

Subject: : Conservation

Topic: : How well known to the public is didymo?

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I did a raft trip on the lower Yough yesterday as a part of a bachelor party. About half way down I asked the guide how the didymo bloom was this year and she didn't have a clue what I was talking about. She has been a guide on the Yough for 9 years.

I know we as "elite fly fishermen" know about it and are making changes to avoid transfer to other streams, but if someone who works on a stream with didymo problems doesn't have a clue about it, apparently the word is not getting out enough and that may be more of a cause of spread rather than "felt soles".

What is, has, or should be done to get the word out about didymo and why is it apparently not working?