice. But it was, this fish, that fish, was something like a discovery for me that like, I thought I really understood that I was connected to something completely unknown. In the other side. So that was the first, the first experience, that really connected me with that with the channel waters.

Marcelo Perez [00:02:30] Yes. Not only beautiful, there are, the places are really.... Real. The places are not just scenery, they are. Fascinating. They have plenty of life. In the jungle there's plenty of different animals and butterflies. Fish.. Different sizes. Those days I fish with bait. So. For me it was a mystery because I don't even know exactly, what would it be on the other side of the line. And was always waiting or expecting for a monster or something. So. I remember afterwards, I go up and I kept fishing. In that area of the Paraná . And I used to go, for some clubs, that have some, some houses there, to stay at night. I used to stay fishing the whole night, on the weekends. The whole night. Alone. With a lamp. With a couple of rods there. Just keeping like this. Waiting for a big fish to to take the bait. But it was fascinating. That mystery you know. All that stuff, yes. I didn't grew up as a trout angler in the Patagonia, as many of my friends did. In the past, my past is completely made in the Paraná system, fishing with bait. Afterwards I began to fish on lures. On spinning, and afterwards I began to fish on the fly. Once I catch the first dorado on the fly, I think it was 20 something years ago. I never never ever use another kind of rod for fishing. It was fascinating for me on this. It was a new discovery.

Marcelo Perez [00:04:39] It depends on where you are born. If you if you are born in Patagonia probably you will fish on the fly, since you are a small child. I think the same happen if you are born in Montana. But if you are born in Buenos Aires like me? When I was a child fishing, fly fishing was really rare in Buenos Aires. Nobody did it. Nobody practiced it. So if you want to fish. You use other techniques. My father never saw a fly, fly rod. He teach me what he knew. So. I had some other friends that fish also, with regular tackle. With convention tackle. So that's how I got. I think that it depends on where you when you are born. Where you are born. But not really. Yes. No matter which way are your beginnings. I think that the first time you are most interested in, the size and quantities and afterwards when you grow up, you are more interested in the whole experience. The connection that you can feel when you are fishing in a really wild place is something difficult to explain. It's something that you want to live. And if you come back, it happened to me when I come back to see mommy every season. And it's, I'm. I'm working here for the last 12 years. But anyway, every time I come back there, and I enter in the river where there are the dorado I know. I feel exactly the same.... Spirit of Wild, it's the same happiness. It's very difficult to explain. But it's a real feeling.

Marcelo Perez [00:06:37] Yes. Well. I am an architect. Those days, I had my office in Argentina. I used to work as an architect. And I had good work. I couldn't complain about that. I love design, and everything. Out there. But. But. I was really interested in fishing. Always. One of my techniques to finish a building on time. Was to plan a fishing trip the day after. I always did it. and it worked. I never failed, the finish, the time for a building, because I was. I had to go fishing, the next day. So then I began, I would like to write. For a magazine in Argentina. In the '90s. And also for a magazine in Spain called Danica. It's a fly fishing magazine in Spain. So, then I, I had an excuse to do it more regularly and and the possibility to visit new places. And some stuff I learned working as an architect, made me think about doing something similar in fishing. So I thought that I could do something special, in fishing. So I began to think about this model we worked with in [unintelligible]. I studied the laws, about the indigenous people in South America, in different countries of South America. There are some special rules and regulations, that gave, that give them special rights. In their territories. And special rights, about their resources. Like the fish and the rivers for example. So, I begin to explore, I began to explore that places, and I found that the best areas for dorado fishing or peacock bass fishing or other giant species, were normally Indian territories, or national park or both. Or reserves. So, all these places were forbidden for, for regular fishing. And at the same time the public places were being destroyed day by day. So, when I began Untamed Angling, now it's getting better the Paraná is getting better then those days, but 10 years ago, twelve years ago, when I began Untamed Angling, The Paraná was mess. Totally destroyed. It was so. And, and, and now people is doing more catch and release, and there are many operations to catch dorados on the fly in the Paraná. And it's doing better but any way it's still a lot of commercial fishing for the (unintelligible), which is the bait fish for the Dorado. And then that it created change in the dorado diet and it created a lot of different stuff that dorado have had to adapt to. Like bridges and dams and cities and thousands of boats. And so the wilderness, and that spirit was a little bit out of the Paraná, nowadays. At least for for me. I couldn't feel the same thing that I felt when I was a child, there. I'm sorry. So. I was telling you, I began to study, I began to work with, with the natives the [tribal name, likely Mbya-Guaraní] people in Misiones province in Argentina. Is the northeast of Argentina. I was thinking about making some fishing project with them there. And then, I, came to Bolivia in 2006. To explore this area of the Amazon, of the Bolivian Amazon. I applied that ideas that I was thinking about, in Argentina, here in Bolivia with the natives here. With the Tsimané people, and the government. Our model, Untamed Angling model, is based in equated a partnership with the natives. The first thing was to think different. We, we had, I had to change the idea of what we want as a company. A regular company is working for the profit, is trying to get more profit, and being more successful is, is, getting more profit. More sales, more profit. Less cost, that's the regular of a company. So. But I understood immediately that these places, and these projects will not be like this. So I had to change the idea of the regular plan. The first thing is to think different as I told you, and for us, the profit is a way to achieve our goals. It's not the mean. Of the project, it's the. It's what we use to achieve our goals. Of course we, we need the profit and we want to profit. We are working. We are not an NGO. We are a company. But we have, perhaps different goals than a regular company. So. As I was telling you, our model is based in a, in a equidative partnership with the natives which means that we share the benefits, the profit of the project with them. In equatative parts. At the same time, we run a conservancy program. And at the same time, we create an agreement with the government, that gave, give us licenses and long term agreements that allow us to be in really good facilities for the anglers. So, if you see our project, we, all of them. The sixth largest operations we are running nowadays. All of them has. Really great services in the middle of nowhere. You have great cuisine Wi-Fi laundry all this stuff. Argentine malbecs, even where you are in

the middle of nowhere. We can do this, because we have this model as a base. If not it's impossible. You cannot. Just simply cannot to do it. So and create this model and make this model work, we had to change the way we thought about the business. And we have, we had to find the proper investors with that. People that think the same as us. If you had a regular investor that is waiting just for the profit and their revenue, it will never work like this. This long term project, it's and other stuff we are thinking about. For example, James, counting our six projects, today we are helping to protect two million hectares of jungle. And the culture of at least 12 different ethnics, of the jungle. Why I say that we are protecting the culture and preserving the culture? Simple. The indigenous people, not only have their profit as as owners of the land and share the profit with us, they are our partners. But they also work, and participate actively in the project. In different jobs. But the most important job is to work as a guide. We train them every year, and, to work as guides. And we created a platform which is basically a professional guide, proficient in English speaking guide, or fly fishing. With an Indigenous guide. Both of them with the same uniform. Patagonia shirts and hats and everything. But the idea is that, the pro guide provides their profession, his professional service. And the indigenous guide provides to the guest their ancestral knowledge. Which is so rich that you cannot imagine. It's just when you begin to fish with them, and get their confidence, when you understand how much they know about their spots, their places. It's not only that they know how to reach a place in the river. Or how to move the boat. They can spot a fish, and they know. Here in Tsimané, they can spot a dorado from 100 feet. Without sunglasses. like this. And they see the fish. And not only they spot the fish they, they understand, they understand the signs of the jungle related to the water, the movement of the birds, and the wind, and a lot of combinations. That's just because they are hunters. They hunt fish with bows and arrows, for thousands and thousands of years. So for them they had developed super skills. That for us are completely impossible. They run in the rocks that these rivers, the mountain rivers. The Tsimané is located in the headwaters of a tributary of the Amazon which is in the mountains so it's an Amazon forest, and the foothills of the Andes combined. The landscape is amazing. And the rivers are small, shallow, and clear. The rocks are slippery. So we use wading boots even when we do wet wading. We use wading boots with felts on. The natives ran across the rocks barefoot. They grab the rocks with their feet like this. It is fascinating to work with them. And at the same time, they feel really proud about their projects. Because their culture, what they know, is something useful. For an activity that provides them a big income for their families and for their child's. So.

Marcelo Perez [00:17:52] Well. I think that unfortunately the answer is very simple. We are too much people. We will be more. And more. And more. And more. So. We will need more food. It means more agriculture. So, the agriculture place are advancing against the wild places, more and more and more. So I think if we if we don't find a way to stop this, it's quite impossible to protect. I know, personally I always say the same thing, I'd say. I know we are fighting a battle that we will lose. But anyway we will fight.

Marcelo Perez [00:18:40] Yeah, probably. I think. Yes. Yes. If you have some threat in your river, in the river of, in your home river, in your home waters, you will feel it really more angier. Or you may react more than if you have a problem in India. And it's understandable. But anyway, I cannot tell you what what, what could be the solution there. What could we do. I think, I think everyone is waiting for something to happen. Somebody should do the first move, you know. But nobody's doing it. A lot of people, people speaking and what we do is just a small thing this size. It's nothing. Apparently that threatens, we are fighting against. It's nothing. But anyway. What can you do? I mean in the jungle it has some... When I when I go there, when I go Brazil, or here in Bolivia. I felt that kind of, some sense of sadness, because I saw this gorgeous beautiful place. And this thing, I

don't know how long we could stay like this. I hope, forever. But I don't know. It's, it's very difficult to fight against, against a civilization.

James Thull [00:20:21] Especially when economic interests. Alright so, I know in the states for instance, it's mining or what have you, sometimes takes precedent over preserving those areas. And it's so much more difficult to repair something, than it is to not do the damage to begin with.

Marcelo Perez [00:20:40] Exactly. Well the project. This kind of project. Even when it's super small, compared with the threatens. It gave the natives an activity that made them feel proud. And at the same time protect the place from miners, log cutters. This is the regular threat in the Amazon, now. You have a lot of illegal miners and log cutters, and narcos. And different stuff. that always tried to enter in different places of the jungle, because they're, they're not be controls, the governments, normally hasn't been paying a lot of attention to their places. And, well if they don't have an activity, if they don't have something to be proud of, or some job that provides them food and future. Perhaps they will take care of or they will accept them, a deal with the miners, or log cutters or whatever. And that's the story of Amazon, in general.

James Thull [00:21:44] The story of life in general.

Marcelo Perez [00:21:54] Yes. That's what happens.

Marcelo Perez [00:21:54] Well. I did it for five six years. And I just did it because, because I had, I was, I was accustomed to read the regular fishing articles, that were really boring. For me at least. It was just: informs. You know. Like, we went to that place, we caught some, that fish, that fish. First day we did that, and that we fish in that area. And then we caught another fish, and then we used this tackle and we used it. And that's it. That was the only thing I, I was accustomed to read about in Argentina. And in the magazines. At least in Argentina magazines. Then, I saw in the library, a copy of Distant Waters translated to Spanish. So I had the chance to read Nick Lyons. Tom McGuane. John Geirach. Peter Kaminski. There was a Scottish guy that was amazing, was, I don't remember his name, he, he made an article about Ponoy River. I will remember afterwards. So, I found, thanks to Bud Attkinsons, I found. This different way to write about fishing. Speaking more about the feelings, the experience, the stories. Their childhoods and different stuff. No? Of course they speak about the fish, they are speaking something about the place where they are fishing. But in a different way. So. As I like writing, I immediately was, was interested in doing something similar. So. I went to one of the most important magazines in Argentina, of fly fishing. Or fishing, not fly fishing. And I asked for a date with the for a meeting with the owner of the magazine, and said ok I want to write here. He gave me the opportunity to do it. And I did it in the way I thought it was good. Or it had to be. And, fortunately this guy was really happy with the way I did it. So I was writing for five years, something like this. Then I sent some articles to this spanish magazine too. Those days. But afterwards when I began to work on this, I didn't have the time to do it. But, I have a couple of books in my mind.

Marcelo Perez [00:24:57] We have already quite finished the book about dorado, with Rodigo Salas, my business partner. And it's a big book about dorado fishing. There is no books about dorado fishing, there are some books, but not not the complete book, I mean. Speaking not only about techniques and story and biology but also about stories. And different places. So, this is the work that is, as I told you is, already quite finished but we just need to have the time to give it the final cut and an addition. I don't know. We will do it.

The second book is already in my mind. I wrote some stuff about that. It is jungle angler, it's a concept I thought when I began the company, and I began to fish with the natives, and I began to learn their knowledge about the jungle. Mix it with the knowledge I already had as a fisherman. So, applying both techniques, I thought, okay. This is the jungle angler like a new breed of anglers, you know? The salt water anglers, they have their customs their (unintelligible) special tackle, they have, they have their heroes they're past. We don't have a past as jungle anglers. The same happened with the trout angler, the salmon angler, they have their heroes but and there and their stories, we don't have it. But we have the Indians background. I was telling you off cameras that in South America there are different ethnics that used to tie flies. For fishing. Maybe the world doesn't know about it but they used to do it. They build hooks with the shell, different kinds of shells. They build the hook. And they tie the flies. Different ethnics. Guyane for example, used to tie it with feathers. The Baniwa guys in Brazil, used to tie with fibers of a tree. And they create some kind of different sizes of streamers. They tie it with a rope too a long stick. And they just move it in the water, creating like an eight, like an 8 number. Or the tie it to their oars, and they, when they are moving and they do some kind of trawling. With that, with the fly. And they catch fish. So it happened to us, a couple of times, when we went to explore a new fishery and made the first meetings with the natives. They've never seen white people or white fishermen's at least, before. We showed them our flies, and they say, "Ah, we fish with that stuff already." So it was really surprising. So at the same time that, that, made me think. That there could be kind of a connection between us that anglers have loved the jungle environment and then, that are hunters and anglers, that loved the jungle environment. Also there's something perhaps more, perhaps more magical, I would say. I can tell you I saw their eyes. The native guy's eyes. When a dorado jumps, and rides with a satellite. And you can see that they're still astonished. Not only did they do the same face that we do. We saw this fish. And it's not casual. For many different ethnics, they'd rather for example as you say go fish, and they don't kill it. You know they have their myths and legends that explains why they cannot kill it. So. In the same way we don't, we don't kill it. Never. And that's why I think this kind of a connection. So I am beginning to think about writing this.

Marcelo Perez [00:29:41] Yes. I can say, Tom McGuane and Nick Lyons, perhaps are my favorites. Tom McGuane is amazing. I love his writing. Unfortunately I don't have it so, such good English to read him in English, so I need to find translated editions to understand it perfectly. For me it's too complicated. As the way he writes. Also Nick Lyons. Also Peter Kaminski, I have a lot of books of Peter, because I know him personally. I met him. He fish with me a couple of times. He's a great guy..

James Thull [00:30:30] He is.

Marcelo Perez [00:30:30] And. Anyway, for me it's complicated to read a book in English. This kind of book I mean. I can read an article, but it's not the same as reading a book. I feel that I miss a lot of stuff, because of the language.

Marcelo Perez [00:30:53] Well yes. I fish for trout a couple of times, not a couple but many times. But I'm not defined as a trout angler at all. I went to Patagonia. I don't know. 20 times? I used to run an operation there because the idea of, this idea, this concept was applicable there too. So, I began a place in 2007 for sea run Browns. An amazing place. And it is located, it's the (unintelligible name, possibly Chimehuin River?) river. The name of the operation was Five Rivers. And nobody did an operation there before, when the river was there because he was too far away it was too complicated, the river was very small. But it hold really huge sea run browns, in an amazing landscape. it was a small river going

from the mountains and go into the sea. And the whole river was inside Estancia. The problem was that the guy, the owner of Estancia, hasn't even an idea about that. He was interested in the, just in the business. And this place was not a big business at all. And where the river at least could hold four guys per week. No? And the season was very short. And in the other hand, he was a spectacular... Henrik Mortensen for example, he came to fish with a couple of time. And in his opinion he said that it was the best sea run brown river in the world. It was not a quantity place, was not too much, too much fish there. But it was huge, and in a small river and shallow river. Beautiful. You know? It was completely different than the Rio Grande. There for example is a big river with a lot of wind. Here you are, you are in the mountains. Like in a Montana creek. But with sea run browns of twenty five pounds. Crazy. And that was a lovely project. And I also developed the Sonoita, an amazing river in, in Santa Cruz province. It's also in the middle of nowhere it has really big rainbows, big rainbows. In the lake and in the river and in some trout stream and lagoons. Beautiful place. But afterwards I decide, I also develop a project in the Seychelles Islands It was too far away, really. With the guys that nowadays own Alfonds company. These guys were our partners in the past. Very good friends with them. Before, before, Keith Rosins took the place. Become the manager of the place, we were the partners of the Collins family. So we, we develop that place in Seychelles for three years. That was the beginnings of the company, we were trying to conquer the world. But afterwards we decided to focus on the jungle. Because this is our environment. This is our home. So. That's where we're really where we feel really comfortable. And that's where we feel that we can do something really helpful.

Marcelo Perez [00:34:48] Exactly. You are not fishing for farmed fish, you are fishing for wild fish. But also the differences, for example, is perhaps more deep. You are not fishing for adaptive fish. No? The Paraná , it's nice but you're fishing for dorado that are accustomed to live with people. And with all this stuff I described before. Dams, bridges, towns, you know. Commercial fishing, nets. Whatever. So these fish had been adapted to that. Our fish in this environment are completely wild. They are just, live with a few indian village of bows and arrows. So the whole migration of these fish, it happens inside of this national park and indigenous territories so it's completely protected. And they still feed on the same bait fish that they did a million years ago. And the bait fish is attached. Also all the animals feed on these bait fish. It's named Salvado, it's the 60 percent of the biomass of the river. So. birds, fish, Jaguars, mammals. And also. The indigenous people, feed on this salvado, depends on the salvado. It's a very important part of their diet. So it's so important to protect it. It's so delicate, it's so fragile. At the same time, there's a story, which is told, about these fish. That make them unique. And that's something that I really love about a fishery. To go for something that is unique. This fish, is the only, belongs sorry, to the only one dorado population that lives in the Amazon basin. In the world. There's no other dorado population in the Amazon basin. It's just in these mountains of Bolivia. No other place in the world. We studied that stuff, when we were writing the book. So we interviewed some, Brazilian scientists that they're the most important specialist on (latin name). And we were tagging their ideas, different ideas, to create a theory about that. So, the most accepted theory is that this population of fish passed from the Paraná basin into the Amazon Basin, through a river called Paratapie. This river in the border between Bolivia and Paraguay. And they know that before the glacial period, this river was drawn in to the Paraná basin. And after the glacier era, it was going into the Amazon basin. So this geological phenomenon happened there. In that glacial era. And that's, that's how this population of fish pass from one basin to the other one. But it's more interesting these, they think, that those days, the dorado really colonized a much bigger area of the Amazon. Because the Amazon was colder, those days. It was not a forest, it was savannah. You know. The temperature of the water was colder. So when the

temperature rose; this population of fish were stuck in the headwaters of the mountains. Because if you see them now, they live in the headwaters, and they go to that, to some part of the river, and no more downstream. This, this is their territory. Has no piranhas there, there's nothing but them. and their bait fish and everything. And I mean. I know it's very unique.

James Thull [00:39:11] It's an incredible story.

Marcelo Perez [00:39:12] Yeah it's, it's and we still are studying. I will have a meeting with Andy Neshook, a biologist, that work on this stuff, now in New Jersey in a couple of weeks. We need to study the much better the fish. And, and see if there's a different species. Because the scientist think that they could be a different species. After all these years, being separated in different basins, and being adapted to these mountains, they're probably a different species. So if it is. Well, we are probably fishing the only one Amazonian dorado in the world.

Marcelo Perez [00:40:02] Yes there are.

James Thull [00:40:02] Is that is have been a problem in any of the areas?

Marcelo Perez [00:40:06] Yes. Because. Normally, our governments don't have the budget to protect it. There's not the most priority. Part of the budget to protect these rivers. So or these environments. The only thing that can protect it is an activity. And that's what I think that our kind of activity helps a lot, because, for example in 2010 to 2011; the natives kick, kick out the log cutters from the place where we fish now. They were before us. They were a group of log cutters there, that's where authorities, they have their licenses. it was not. No it was not an illegal activity. But they were doing a lot of illegal stuff. They were, they were fishing, they were hunting animals, they were cutting more trees, much more trees than they were permitted to. After one year of working with us, the natives fired them.

Marcelo Perez [00:41:23] Yeah. I hope so. She... Well my wife used to come with me. She used to fish much better than me. At least in their videos, she's very lucky. When we will go and make a video, she'll always catch the biggest fish. So. And we are bringing Zoe, our daughter, to the jungles since she was eight months old. she used to play with the natives childs, and she loves the place. And she always get really angry when I go. Now she is bigger, she, she's four years old. So it's more dangerous to bring her now. We need to be more cautious because she's, has more possibilities to, to get injured you know? And anyway we used to bring her. And she used to check all my flys with me. One by one. Says organize everything, and say this the frog, this is the fish. I think she will be a fisher. I hope so.

Marcelo Perez [00:42:38] Sure. I think this is something that we have to criticize this from us, from our generation. I think probably we were very closed. Perhaps a little bit, how do you say? Elitist, no? Perhaps we, we put fly fishing so high, compared with all the other guys. That the younger people are not interested. I don't know. But I can tell you, certainly, being in the business. That there is a hole between our generation and the next one. Fly fishing market is not growing. Worst, it's decreasing. And most of our clients are my age or older. And the young guys, perhaps they, the young guys that are interested in our places, they still have not the money to travel. Fortunately what I see also, what we go through all the fly fishing shows normally. At least three or four per year. what I see, is that they are much more interested, the young people I mean, they are much more interested in the experience. And in our places, perhaps land fishing for a bonefish, or for a trout. You know

the regular fish that the market is accustomed to fish. These younger people are really interested in the adventure. Experience, the natives, this fish, you know? They don't have so much prejudices about the fish, because she's not the regular fish. I saw that they are not so interested in the quantity of fish they will catch, or the size. They are more interested in the experience. So this is a good, good light at the end of the road. It's something that could create a hope. But anyway it's jump of, I don't know, five years. Ten years. That will take for these guys to get the position and travel. And that's what I see. And I discuss it with most of the bigger agency owners in the market. And they say the same. the market is not, for some reason, fly fishing is not growing. I think that we made something wrong. Perhaps we didn't, we haven't been so open, as open as we should be with the, with the younger people. We were more; no, this is a special club, you cannot enter if you don't have that or this and so forth.

Marcelo Perez [00:45:45] Well, yes. I think so. If you feel it, it's completely different. I cannot explain, explain to you exactly what do you feel. Let me tell you, for example. When I was a child, I use a fishing that small rivers. Tributaries of the Paraná , for a predator fish called Payara. I love that fish because he was a hunter. Ugly, completely ugly, but it was really sporting of the sport. And I loved, I was a child and then, but I loved to be hiding in the, in the grass, casting my rod. And all these bugs and the heat, you know, and the smell, as you said. It was really too much. But I love to be there, you know? I feel exactly the same feeling in the middle of the jungle. Exactly the same. So I can tell you, we fish in different environments but, if you have the opportunity to fish wading, here in Samanya. You touch the jungle with your feet, it's totally different. The boat creates a limit between you and the wilderness. When you're walking there, and you see the jaguar tracks, the tapiers, the birds and everything and you see the dorados hunting in the surface. Well of course you'll feel the heat. You're completely wet and. And you, you feel everything. But at the same time, it's, it's a unique feeling. You will never have this in another place. So. So yes. I think, I that I think that's the jungle people could be interested in feeling, or experiencing. And it will help, them to be interested in protecting these places.

James Thull [00:47:55] That's one of my--I'll edit this out, but--one of my concerns for the future. And I don't blame them, but the youth it seems are are often very connected to their technology and often very focused on that. And it just worries me that if you don't experience places like that like these lodges or the jungle or Yellowstone National Park. When legislation comes up to mine it. Or to you know, open it for oil drilling or something like that. Maybe you don't care as much. But if you've been there and you've seen those things, and you know how special it is, you become an advocate for preserving those things.

Marcelo Perez [00:48:30] That's another detail I think. It's like you say. My two first childs are 24 and 22 years old. They live in Argentina. I have a very good relationship, but both are completely connected with technology. One of them come with me to Saymona once. And he was astonished. I explained to him several times. Several times . And they told him stories several times, but he was never the same. When he saw it, he was really. He went crazy. So. It doesn't matter if they are nerds, or they are connected to a computer. It's, let me tell you that, I was telling you this. It's a. Unfortunately, the TV shows, nowadays. Discovery, and Nat Geo. They show bullshit. About the jungle. The jungle is, what they're showing them in the TV, is that the jungle is something that, you walk a couple of steps and something is killing you. And this, anacondas and Jaguars and ahh ahh, piranhas. Shit, you know so people is not interested in that. They look, they look it, not a real thing. They look at it as a movie. as if it's a movie you know, not, not as a real thing. They, they are not showing something real. And their reality, believe me, is much more impressive.

It's not dangerous at all. But it's wonderful. It's a pity because, these channels, it used to be scientist channels that shows you something interesting. Now they have just shows. With drama. And I think that's also, it helps a little bit, for people not to be connected to that places. It's something so far away from them. You know? Dangerous and, blehh! Who wants to protect a place for of piranhas that will eat you when you touch the water? However. Some stuff like that. It's not like this. It's completely opposite.

Marcelo Perez [00:51:18] I think that we have to change the way of our approach to these places. as I was telling you, the older generation like me. Perhaps we were too much interested in catching a big fish. Or a lot of fish. The regular question that old anglers made to me is, what is the average of fish you can catch in a day there? Honestly? Between you and me, I don't have any idea. I can't tell you 8 dorados per day, seven. I don't know. I don't know. Honestly. It's impossible to say. But it shows that this is, they're concerned about that you know? They want to catch a good quantity of fish of a good size. That's the reason of their trip. I think that the future is for the people that is more related to find something special, in their trips. Something new. Experience something different. And catch fish, of course. But man, it doesn't matter if you're going to catch a giant peacock bass, in the Maria river, these guys are completely unique. It's a piece of the Amazon, it's something, really it's a dinosaur. You know, this fish. And a dorado here, is completely unique too, it's, it's a unique fish. It's something that that you will never find close to you so, if you catch one nice fish, you should be completely happy. In this place, and you see the Indians catching Gamitanas with bows and arrows, and you stay in a great lodge and have a nice companion. I don't know. I think this is about what you need. We need. I think that fly fishing have to be expanded, to other people. That's what we are trying to do. We we are rebuilding some equipment of our lodges, in all of our lodges, to be more friendly to non anglers, for example. So we, because we want the anglers to come with their families. Even when it's the jungle. So. Again. Nat Geo and Discovery are not helping at all. Nobody want to bring his child to a place that he will be killed. As we are trying to create something. That could be friendly for the family too. And expand the idea. Because it's much more interesting to, perhaps to visit this place, than to go into Disneyland, I don't know. It's fantastic to go to Disney, but anyway. I think, that is something really different. And they will never forget this experience. So, I think that the future perhaps, for fly fishing is more related to that. To expanding, to opening it for more people. Not just only the guys that can cast 30 meters, or hold the line, and can tie a superfly. No. No it's not. This is not the way. I think the way is more related to the experience. And about sharing the experience with other people, and making it bigger. One of the problems you have, if you are in the market, is that you cannot grow at all because the market is so small. And, even when you are doing good things. You have limit. So. It will be much, much better if fly fishing world, could be much bigger and growing. Because, of course, we are, we are very interested in protecting the environment. And we want is, is okay with these ideas. The problem is that we are just a few. And the problem is that we wanted to be a few. In the past. Now I think is the time to be more. And more. And more. And grow. That's what I think for a future.