

OCTOBER 2017 • VOLUME 25 • NO.5

# Seafood

NEW ZEALAND

Conference special  
p 18 -34

Industry launches  
OpenSeas p 13

# FUNDING AVAILABLE

FOR SEAFOOD INDUSTRY  
RESEARCH PROJECTS

FOR INFORMATION PLEASE CONTACT:

**Mike Mandeno**

General Manager, Seafood Innovations Ltd  
Mobile +64 21 548 330 • DDI +64 4 801 4695  
[enquiries@seafoodinnovations.co.nz](mailto:enquiries@seafoodinnovations.co.nz)  
[www.seafoodinnovations.co.nz](http://www.seafoodinnovations.co.nz)



SEAFOOD INNOVATIONS LTD

## FEATURES

- 13 Cover story:** OpenSeas launched
- 18** Chair's industry report card
- 20** Fishing guru's death threat
- 30** Stars honoured

## OPINION

- 37** Improving dialogue

## REGULARS

- 33 Event:** Cocktail party's great spread
- 35 Recipe:** Horopito dusted ling taco
- 38 Letters:** Rise up
- 43 Event:** Blessing of the Fleet



## 13 COVER STORY



## 35



## 42



## 24



## 05

## EDITORIALS

Published by Seafood New Zealand Ltd.

**Postal Address:**

PO Box 297  
Wellington 6140  
New Zealand

**Physical Address:**

Level 6  
Eagle Technology House  
135 Victoria Street  
Wellington 6011  
Phone: +64 (0)4 385 4005  
[www.seafoodnewzealand.org.nz](http://www.seafoodnewzealand.org.nz)



ISSN 1172-4633

**Editorial enquiries:**

Email: [editor@seafood.org.nz](mailto:editor@seafood.org.nz)

**Advertising enquiries:**

Karen Olver  
Phone: +64 (0)4 802 1513  
[advertising@seafood.org.nz](mailto:advertising@seafood.org.nz)

**Subscriptions:**

Seafood New Zealand is published for the New Zealand seafood industry. It is also available on subscription in New Zealand and overseas. Subscription rates are available on request. Seafood New Zealand is produced bi-monthly (six issues per annum).

**Your Say:**

Contributions of a nature relevant to the seafood industry are welcomed and industry participants are encouraged to contribute. Letters to the Editor should be signed and carry the writers' full names and addresses.

**General:**

The reproduction of articles and materials published in Seafood New Zealand, in whole or in part, is permitted provided the source and author(s), as applicable, are acknowledged.

However, all photographic material is copyright and written permission is required to reproduce it in any shape or form. Articles and information printed in Seafood New Zealand do not necessarily reflect the opinions or formal position of Seafood New Zealand Ltd unless otherwise indicated.

All material published in Seafood New Zealand is done so with all due care as regards accuracy and factual content. The publishers and editorial staff, however, cannot accept responsibility for any inadvertent errors and omissions that may occur.



# In this issue

There is no clearer illustration of the tension between some recreational fishers and the commercial sector than the death threat received by popular fishing guru Graeme Sinclair when news of his Ocean Bounty television series was broadcast. He was accused of selling out. That he would work with the industry to tell its stories made some in the recreational sector very angry. But as Sinclair reports in this issue, by the time series one ended he was receiving plaudits, not threats and insults.

He's now working on series two, aiming to increase understanding between recreational, commercial and customary fishers as well as the NGOs that so often aim their barbs at the industry.

Sinclair's series, which he talked about at the New Zealand Seafood Industry Conference in Wellington, dovetailed neatly with The Promise and Code of Conduct rolled out through television and social media over recent months. With similar objectives, this too has won support, and was an important focus of the conference. Another strand is the launch of OpenSeas, the subject of this month's cover story, and which aims to give industry customers across the world access to the facts around New Zealand seafood to help them in their buying decisions.

Many other industry topics were also covered and this issue includes 16 pages of conference reports with the goal of making sure that the messages of the day aren't forgotten by the 300 delegates, and reach the thousands of other readers of this magazine who weren't able to attend.

There's a lot more to read as well, including some feisty letters to the editor, an update on the New Zealand Initiative's recreational fishing proposals and reports of promising new developments in the paua sector.

Perhaps most important of all is the industry report card written by Seafood NZ chair Craig Ellison and delivered at the conference. He gave an honest appraisal of where we are at – and didn't offer a single 'A' grade. "Shows promise, but could do better" sums it up. The onus on all of us in the seafood industry is to achieve that.

**Tim Pankhurst**  
Chief Executive



Seabird Smart Award winners Diane Brooks and Mike Smith, with Minister of Conservation Maggie Barry. Picture: Neil Mackenzie

## 'Environmental champions' recognised at awards

**A west coast fishing company has been awarded the Seabird Smart Award for its commitment to seabird mitigation across its fleet.**

Altair Fishing Ltd was crowned the winner by Minister of Conservation, Maggie Barry, at a ceremony at Te Papa in September.

The Seabird Smart Awards are held every second year and are run by the Southern Seabird Solutions Trust.

Altair Fishing operates five long line vessels along the South Island's west coast.

Skipper Mike Smith, who accepted the award with company director Diane Brooks, said conservation and fishing went hand in hand.

"It's the culture that we're in now. We want to be looking after the environment and seabirds are majestic

creatures so we have to be taking care of them," Smith said.

"It's nice to get some recognition for the work we do."

The Special Innovation Award went to Gavin Heineman, who runs a family owned bottom trawler, *Echo*, out of Carey's Bay and won for his work in reducing cable strike.

Heineman was unable to attend the awards as he was fishing, and his award was accepted by Southern Inshore Fisheries Management chief executive Carol Scott.

Chair of the Southern Seabird Solutions Trust Bill Mansfield said the winners were "environmental champions" that lead by example - on and off the water.

"[Altair] vessels all use bird scaring lines, set their fishing lines at night, add weights to sink their baits quickly and dye their bait so it's less visible to the birds," he said.

"Altair Fishing's leadership has influenced the behaviour of a whole fishing fleet.

"Gavin Heineman has re-engineered his fishing deck so that fish discards

are released away from the seabird danger zone of his trawl cables. He has also been working on a novel cone attachment that fits to the trawl cable to keep seabirds safe if they do venture near.

"Each has contributed on and off the water to reinforce the importance of seabird smart fishing practices. Their passion and actions have positively affected the attitudes and behaviour of others. We want to recognise them and thank them for their vision and their work.

"New Zealand is known as the seabird capital of the world. As the breeding grounds for a third of the world's seabird species, we have an international responsibility to ensure their long-term survival," he said.

This year the awards were supported and sponsored by the Department of Conservation, Ministry for Primary Industries, Seafood NZ, Te Ohu Kaimoana, Sealord, Deepwater Group, Sanford, Moana New Zealand, and the Federation of Commercial Fishermen.



Holding tanks, pictured here in Tasmania, will help grow New Zealand's live paua exports. Picture: Ralph's Tasmania Seafood.



Australia's green-lipped paua. Picture: Ralph's Tasmania Seafood.



PauaCo general manager Jamie McKay.

---

**"The markets we have can take more than what both companies can probably produce."**

---

## Trans-Tasman paua merger offers 'next level'

**Matt Atkinson**

**Two paua companies have merged to create Australasia's largest processor and exporter of abalone.**

Christchurch based PauaCo and Australian company Ralph's Tasmania Seafood announced they would join to "better utilise the wild abalone resource in both New Zealand and Australia".

Both companies predominantly fish

black-lipped paua, whilst Ralph's also has a green-lip market.

PauaCo general manager Jamie McKay said the opportunity to work with Ralph's - the largest exporter of live abalone in the world - to grow New Zealand's live trade was a major driver in the merger.

"At the moment New Zealand paua is very much about exporting a dead product, whether that be in a can, a pouch or frozen," McKay said.

"We did have some live export going out of our Kaikoura factory, but it was hit in the earthquake and has been non-operational for a year.

"We are in the process now of using the technical skills we have with our Australian brothers to put live holding

facilities in our factory in Christchurch and we'll be looking to utilise that as much as possible.

"We've got to really try to work with the partners we have in the industry to change. We see this as a starting point for a transformation in the paua industry in New Zealand."

Challenges in the New Zealand fishery had also played a part in making the deal.

"There was the Kaikoura quake and the quota cut in Marlborough last year and they're talking about further cuts on the Chathams.

"For us specialising in paua it was really about how we could take that to the next level and the best option we saw was looking outside the boundaries

of New Zealand and Ralph's fit the bill with that."

Ralph's Tasmania Seafood was founded in 1996 by Tasmanian businessman Ralph Caccavo, and PauaCo was formed in 2012 as the result of a consolidation of a number of smaller paua fishing and processing companies.

The deal was a year in the making and also allowed Ralph's to maximise the use of its abalone currently not able to be sold into the live markets.

"PauaCo at the moment is very strong in the canned product, so the synergy between the two of them was pretty obvious. We want to grow New Zealand's export of live fish into China and the access Ralph's gave us was ideal," McKay said.

"At the moment the fish they can't sell live because of size or areas it comes out of goes into the third party canning

market in Australia. We'll take control of that - whether it be in New Zealand or Australia, but we'll market it through our channels."

The deal was finalised in mid-September and there was still operational factors that needed to be worked through.

Until then it was business as usual, McKay said.

"All that will get sorted out over the next three to six months.

"It's a case of if it ain't broke don't fix it. As we go along there will be a period of consolidation where we can look to make the most out of the two businesses and what strengths we can utilise."

The merged business would have the ability to look outside of just paua, but the focus was meeting demand in the companies' already established markets.

"At the moment we're [PauaCo]

over-ordered on our canned orders for Chinese New Year based on the level of supply.

"You don't have to push for new markets. The markets we have can take more than what both companies can probably produce. It's a case of how you best utilise that business and then ultimately the goal for the new company is to return that value back to the industry."

McKay said the merger would grow the value of the resource on both sides of the Tasman.

Caccavo said he was happy to be joining forces with PauaCo.

"We have found a business that shares our goals for the future of the industry and together we can offer the best routes to markets for our suppliers and the best products for our customers."



## The extra, special reefer treatment is on us.

### We think inside the box.

Hamburg Süd is a climate change expert. Inside your container, we apply the world's most advanced technology to precisely establish, manage, measure and maintain the conditions needed to optimise your product's shelf life – bringing more markets into closer commercial proximity. It's what we're famous for – great cargo care, and added value.

For hands-on help from our local experts:

Outbound: 0508 222 444 Inbound: 0508 333 666

[www.hamburgsud-line.com](http://www.hamburgsud-line.com)

No matter what. **HAMBURG SÜD**



Blackfoot paua off the Marlborough coast.



Paua Industry Council chief executive Jeremy Cooper (left) and chairman Storm Stanley (right), with diver Geoff Pacey, along the Kaikoura coastline after last year's earthquake.

## Management key to paua's future

**Matt Atkinson**

**Cautious management from the paua industry over the past decade will bring increased productivity.**

This was a key message from the sector's annual conference in Nelson.

Paua Industry Council chief executive Jeremy Cooper said the conference covered topics spanning everything in the paua industry.

"There were 31 presentations that ranged from nutraceuticals uses for paua by-products through to senior MPI officials talking about IEMRS roll out and the Future of our Fisheries," Cooper said.

He told the conference that voluntary shelving of quota would pay dividends in the future.

"It's been about lining up our catch to the productivity of our fisheries," Cooper said.

"Shelving is about reducing catch so you can increase biomass quickly and rebuild the fishery quickly.

"We've been doing shelving in areas we think will benefit. It's a voluntary measure so we're picking across the

shelving and TACC reductions that the 2017-18 season will be the lowest catch level for the wild fishery's total production.

"From then, because of the work we've been doing the last 10 years we will be rebuilding our fisheries - and everything will be up from there.

"Our population targets are very high, between 40 and 50 percent of the original biomass. Over half of them are over that initial target level and the others are rebuilding towards it."

The industry has begun implementing harvest control rules, which are used to adjust catch limits that are driven by science-based data inputs rather than more complex outputs of stock assessments.

"We're working hard with the Ministry around harvest control rules. We see that as a very good model for running a fishery," Cooper said.

"They are a tool that allows us to balance catch and productivity. So, therefore, as productivity goes up and down, TACCs can go up and down and we can all be relaxed about it."

A highlight was Cawthron Institute scientist Donato Romanazzi who spoke of creating high value natural products from paua.

Cooper said the conference was great place to hear about new ways look at paua by-products.

"What we tend to do on our harvesting boats, and in our LFRs and in our processing, all the paua blood gets unused, whilst everything else - meat, shell, roe, and skirt - is used.

"Donato showed the health benefits of paua blood and he compared it to king crabs. That's worth \$16,000 a litre and ours is very similar.

"And that's what it is all about, putting some effort into maximising the economic benefit for the country for which we catch."

PIC chairman Storm Stanley said it had been a difficult year for paua divers from Kaikoura, even though their turnout at the conference was good.

"The fact is they're really struggling; they have lost half their fishery. It's going to be difficult for the next few years, but we're working hard to find support funding to drive rehabilitation projects around the coastline."

Stanley said the \$520,000 announced by Minister for Primary Industries Nathan Guy in July, whilst not fixing all the problems, was very much appreciated by industry and would help fishers who had shelved ACE for the 2016/2017 season to survive financially.

"To us, it makes sense to help established businesses, including fishing, survive this rough patch so they can continue to help the Kaikoura economy recover."

# "catch fish...not cables"

There are a number of international submarine cables which come ashore in the Auckland area. These cables supply international communications for both New Zealand and Australia to the rest of the world.

New Zealand is a very isolated nation and as such is extremely reliant upon global communication via submarine cables. Here in New Zealand over 97% of all international communication is carried via submarine fibre optic cables. These cables are a key component of New Zealand's infrastructure and play a significant role in our everyday lives, the general economy and future growth of New Zealand.

These cables are laid in three submarine cable corridors in the greater Auckland area where anchoring and fishing is prohibited under the Submarine Cables & Pipelines Protection Act.

## These areas are:

- **Muriwai Beach** out to the 12 mile territorial limit where both anchoring and fishing is prohibited.
- **Scott Point to Island Bay** in the upper Waitemata Harbour where anchoring is prohibited.
- **Takapuna Beach** this runs from Takapuna Beach in the south to just north of the Hen & Chicken Island (opposite Taiharuru Head) where anchoring and fishing is prohibited.

**Note:** These protected areas are monitored by sea and air patrols.



**Spark  
New Zealand**

To download Spark Undersea Cable Awareness Charts visit:  
[boaties.co.nz/useful-info/cables-underwater.html](http://boaties.co.nz/useful-info/cables-underwater.html)

## What should you do?

- If you are going into any of these areas, be sure to check your marine charts and/or GPS plotter so you know the exact locations of the prohibited zones. The relevant charts are NZ53, NZ5322, NZ532, NZ522, NZ52, NZ42 and NZ43. The symbols used to mark the zones are detailed in Figure 1.
- If you suspect you have snagged your anchor or fishing gear on a submarine cable in one of these areas, don't try to free it. Note your position, abandon your gear, then call 0800 782 627.

## What happens outside the prohibited areas?

These cables are covered by the Submarine Cables and Pipelines Protection Act regardless of whether they are inside or outside a prohibited area. Beyond the confines of the "anchoring and fishing prohibited" areas, the cables are clearly marked on the appropriate marine charts.

Considering possible positioning inaccuracies and repaired cable section deviations, fishermen are advised to keep a minimum distance of one nautical mile from either side of charted cables.

## Note this number:

For any queries regarding submarine cables call: **0800 782 627**

### Symbols Relating To Submarine Cables

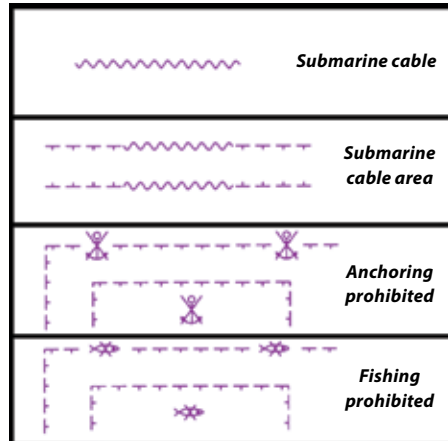


Figure 1.

## These are some of the penalties

- A maximum fine of \$20,000 for a non-commercial vessel.
- A maximum fine of \$10,000
- A maximum fine of \$250,000 for damaging a submarine cable.

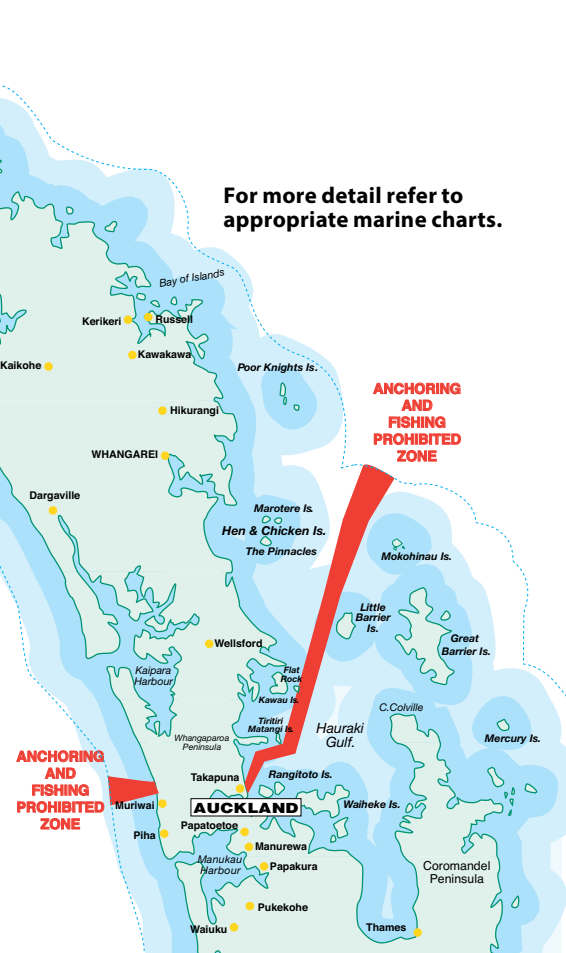
Additional to the fine for damage, the cable owners would inevitably pursue the recover of costs associated with repairs, this could be up to \$750,000 plus a day; a typical repair can take up to two weeks (around \$10 million).

## Be Aware

These International submarine cables carry up to 10,000 volts to power the system repeaters along the cable.



For more detail refer to appropriate marine charts.



# Aquaculture 'in a great position'

Bill Moore

**With a huge demand for seafood driven by China and other growing economies, aquaculture is in a great position for growth, Global Aquaculture Alliance president George Chamberlain says.**

Despite this, the global industry was in a slowdown, Chamberlain – a shrimp farmer in Hawaii – told 350 delegates at the packed New Zealand Aquaculture Conference in Nelson last month.

Giving a world perspective he said the industry needed all the growth it could get to meet demand, but faced serious obstacles, disease being the biggest.

"In many places there are multiple diseases all hitting at the same time, to the point where it's very difficult to even produce a crop anymore."

This often led to antibiotic use, which could create serious trade and health issues.

There were also environmental issues spanning water use, escapes, effluents and carbon footprints, leaving many things to improve on.

In aquaculture feed, there was a reliance on fishmeal, which had a limited and shrinking supply as the species used were increasingly being caught for human consumption.

The "key hot button issue" for retailers was the labour used in the industry.

"It's a zero tolerance issue," Chamberlain said. "It's one thing to have an antibiotic residue in a product or to be associated with habitat loss in production areas, but if there's child labour, forced labour, slave labour, all of these issues are inexcusable, and unfortunately there's been all too much of it."

He said aquaculture had a wonderful product that was nutritious, delicious, and sold itself, "if we can just remove the baggage".



George Chamberlain

"The issues of food safety, social issues, environmental issues, disease – if we can take those off the table, we've got a great product."

There was no silver bullet to address all the problems, which required an integrated approach involving health, breeding, nutrition, management and market acceptance.

Breeding had the most dramatic impact of anything that the industry could do, Chamberlain said.

Since selective breeding of chickens for growth had started, the growth rate had improved more than 350 per cent. Aquaculture was about to eclipse that.

"The geneticists say this is because aquaculture species produce so many eggs per spawn, there's such a short generation cycle and because they've only recently come from the wild. There's an enormous potential, and what this translates to is improvement from one generation to the next of the order of 10 to 15 per cent. It really is the driver, not only for growth but for disease resistance," he said.

The answer to improving market acceptance was international certification showing that the product was raised in an environmentally and socially acceptable way.

GAA was working on an overall certification programme with benchmarking to international standards, and independent evaluation

covering the four levels of hatchery, feed, farm and processing. Traceability would be important in the future, and animal welfare would also likely become the subject of an international benchmark.

"The idea is to try to offer retailers a comprehensive solution – they really don't have the time to deal with many certification programmes and try to patch them together to get complete coverage.

"Every major buyer is concerned about corporate social responsibility, protecting their brand, they need these assurances. It is very important to get behind some kind of certification programme to show that things are being done in a proper way."

The Global Aquaculture Alliance was formed 20 years ago. Its Best Aquaculture Practices standards account for over 1.5 million tonnes of certified seafood.

Chamberlain was one of 15 speakers at the one-day conference held at the Rutherford Hotel, which was preceded by a technical day.

Giving the welcoming address, Aquaculture NZ chairman Bruce Hearn said the industry's future was bright. "We've passed the half-way mark to our billion-dollar goal. Significant domestic progress coupled with global trends presents us with unlimited possibilities," Hearn said.

# Talley's



## 2017/2018



## ALBACORE TUNA SEASON

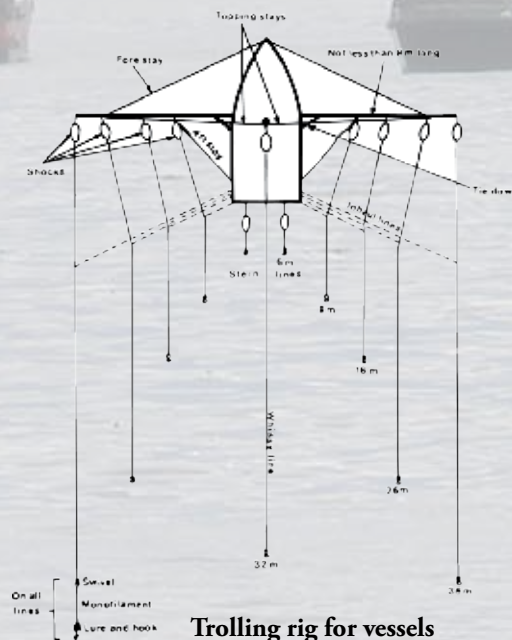
**Talley's wish to welcome all Albacore Tuna fishermen to the South Island fishery where we operate the only complete chain of tuna receiving depots.**

**These buying stations are:**

• Picton	Larry Moses	03-548 0109	021 438 387
• Nelson	Larry Moses	03-548 0109	021 438 387
• Motueka	Andrew Lucas	03-528 2813	021 277 0595
• Tarakohe	Alf Reid	03-525 3300	0274 500 501
• Westport	Kerry Paterson	03-788 9175	021 353 912
• Greymouth	Geoff Drake	03-769 9070	021 743 074
• All other Ports	Roger Burgess	03-769 9070	021 229 4078

**This season we will, as usual, offer our now legendary shore assistance to all vessel owners and crews.**

- 24-hour speedy discharge
- Cleaning and sanitisation of fish holds
- A 24-hour provedoring service
- Diesel at very competitive prices
- Use of our slurry bins
- Organisation of all mechanical and electrical repairs
- Supply of the full range of tuna gear
- Metfax up-to-the-minute weather information
- NIWA sea surface temperature charts
- Speedy payment
- Free ice



**Trolling rig for vessels**

**We would like to buy your tuna, whether it be frozen or iced, and will unload your vessel at any of the above buying stations. We will help you gear up your vessel so if you need assistance please phone us. Should you have a vessel that needs a skipper or, be a skipper who needs a vessel, please don't hesitate to call us. We welcome all enquiries.**

**PLEASE CONTACT**

**Roger Burgess**

**Talley's Group Ltd - PO Box 5 Motueka 7143**

**Telephone: 03-528 2800 - Cell: 021 229 4078**

years of  
**35**  
innovation



# fish processing solutions from start to finish.



**tna** New Zealand, the sole agent and distributor in Australia and New Zealand for BAADER and Trio, provides the best technology in the world for complete fish processing lines. From BAADER's superior heading, gutting, filleting and trimming machines to Trio's latest fish skinning and pin boning technology, **tna** New Zealand delivers.

» **tna** rethink the conventional  
visit [tnasolutions.com](http://tnasolutions.com)

paul daniel » general manager — new zealand » p: +64 (09) 263 7804 » m: +64 21 488 114 » [info@tnasolutions.com](mailto:info@tnasolutions.com)



A fisherman wearing a blue jacket and yellow gloves is on a boat, pulling a fish from the water. The fish is silver and pinkish. The boat has a pulley system with a rope attached to it. The background is the blue ocean.

COVER FEATURE

This, and cover picture: Chris Sisarich/NZ Story

# GETTING THE FACTS TO THE PEOPLE WHO MATTER

---

Launched at the New Zealand Seafood Industry Conference, OpenSeas will give customers what they need to make their decisions in an increasingly demanding environment.



Snapper image used on OpenSeas. Picture: OpenSeas

**“People can make up their own minds about whether to purchase a product, but it’s best if those judgments can be based on accurate information.” – Nici Gibbs**

## Transparency will bring informed choices

**Matt Atkinson**

**More than 20 experts have taken part in setting up a one-stop seafood information programme to build international confidence in New Zealand’s seafood credentials.**

OpenSeas was launched at the New Zealand Seafood Industry conference in Wellington.

Led by programme director Jodie Campbell, it is a broad-based transparency initiative designed to provide customers a comprehensive source of information about the environmental, social and production credentials of the New Zealand seafood industry.

Campbell, a former principal advisor for the Ministry for Primary Industries, now works as a consultant specialising in the design, development and implementation of sustainability,

traceability and certification programmes.

“OpenSeas focuses on presenting short, digestible pieces of information about the New Zealand seafood industry, allowing users to retain and reuse the information within their own businesses,” she said.

“Ultimately, it should enable customers of New Zealand seafood to make informed choices in line with their own sourcing policies.”

Funded by Deepwater Group, Fisheries Inshore New Zealand and Seafood NZ, OpenSeas was a year in the making and began with a need to provide overseas buyers information about the sustainability of New Zealand’s seafood.

“In the past, it had been hard to find, good, reliable information about our industry performance and the environmental, supply chain and workforce aspects behind New Zealand seafood,” Campbell said.

“It was largely disparate, disconnected, out of date and not digital.

“So we decided to change all that.”  
New Zealand seafood is held in high

esteem throughout the world and the country has been repeatedly ranked among the best performing fisheries.

However, after criticism levelled at industry over perceived overfishing and dumping, Campbell said there was a need to lay bare the sector’s credentials.

“The programme works in two ways: first it presents information on how we manage our responsibilities to the environment, our workforce and products; second it presents scientific details and environmental risk assessments for individual species.

“Users have the ability to drill down to the level of detail they desire. All reports are available to download from the site, are fully referenced and include digital links for further reports available wherever possible.”

“All information on the site should be traceable back to the source document and clickable through the site.”

Information on the site is generated from comprehensive reports by experts. These have been reviewed for accuracy by the relevant government organisation prior to being added to OpenSeas, Campbell said.

Putting together a wide-ranging and



Jodie Campbell launching OpenSeas at the New Zealand Seafood Industry conference.



Cathy Webb



Nici Gibbs

encompassing programme required a team of over 20 subject matter experts.

Seafood NZ seafood standards manager Cathy Webb wrote two reports for the programme covering traceability and food safety.

Webb said New Zealand's systems can be complex which meant there was some work involved in simplifying the content to make it easily understood in a business context.

"At the end of the day traceability and food safety should be a given, but we are dealing with food on an international stage and different countries have different systems so it is important that New Zealand is able to clearly explain what our system is, and how we can and do ensure food safety," she said.

"We have one of the lowest rates of food safety incidents, specifically for seafood.

"There are great checks and balances in the law, New Zealand trades to such a wide range of markets, we have to comply with the various market requirements which adds an additional layer of complexity to the system."

Fathom Consulting director Nici

Gibbs wrote reports on marine conservation and sustainability – two hot topics when it comes to commercial fishing and the seafood industry.

Gibbs said her reports don't make assessments of the industry, they simply lay out the facts as they are.

"The reports are more about the management systems within which the industry operates. And I think our management systems are generally well designed and fit for purpose," she said.

"There's always room for tweaks and improvements – we could certainly do with better integration between some of our environmental laws and the Fisheries Act, for instance. But on the whole, New Zealand's systems for ensuring sustainability and managing the environmental effects of fishing are very sound."

Not everyone makes their purchasing decisions on the sustainability of the products, but with a lot of misinformation on New Zealand's credentials it was essential to ensure the correct information was available, Gibbs said.

"For people who do care about these things, it's important to have an accurate

and reliable source of information – something that is entirely factual, verifiable and not based on someone else's opinion.

"I found that a lot of the information on commercial fishing in the media and various online sources is either inaccurate or deliberately misleading because the provider is trying to make a point rather than just present the facts.

"People can make up their own minds about whether to purchase a product, but it's best if those judgments can be based on accurate information."

The main strength of OpenSeas is that it provides factual information in a single source, she said.

"That's hard to find elsewhere in relation to issues like sustainability and environmental management, where people are generally more interested in providing their views and opinions rather than presenting the facts in a neutral way.

"The information in OpenSeas is comprehensive and the quality control processes were rigorous. I've used the reports myself as a reliable basis for describing New Zealand's management systems for other projects I'm working

on."

Talley's head of sales for Australia and South America, Greg Stewart, was part of the team that assisted Campbell in setting up the site.

He said having a credible and independent site, devoid of a single company's product endorsement, made it easy to communicate key features of New Zealand's seafood sector – sustainability, worker welfare and environmental protection – to customers.

"Since we've launched it we have sent it out to a lot of our big customers, who have given feedback that it looks great," Stewart said.

He said having a great mix of people from throughout the sector, with varying talents and strengths, had added value to the breadth of information the site

carried.

After spending the last 12 months working to empower New Zealand's seafood companies, Campbell has seen first-hand the criticism levelled at the industry.

"We hear a lot about the 'fox guarding the henhouse' in this industry, so it is critically important that users of OpenSeas can be confident that the information provided accurately reflects the performance of the industry," Campbell said.

Ensuring the integrity of OpenSeas was vital and the programme was in the process of achieving ISO9001 Quality Management System certification, she said.

"We hope to achieve ISO9001 certification within the first six months of OpenSeas being launched.

"This third-party independent verification will demonstrate that our commitment to transparency, credibility and utility has been met."

Campbell said OpenSeas was designed to grow and expand so that over time, more details, data, reports and references would be added to the site.

"We can add depth and width to the programme easily. The growth of the programme will be driven by the queries and needs of end users."

**To learn more about OpenSeas or read the detailed reports, go to [openseas.org.nz](http://openseas.org.nz)**

## OCEANLAW NEW ZEALAND

*The only law firm in the South Pacific dedicated to the sea*



New Zealand's specialist fisheries and maritime law practice delivering results to the country's seafood industry since 1998.

Our practice is one of the country's pre-eminent advisers in this specialist field.

We look forward to serving you in the future.



Mike Sullivan  
Partner  
Mike 021 274 3590  
[mike@oceanlaw.co.nz](mailto:mike@oceanlaw.co.nz)



Justine Inns  
Partner  
Justine 027 2275 324  
[justine@oceanlaw.co.nz](mailto:justine@oceanlaw.co.nz)



Hamish Fletcher  
Partner  
Hamish 027 220 5122  
[hamish@oceanlaw.co.nz](mailto:hamish@oceanlaw.co.nz)



Karyn van Wijngaarden  
Associate  
027 479 4345  
[Karyn@oceanlaw.co.nz](mailto:Karyn@oceanlaw.co.nz)



Hayley Campbell  
Solicitor  
027 533 1350  
[Hayley@oceanlaw.co.nz](mailto:Hayley@oceanlaw.co.nz)



Kim Proctor-Western  
Senior Solicitor  
M 027 4800 690  
[kim@oceanlaw.co.nz](mailto:kim@oceanlaw.co.nz)

Montgomery House, 2nd Floor, 190 Trafalgar Street, Nelson 7010. Freephone 0800 Oceanlaw. [www.oceanlaw.co.nz](http://www.oceanlaw.co.nz)

# Watch your back

#2



YOU KNOW HOW  
BALLOONS BRIAN POPPED  
HIS BACK? HE USED TO  
STOOP AND LIFT CASES  
LIKE BALLOONS. SHOULD'VE  
USED HIS LEGS.

DOESN'T  
EVERYONE?

ONE MORNING THE  
PAIN GOT SO BAD HE  
COULDN'T EVEN PUT ON  
HIS BOOTS. BUT NOT BEING  
ABLE TO FISH REALLY  
BURST HIS BALLOON.



For tips on safe fishing go to  
[www.maritimenz.govt.nz/manual-handling](http://www.maritimenz.govt.nz/manual-handling)

## Safe crews fish more

Nō te rere moana Aotearoa  
**MARITIME**  
NEWZEALAND

# Could do better' says report card

Bill Moore

Seafood New Zealand executive chair Craig Ellison has given the industry a report card – without a single A.

"Let's see how we look in 12 months' time," he said in his opening address at the New Zealand Seafood Industry Conference in Wellington.

Ellison said he'd had "an interesting few months" since taking over the role from outgoing chair George Clement.

The Promise campaign launched on television and social media earlier this year was the result of a challenge to what the industry had assumed, he said.

"As Napoleon said, assumptions can lead you to glory, or disaster. I think we've only just veered away from that disaster."

The industry had assumed a number of things – that people understood what it did, what it contributed to the economy, what the Quota Management System was, and "that regulators liked us and that the politicians loved us".

"All wrong, to varying degrees. That's why we have instituted the Promise campaign.

"Because we know our story, we cannot assume everyone does. They don't. So we have to tell it."

Ellison said the industry had made some investment in that, but not enough.

"We must continue to tell the facts to the wider New Zealand public, the regulators, the influencers, so that we reduce the vulnerability of the industry from the attacks we have suffered in the last 12 months."

He told the 300 delegates that their support was essential as the industry was repositioned in the minds of those who should be its friends and supporters, even if they were critical of it.

"As we seek smarter ways to grow value from a volume-capped fishing sector and a constrained water space



There's plenty of room for improvement, Craig Ellison tells conference delegates.

regime, we must set our minds to new ways of operating."

He said the Promise's Code of Conduct needed to be a living thing that would be reviewed and updated, not left to gather dust on a forgotten shelf. That was why he was issuing his report card on the six points in the code – and why he would revisit it at next year's conference.

Craig Ellison's report card:

## **We do not condone illegal behaviour.**

A perfect result would be no convictions in the industry over 12 months. There had been some. **C**

## **We will work with parties to implement policies to ensure the use of fisheries resources is sustainable.**

The overall stock assessment is that according to MPI, by far the majority of New Zealand's fisheries are performing well. Notable exceptions in the inshore zone have been addressed well. In the deepwater sector, the major orange roughy stocks got MSC certification, and hoki certification was maintained. **B**

## **We will actively minimise our impacts on the marine environment.**

The industry's footprint and impact has significantly reduced, with a 40 percent reduction in the deepwater fleet size and a bigger percentage decrease in the number of tows, with roughly the same catch. More vessel meal plants further reduces waste. Inshore reports the same, and seabird and mammal interactions are stable to decreasing. **B**

## **We will continue to invest in science and innovation, to enhance resources and add value.**

MPI managed programmes continue, with Precision Seafood Harvesting and SPATnz progressing. Increasing R&D into non-core products. Auckland University and NIWA continue their relationship with the industry, Plant and Food Research continues a range of studies with industry partners. Always room for more. **C+**

## **We look after our people and treat them fairly.**

Considerable advance in health and safety. Progress encouraging, but not perfect.

According to Maritime NZ, we are one of the most dangerous occupations in New Zealand, with a high average injury and fatality rate relative to other commercial sectors.

A couple of breaches of the employment regulations. Benefits to industrial relations from framework changes, but claims that wages have fallen. A perfect result would be zero harm for health and safety, and no Employment Court actions. **C-**

## **We will be accountable for delivering the Promise and support increased transparency.**

Ardent industry critic Greenpeace failed to pursue a meeting with Fish Serve to discuss its allegations around transparency, despite being invited to do so. We have nothing to hide and are committed to the Promise. It is early days, with much more to do. **B**

## **Closing comment:**

A studious student that shows encouraging signs of maturity, but could do better.

# OUR PROMISE

*This is our promise to every New Zealander.  
A promise about one of our most valued and treasured resources.  
We are the men and women of the New Zealand seafood industry and we want you to be  
proud of each and every one of us.  
We promise to be guardians of our oceans and to continue finding new ways to lead the  
world with sustainable practices – right now and for decades to come.  
We may not always get it right, but we're committed to always exploring ways to do  
things better.  
We have nothing to hide and much to be proud of.  
So come with us and share our stories at [seafood.co.nz](http://seafood.co.nz).*

## OUR PROMISE IN PRACTICE

### OUR CODE OF CONDUCT

**We do not condone illegal behaviour.**

We will always aim to do the right thing. The law surrounding fishing is both technical and complex and, at times, some people may make mistakes. When the law is breached, we will accept the consequences and make changes where needed.

**We will work with Government and other interested parties to develop and implement principled and practical policies to ensure the use of fisheries resources is sustainable.**

If we don't fish sustainably our industry has no future; it's the cornerstone of our business. We must ensure the economic gains we derive do not come at the cost of long-term sustainability. Working constructively with Government is vital to strike the best balance between current resource use and future opportunities for all New Zealanders. Striking this balance requires application of sound principles to develop evidence-based policy that uses robust information.

**We will continue to actively minimise our impacts on the marine environment and encourage others to act similarly.**

It is important to us we look after our marine environment. All New Zealanders derive benefits from our natural resources today, but we are also guardians for future generations. This responsibility requires that we take care when we harvest; that we are conscious of our impacts, and that we work hard to reduce them. All food production has an impact on the environment, but we will strive to get ours as close to zero impact as we can.

**We will continue to invest in science and innovation to enhance fisheries' resources and add value.**

Our fisheries are a treasured resource and, like all other countries, New Zealand uses these natural resources for food, recreation and commerce. We commit to harvest the commercial component of these resources responsibly. We commit to investments that add value to the resources we harvest to deliver optimum value to New Zealand.

**We look after our people and treat them fairly.**

We value our people. Whether they are working on land or on vessels at sea, we will work hard to keep them safe and to create an environment that fosters their passion for the seafood industry.

**We will be accountable for delivering on Our Promise and will support increased transparency.**

We will report annually on the progress we are making. We understand that much of what we do is over the horizon and out of sight, and we welcome the public becoming better acquainted with how we operate. Increased transparency is part of building that understanding and trust, but it must be affordable, practical and respect the privacy and dignity of our people.

**We give our word**

# Death threat, but no regrets for Sinclair

Bill Moore

**From recreational fishing guru to a death threat – that's where his TV series Ocean Bounty took Graeme Sinclair.**

But he has no regrets about going ahead with the popular series, he told delegates to the New Zealand Seafood Industry Conference at Te Papa.

"I'm very excited about the fact that what we've done has made a ripple on the surface of opportunity," he said. "We can achieve something really good with this, by working together collectively."

The producer and host of *Gone Fishin'* for 24 years, turned to covering the many aspects of commercial fishing after an approach from Talley's director Andrew Talley.

Sinclair had been talking with the Ministry for Primary Industries about the state of New Zealand's recreational fishery and they had come up with the slogan "Shared sustainable fisheries for the future".

This was designed to be easily recognisable and irrefutable, he said.

"When we talk about shared, we're talking about commercial, recreational and iwi working together, engaging together effectively.

"When we're talking about sustainable that's self-evident.

"When we're talking about the future we're not talking about just sustainability, we're also acknowledging the need to pass on to our youth something worth inheriting. In doing that we're also acknowledging our responsibility, and I think that's critical."

Sinclair said he took a call from Talley soon after the slogan was developed.

"It was actually Andrew who was the catalyst to the Ocean Bounty series one. He said, 'I think we've got some great stories to tell, and I'd really like you to help us tell them.' I thought this was a bloody good idea."

This had brought about "an interesting little journey", Sinclair said.

"Once we kicked off and cleared that Ocean Bounty was going to air on TV Three at five o'clock on Sunday, the backlash was quite significant."

For the first time, he had received a death threat, along with accusations that he'd sold his soul to the commercial seafood industry.

"What it told me was that there was an incredible amount of passion that existed in the fishery, and a lot of negativity, and I felt that was unfounded – in fact I thought it was bloody unfair."

He said that when looked behind the "posturing and preening" to denigrate the industry, he found a pattern.

"They were anti-National Government, they were anti-commercial fishing and they generally had affiliations with NGOs."

TV Three had looked at all the negativity early on, when the series began.

"As the series evolved, what we found is that the ratings were bloody fantastic. TV Three set a target – basically we doubled it, and we held that rating all the way through the series.

"People were coming to me and saying, 'I don't fish, but I really like Ocean Bounty, we're learning so much from it. I didn't know the industry adopted this practice or that practice, I didn't know that they invested in science, I didn't know they cared about seabirds and had seabird mitigation devices'.

"It was a very interesting exercise.

By the time we'd got to the end of series one, the negativity had virtually disappeared. What we had was no further death threats, no further problems really, just a lot of positive feedback."

Some of the NGOs had more recently wanted to engage with him, and there were significant opportunities in that, Sinclair said.

"So when we talk about a shared fishery, I now like to think in terms of commercial, iwi, recreational, the NGOs as well, and the broader ecosystem working together for the benefit of



Graeme Sinclair

something that impacts our future, and as a consequence our kids will inherit."

Sinclair said he wanted to thank the industry for the faith it had shown in him, and in turn to applaud it for the Promise series of commercials and social media clips.

"It dovetailed perfectly into the mission that we've set about to follow through with Ocean Bounty. It's a perfect fit, and of course the approval ratings are going to increase, because people are understanding that you do care about the future, that you understand what sustainability means, and that you also have your hand up to engage across all sectors of the industry.

"If you extract something from the ocean, you damned well share it."

He said he was now persona non grata with a number of the recreational bodies, but was happy to take that on the chin.

"Unless we do engage, and unless we do recognise our collective position in the shared fishery, we're missing the point.

"Without us focusing on engagement together, there will be no sustainable future fishery, and there'll be nothing for our kids to inherit."

He said the second series of Ocean Bounty was being planned and would include more from conservation groups and iwi, and fair recognition "for those in the recreational sector who are damned well prepared to engage effectively".



Shelton Harley and a kingfish caught off the Whakatane wharf.

## Fish stocks need detective work

**Bill Moore**

**Assessing New Zealand's fish stocks requires painstaking detective work not unlike what's seen in CSI television shows, MPI fisheries science manager Shelton Harley told the New Zealand Seafood Industry Conference.**

"It's not a simple case where you just grab something and crank a handle and we know how many fish there are. It's about pulling together bits of information from all over the place to try and essentially reconstruct how many fish there were, and how that's changed through time," he said.

Knowing the biology of the fish – how productive they were, and how fast they grew – was fundamental, and catch records were vital.

"Obviously we have good information from the commercial sector and there are some fisheries where the recreational component is really important as well."

The ministry was starting its second national panel survey, which involved interviewing 30,000 New Zealanders and then having an 8000-strong panel to be interviewed each month, trying to establish the recreational take. This would be combined with boat ramp

surveys, and using aircraft to count boats on the water.

Independent information was really important, Harley said.

"Fishermen are really good at going out and finding fish, but really to understand and track populations over time we need to carry surveys out in a very systematic way, and that involves often going out where there aren't as many fish.

"We take together all of that evidence and then you put it down through something that looks quite technical and typically involves people who wear socks and sandals and people who are quite comfortable with equations.

"Then we've got something which I think we should be extremely proud of, our peer review system."

He said 161 stocks comprised 72 per cent of the total New Zealand annual catch, and there were another 218 where there wasn't yet enough information to demonstrate sustainability.

"When we take these 161 stocks that we know about and drill down, what do we know about them? Well 134 of those stocks, or 83 per cent of them, there's no sustainability concern.

"There are the 27 stocks however where we are in active rebuilding and some of those – some of the scallop fisheries, Pacific Bluefin tuna are below the hard limit."

Some "quite important" stocks such as groper, jack mackerel, blue mackerel

and butterfish were as yet of unknown status, Harley said.

"Some of the stocks where we don't know the status, are quite important.

"But over the last seven years we've increased the number of stocks that we know their status by 70 per cent, and during that time we've typically found that 80 per cent are in good shape, 15 per cent need rebuilding and five per cent are in bad shape - and that hasn't changed over time."

This suggested that of the remaining stocks some would require rebuilding, and more information was needed.

"What we've got to figure out is a way to do that efficiently – how are we going to go and find out which ones have got the opportunity to be utilised and which ones we need to rebuild? The focus of this conference being on innovation, to achieve this we're going to need to be innovative in the scientific and management approaches we use."

In a global context, New Zealand's fish stocks were "typically about the same health as those countries around us that do stock assessments" Harley said, and the countries that ranked higher in fisheries management probably understood more about their fisheries.

He said it was good that SNZ executive chair Craig Ellison had given an industry report card earlier in the day, suggesting room for improvement.

"I think that's what we have right now."



Alex Olsen tells a full room about innovative opportunities.



Attendees at the technical day.

## Innovations could bring radical change

**Matt Atkinson**

**A fisheries workshop in England pointed to innovative methods that reduce fishing's environmental impact and improve catch quality, sustainability expert Alex Olsen told the 2017 Seafood New Zealand Technical Day at the annual conference.**

Olsen, head of sustainability at European fish processing giant Espersen, helped run the workshop in Oxford last year and has been using speaking opportunities to tell the wider industry about disruptive technology concepts they worked on.

"We discussed laser nets, lights, sensor and sound herding, seabed impacts and pulse trawl, seaborne drones, ultrasound and sonar, and underwater fish selector," Olsen said.

The idea for a workshop was born, when after researching other industries, Olsen, who is also a member of the Marine Stewardship Council's Technical Advisory Board, wondered why the seafood industry had not taken more steps in its fishing innovation.

"I was doing a bit of study and I came across something from the 15th century,

from the parliament in London, talking about trawling in the English Channel.

"And the trawl they used was not that different from the trawl we use today.

"So I looked into other industries, and you look at what the aircraft industry achieved in 100 years.

"Why can't we have the same innovation? That was the starting point."

The workshop had sponsoring from Seafish in the United Kingdom and the backing of Espersen, Nomad Foods Europe and Icelandic Seachill.

It aimed to "create and build support for innovative selective harvesting design concepts".

"We brought in scientists from the seafood industry, we brought in a few skippers who I knew were smart and innovative in their approach to fishing, and we also brought in technologists from other industries," Olsen said.

"The replacement of the solid trawl doors that account for much of the heavy drag that results in the high fuel use and seabed damage caused by conventional trawlers is a key area for disruption," Olsen said.

"One of the participants from Iceland is working on a technology that aims to deploy laser beams to create 'virtual nets' at the front of smaller fish-catching devices. This has the potential to reduce weight and drag while still ensuring fish are herded in from a large volume of water.

"The need for further research into

the impact of different light-waves and colors on different fish species' behavior was also identified as an opportunity to increase the selectivity of fish targeting and catching."

The disruptive technology workshop also looked at concepts that would improve emissions and flesh quality.

"Participants developed devices that would enable fishermen to capture the fish alive in order to make the onboard loading and processing a more controlled and gradual process.

"These could be larger stationary devices, or smaller detachable compartments on the back of the smaller capturing devices, programmed to slowly float to the surface when full."

It was not the first time Olsen had looked at improving fishing methods. In 2011 Espersen worked with Danish and Icelandic fishers to run a gear trial off Denmark.

The fishers trialled two trawl doors with the same drag – a traditional trawl door and a semi-pelagic door - in the North Atlantic cod fishery.

The results showed the semi-pelagic door was better on fuel consumption and had a better catch per hour fished.

However they were unable to implement the changes to the fleet, Olsen said.

"Basically we were positive on every parameter but nothing happened.

"We simply couldn't make the change from traditional trawls doors

**“Never tell a fisherman what to do, they know better than you. You have to be modest and it can take a long time to change their mind-set.” - Alex Olsen**

to semi-pelagic even though the investment cost at the time was less than three months.”

Olsen highlighted two aspects that restricted implementing the trials findings.

“We have strict technical regulations in the European Union which is not promoting any innovation at all.

“You can always get a dispensation if you want to do a trial, but it is really hard to change the regulation.

“The other part is the behaviour of fisherman. Never tell a fisherman what to do, they know better than you.

“You have to be modest and it can take a long time to change their mind-set.”

Olsen said all the results prove, that through innovation, fishing companies can still make improvements to their methods.

“I believe we did demonstrate that it is possible to lower the environmental

impact using this type of technology.

“We need to get a network together to share the ideas so we can develop them much faster.

“And we need to reach out to those who have the money to fund these ideas. There are a lot of foundations who spend a lot of money campaigning against fishing, it would be nice to have some of those come up with solutions for fisheries.”

## Skipper Restricted Limits

Study the New Zealand Certificate in Domestic Maritime Operations (Restricted Limits) at Nelson Marlborough Institute of Technology (NMIT).

This is an approved training course for your application to Maritime New Zealand (MNZ) for a Skipper Restricted Limits certificate of competency, which allows you to operate as a Skipper of a small vessel, carrying up to 12 passengers.

- > Study for 19 weeks online, followed by a 5 week block course on our Nelson campus
- > \$1,356 plus \$170 Student Services Levy

**START ANYTIME**

**APPLY NOW**

0800 422 733

**nmit.ac.nz**

**nmit**

Nelson Marlborough Institute of Technology  
Te Whare Wānanga o Te Tau Ihu o Te Waka a Maui

## FISHY GIFTS

There is a great range of fish poster merchandise available at:

[www.seafoodnewzealand.org.nz/online-shop/](http://www.seafoodnewzealand.org.nz/online-shop/)

Contact us at [info@seafood.org.nz](mailto:info@seafood.org.nz) to discuss a bulk order.





## **The New Zealand Seafood Industry Conference in Wellington was themed Oceans of Innovation.**

Here are excerpts from many of the 19 speeches:



Sir Ray Avery

### **Pharmaceutical scientist, entrepreneur and philanthropist Sir Ray Avery:**

"Quite often we get things wrong in business because we focus very much on us, and our products, and not how somebody else is seeing us, and our customers.

"Most companies that fail concentrate on selling products and services. Your customers are constantly changing. You've got to try and communicate with them and get them on board. It's not about the product, it's about how they feel about the product, and how you can make them feel about the product.

"If you have a plan, you'll be far more successful than any of your contemporaries, because they haven't got a plan. You can't build a business if the boss doesn't know what he's doing.

"Treat the people you work with like family. If you do that, it's a game-changer and they will follow you into the jaws of death."



Alex Olsen

## A/S Espersen head of sustainability, Alex Olsen:

"Transparency and cooperation are going to be essential in the future. The world is getting too small for us to hide ... too complex for any of us to keep all the information to ourselves. You can't wait for other people to come up with solutions. You need to be part of the solution, not part of the problem."

---

## OpenSeas programme consultant Jodie Campbell:

"Many of us know far too well how difficult it has been to find credible, reliable, current information about the New Zealand seafood industry. OpenSeas is the most current and comprehensive source information source about New Zealand seafood. It is the largest transparency initiative ever undertaken by this industry."

"OpenSeas has been developed by the New Zealand seafood industry as a means to collectively demonstrate the social and environmental credentials of the industry. It's designed to assist the business-to-business dialogue, particularly to enable customers of New Zealand seafood to get information to make informed choices in light of their own sourcing policies. The programme should ultimately empower the industry and provide confidence to your customers, allowing its users to retain and reuse this information within their own businesses."

"We do hear a lot about the fox guarding the henhouse in the industry and yes, OpenSeas is owned by the New Zealand seafood industry. We won't hide from that. It is therefore critically important that users of OpenSeas are confident that the information provided accurately reflects the performance of the industry."



Jodie Campbell

---

## Head of responsible sourcing and quality, Coles Supermarkets, Australia, James Whittaker:

"We're serving over 21 million customers a week ... if we're going to remain competitive and give our customers what they're looking for, we have to understand what it is they need.

"As a retailer, you're judged on the fresh food you offer. That means you have to have phenomenal produce when you walk through the door – you need to have a great meat offer, a great seafood offer and a great bakery offer.

"When we talk about sustainability it's much more than just the fish in the oceans – to me it's

about building traceability. Once you've got the traceability chain ... we've got 37 boats that fish all of our tuna. We've got cameras on all the boats, we've got independent spotters, and by having that chain of custody, it not only allows us to know that the fish are being caught in the right way, but also about the people that are working on those boats, the quality standards, that every step of that chain is being managed.

"It's very easy as a retailer to build all of these complex programmes, but the reality is, if the suppliers can't execute it, if we can't get everybody in the supply chain understanding the principles behind it, then those programmes just fall down."

---

## Marine Stewardship Council Oceania programme director Anne Gabriel:

"There are now over 300 MSC certified fisheries accounting for over 12 per cent of global marine catch. As we understand more and more about sustainable fishing, as demand for sustainable seafood grows, more fisheries are changing for the better.

"In New Zealand, without a doubt, certification of orange roughy is one of the biggest news stories in the fishing industry, ever. Few fisheries around the world have sparked such controversy previously, but the turnaround story is quite extraordinary."



Anne Gabriel

---

## MPI deputy director-general policy and trade, Deborah Roche:

"What we're trying to do is shift the system entirely to regulate for outcomes. So what is the outcome we want to achieve, but also how can we enable businesses that are developing really innovative trawl technologies which are enabling us to land live fish and better quality fish on to boats, to bring to market faster?

"We'll get much more interesting information as all this electronic monitoring comes in and we can understand the impact of our fishing on our fishery resources in a much more real time way.

"Everyone in this room knows we have guidance right now on how we manage commercial sensitivity, but this does obviously need to shift as we go live with cameras on boats."

---

## Plant and Food research science group leader Susan Marshall:

"Innovation is all about creativity but also about relevance adding value, and when I say adding value, I don't just mean money. It's all kinds of value.

"I've been to quite a few marine biotech conferences lately and they keep talking about the circular blue economy. It took me some time to work out why it's supposed to be circular, and what they mean by that is that it's ongoing, that we will still be getting jobs and greater returns on an ongoing basis, because

it addresses sustainability and long-term use of the resource. I particularly like it because it doesn't just look at edible fish, it looks at the whole animal, and it's about using everything and getting maximum returns. It's not just about sustainable harvesting and minimum environmental impact, but in the area I'm working in, it's around innovative green processing – new processes that don't create waste, that don't send things to the tip, that don't put bad things down the drain. Something that's becoming more and more important is ethical treatment, both of the animals that we're catching, but also of the people who work in the sector."

---

## Revolution Fibres co-founder Iain Hosie:

"This is an incredibly diverse technology ... it's one of the fastest-growing areas of nano-technology, the biggest markets are the healthcare, medical and cosmetic sector, so for us, having a product to get into those markets early was critical.

"We've been working for over five years on the

hoki cosmetic product that I'm talking about – for a lot of those years we didn't really talk about it to anyone, but now we've got patents in the US, China, and New Zealand. It's a completely new way of delivering active ingredients into the skin. We're putting active ingredients on to the collagen fibre and delivering it through the skin that way – so we're removing all the unnecessary ingredients that you find in a cream."

---

## Department of Conservation director-general Lou Sanson:

"If the land is well and the sea is well, people will thrive. We believe that applies equally to you, as it does to us. Our vision is 'New Zealand, the greatest living space on Earth'. If we can pull that brand together with you, with the dairy industry, with beef and lamb, and do it all sustainably, we think we can do something pretty special.

"If there's one thing I would really praise that you've done recently it's the Ocean Bounty TV series, where Graeme Sinclair has given New Zealanders a lens into what you are doing, some of the magnificent technology you are using with nets - that has been a fantastic way of shifting the dialogue on how New Zealanders think about your industry."



Lou Sanson



Graham Parker

## Parker Conservation consultant Graham Parker:

"Seabirds and fishing boats go to the same place ... they're overlapping in time and space. Birds are attracted to vessels for a foraging opportunity and there are going to be a lot of birds following boats, and that can lead to some problems.

"When I talk to people who are very emotional about seabirds or about conservation it seems like a very simple problem, keeping seabirds off hooks or away from warp cables doesn't seem like it should be tricky – but ultimately solutions are not simple. It isn't that easy, otherwise we would have them by now. There's still a problem there and we still have a real challenge to work with.

"The public is certainly aware of seabird bycatch but they're not very aware of how much has gone into trying to mitigate that. I think a much better job could be done to let the public know how much has been done [and tell them about] the clever ideas that are currently being trialled. Scientists know a fair bit about birds but fishermen know about gear in the water. Obviously we need 100 per cent of people to use mitigation the whole time. The Promise is a great example of the fishing industry committing to trying to achieve as much as they can to limit the impact on the environment or on seabirds directly."

## Seafood New Zealand chief executive Tim Pankhurst:

"The Promise is to be long-term guardians of our ocean, to be innovative, to be transparent and to minimise our impact, and it's also an acknowledgement that we haven't always got it right.

"It's all very well to make a promise, but you need to back that up with actions. That is why we have a code ... not another charter to gather dust, it is a working document that we would like to see displayed in every wheelhouse.

"We have a sustainable fishery with just about all the indicators headed the right way. We have a very well-managed fishery thanks to the Quota Management System that underpins our property rights. We have a treaty with the Crown that protects customary rights in the case of Maori

fisheries. We have a huge range of markets, multiple species and products in strong demand – prices are good. Exports are nudging a record \$2 billion annually, the economic outlook is stable, that confidence is being reflected in big investments in new vessels and plant, the world is hungry for the healthy protein that we provide. In many respects we've never had it so good.

"Given all that, it has been frustrating seeing our reputation take a hit in the wake of negative media coverage of alleged overfishing, misreporting and discarding in particular. We have seen a ministry bruised by some of the fallout being less willing to engage and support our sector. We needed to address that, not least to protect a social contract to operate in a shared fishery.

"We are proud of what we do – we want our fellow Kiwis to feel the same way."



Nathan Guy

### Primary Industries Minister Nathan Guy:

"Of recent times we've been out consulting with you on the Future of our Fisheries. Thank you very much for the engagement that we have had with you. I want to confirm that we are moving on with what we said we would do on October 1 this year. I know there are some in industry who say that's a bit quick, but we need to get on and do this. I realise that there is going to be a bit of a cost, but it's about transparency and ultimately it will lead to more sustainability for the fish in our oceans.

"Then we get on to the cameras on the first of October, beginning next year. I know there are concerns about the privacy aspect and about some of your commercial IP. We want to work closely and constructively with you to ensure that we are

very mindful about the investments that you have made with your IP, and in fact some of your fishing spots and what it means. Let's hear it from me that we want to work constructively with you to get this right. We're all in this together and ultimately we all want the same thing.

"I salute you for your television and social media campaign. It's all about your social licence to operate, so well done for getting out there and telling a story, because your story is not well understood. Ultimately it's about people, capability, technology and taking a premium product to market."

# Industry stars honoured

**Six industry champions who in different ways have made major contributions to sector were presented with Seafood Star Awards at the annual conference.**

Seafood New Zealand chief executive Tim Pankhurst said the conference was a great place to celebrate their work.

"Some of the recipients of the Seafood Stars Awards played a significant part in the world-leading, cutting edge technology that is making a real difference to the way commercial fishing targets what it needs and is lessening its environmental footprint," said Pankhurst.

There were three award categories: Future Development Innovation Award, Young Achiever Award, and Longstanding Service Award.

The winner of the Future Development Innovation Award was Nelson's Cawthron Institute for developing and implementing new analytical methods for detecting marine biotoxins.

Chairman of Seafood New Zealand Craig Ellison said Cawthron had been at the forefront of marine science for 17 years.

"The award recognises the innovative work that has seen them create quicker, cheaper and more reliable methods for analysing marine biotoxins that can accumulate in shellfish," Ellison said.

"The method has meant faster turnaround times, greater certainty in the results and an overall saving in costs.

"Their work has also eliminated the need to use live mice in testing of biotoxins in New Zealand, a major achievement from both a regulatory and ethical standpoint."

Ellison announced the winner of the Young Achiever Award as Dr Tom McCowan, a marine biologist for the Paua Industry Council (PIC).

McCowan joined PIC after completing his PhD in the genetics of Tory Channel paua and has been an "absolute asset" ever since, Ellison said.

"Tom manages PIC's field work on paua maturity and growth rate studies. As the paua industry works hard to help the Kaikoura fishery recover, Tom has been heavily involved in the research response - the results which will give key information to help get the fishery back on its feet.

"He is not only a smart and hard worker, but has the trust, respect and affection of the paua divers."

The award for longstanding service is presented to a person who has made a substantial difference to the seafood industry over many years – and this year four people were given it - Sealord fisheries scientist Graham Patchell, Graeme Coates and Jim Jenkins of the Marine Farming Association, and president of the New Zealand Fishing Industry Guild, Sean McCann.

"Graham Patchell has made a significant difference in informing science-based management decisions which have seen our fisheries evolve and improve," Ellison said.

"In particular, 'Patch's' collaboration with the Commonwealth Scientific and Industrial Research Organisation to develop the acoustic optical system was ground-breaking and the innovative piece of equipment was key in enabling three of our orange roughy fisheries to gain Marine Stewardship Council

certification.

"Sean McCann has been a commercial fisherman for 45 years and President of the New Zealand Fishing Industry Guild, a registered union for commercial fishermen working for large companies, for 31 years.

"President of the Guild in a voluntary capacity, Sean has helped negotiate contracts and collective agreements on behalf of crews, and has advocated for industry in the media.

"Marine Farming Association executive officer Graeme Coates is described as the 'go to guy' in New Zealand aquaculture and with 37 years working in marine farming you can understand why.

"Graeme began his career in the '70s and was a pioneer in the New Zealand salmon farming industry."

Jim Jenkins was also a pioneer – being instrumental in the set-up of the mussel farming industry, Ellison said.

"Jim developed a forecast model for spat, which would advise farmers on where the spat was most likely to occur, and went on to introduce the long line method of marine farming.

"45 years on and Jim is still passionate about the industry.

"Congratulations to all our Seafood Stars," Ellison said.



Graham Patchell



Jim Jenkins



Graeme Coates



Sean McCann



Tom McCowan

Dr Serean Adams accepts the Future Development Innovation Award from Seafood NZ chair Craig Ellison.





Terry Hann (left) and winner of art print *Fish Tails* Ian Tuck from NIWA. Picture: Esther Bunning

## Photo up for grabs

**Award-winning photographer Terry Hann had his best work on display at the New Zealand Seafood Industry Conference, with one lucky punter taking home a beautiful art print.**

The Wairarapa-based photographer ran

a business card raffle, giving away an art print that can be found in *Catch* – a collection of just some of his seafood-based photos.

"It was great to have so many business cards dropped in our stand for the draw of the seafood art print *Fish Tails* which was won by Ian Tuck from NIWA," he said.

Hann, winner of the New Zealand's best commercial photographer in 2012

and 2013, said he was pleased to display his work in front of the seafood industry and meet in person some of the people he had done business with in the past.

"Our aim is to build our photographic resources in the seafood industry area and together with design and production offer a complete service from shooting or supplying imagery to working it up into brochures and displays for clients," he said.

A large, detailed photograph of a fish, likely a snapper, with its mouth open, showing its teeth. The fish is set against a dark, textured background. The text 'PHOTOGRAPHY & VIDEO PRODUCTION' is at the top in large white letters, followed by 'video : stills : displays : print design & production : stock seafood images for print & web' in smaller white letters. At the bottom left, it says 'Specialists in Seafood & Industry imagery'. At the bottom, the website 'www.nzphotos.co.nz' and contact information 'terry@nzphotos.co.nz : 0274 862862' are listed.

**PHOTOGRAPHY & VIDEO PRODUCTION**  
video : stills : displays : print design & production : stock seafood images for print & web

Specialists  
in Seafood &  
Industry imagery

www.nzphotos.co.nz : terry@nzphotos.co.nz : 0274 862862



Stephanie Williams and Erik Poole from Sydney Fish Market.



Fiona McMillan (left), Tessa Van Ginkel and Lisa Martin from Sanford.



Renee Wilson, Sealord, and Kent Inglis, Global Aquaculture Alliance.



Helen Mussely and Peter Landon-Lane (right), Plant & Food Research, with Iain Hosie, Revolution Fibres.

## Cocktail party serves up great spread

**A highlight of the Seafood NZ conference cocktail party is the wide-ranging and delicious array of seafood.**

Sarah Searancke Catering is in charge of putting together the spread – a job they

have had for 15 years.

Searancke said it was an excellent opportunity to work with a great line-up of fresh seafood.

"We get to experience things like scampi. We don't get to use that in our menus much, so it's lovely to be able to use scampi and toothfish - that is a real treat as well," she said.

"Orange roughy is something that has always been a bit of a hero species. This year we did it with baby pea puree and we topped it with a seagrape

tartare sauce."

The seafood is divided into two menus: canapes and small plates, along with interactive stations where chefs are slicing fresh sashimi, making sushi and shucking oysters.

"We start off being given a list of species they'd like to feature. Then we get a free licence to do what we want to do.

"It is a lot of work and because it is a fresh product it has to be done on the same day, or a little bit the day prior."



Orange Roughy fillet, baby pea puree, warm sea grape tartare sauce.



Toothfish medallions, NZ Yuzu beurre blanc, Wakame beetroot cous cous.



Tempura oysters, saffron picked vegetable and kewpie mayonnaise.



**BOAT  
BUILDING**

Stark Bros Ltd has built boats since 1958. Most vessels have been of a commercial nature, designed and built in-house from small dinker dingys, to fast cray boats, barges, a steel tug, workboats, trawlers, in timber and steel. Stark Bros Ltd undertakes design and building of commercial vessels to approximately 25 metres in length depending on type/configuration.

Specification sheets are available on request for a variety of proven designs including workboats and steel trawlers.

**TRADITIONAL ■ SPECIALIST ■ HIGH-TECH**



BROS LTD LYTTELTON NEW ZEALAND

**SHIP REPAIRS  
BOAT BUILDING  
DRY DOCKING  
ENGINE REPAIRS**

**Ph: +64 3 328 8550**  
**P.O. Box 144**  
**Lyttelton, New Zealand**  
**[www.starkbros.co.nz](http://www.starkbros.co.nz)**



# Horopito dusted ling taco, pico de gallo, Zany Zeus lime yoghurt

Yield: 20 canape pieces

400g ling fillets, cut into 40g pieces  
Pinch of sea salt  
1 teaspoon horopito rub  
3 x 10.5cm tortilla wraps, using a 7cm round cutter, cut 20 rounds from the tortillas

## Pico de gallo

1/3 cup vine ripened tomatoes, finely diced, seeds removed  
1/2 cup red onion, finely diced  
4 tablespoons caster sugar  
1 cup white wine vinegar  
2 tablespoons fresh coriander, finely chopped

20 baby spinach leaves

## Zany Zeus lime yoghurt

1/2 cup Zany Zeus yoghurt  
Zest of one lime

Pre-heat oven to 180°C.

To prepare the ling, place ling into a small bowl and add sea salt and horopito rub. Mix until well combined then place onto a greased baking tray.

For the pico de gallo, combine caster and vinegar in a medium bowl and mix until sugar is dissolved. Place red onion into the vinegar mix and leave for at

least 30 minutes. Drain the onion from the vinegar mix and discard vinegar mix. Add tomatoes and coriander to the onions and mix until well combined.

For the lime yoghurt, combine yoghurt and zest and mix until well combined.

To serve, cook the fish in a preheated oven for 4-6 minutes. Lay out the tortilla rounds. Spread a level teaspoon of lime yoghurt on each round. Place a baby spinach leaf on top of each round, followed by a piece of cooked ling. To finish, garnish with pico de gallo.

- **With thanks to Sarah Searancke Catering.**



Randall Bess

## Shared fisheries meetings appreciated

Randall Bess

**The recreational fishing sector was very receptive to public meetings held to discuss the New Zealand Initiative's policy recommendations, spokesman Randall Bess said.**

The recommendations were set out in the draft report *The Future Catch: Preserving recreational fisheries for the next generation*.

Five South Island and seven North Island meetings were scheduled, with two more added after requests by North Island fishing clubs.

Bess said the NZ Initiative considered its policy recommendations would improve the overall management of shared fisheries and the recreational fishing experience now and in the future. Meeting attendances numbered 20-40, with open and robust discussion.

"Participants expressed their appreciation for the opportunity to discuss the future of recreational fishing. Most meetings ended with applause," he said.

In conjunction with the public meetings, the public has had the opportunity to record their views on the policy recommendations through an online survey, with hard copies available at meetings.

Bess said the survey results to date showed:

- 92 percent of respondents are concerned that some inshore fisheries are overfished.
- 71 percent agree the management

of recreational fisheries should be reformed.

- 78 percent agree the satisfaction of the non-commercial fishing experience should be tracked over time.

- 77 percent agree the National Panel Survey for recreational fishing should be administered more frequently than every five to six years.

- 68 percent agree that a recreational fisheries policy should be developed in the context of shared fisheries.

- 67 percent agree that a Recfishwest-type organisation should be established.

- 88 percent agree that a Recfishwest-type organisation should be funded.

- 50 percent agree to petrol excise duties already paid by recreational boat users being the funding source.

- 17 percent agree it should be funded through individual contributions.

- 21 percent agree it should be funded through fees for registering boats or trailers.

- 48 percent agree to setting total

allowable catch (TAC) allowances on a proportional basis.

- 91 percent agree the effectiveness of longstanding practices (e.g. use of minimum legal sizes) should be re-evaluated.

Bess said most of the feedback provided during public meetings and the survey results supported the policy recommendations, except the proposed switch to proportionality in setting TAC allowances. "This recommendation is contentious and warrants in-depth discussions, as 20 percent answered 'don't know'.

"In particular, it was encouraging to hear so many meeting participants agree that recreational fishers need a more effective voice to Government and the other fishing sectors, while also acknowledging that the rights of other sectors must be upheld. This is our main point of difference with Legasea."

The NZ Initiative will finalise the policy recommendations and present them, along with all survey results, to the new government late this year.

### Australian conference prompts new strategies

**The Seafood Directions 2017 conference in Sydney would lead to strategies to help make the Australian industry respected, prosperous and dynamic, said New South Wales Seafood Industry Council chair Bryan Skepper.**

More than 350 delegates from all sectors across Australia, New Zealand and other countries attended the two-day conference late last month.

Seafood suppliers, retailers, aquaculturists, scientists, post-harvest companies, equipment suppliers, wholesalers, distributors, processors and food service companies explored concepts around the theme "Sea the Future".

In a conference stream on markets and export opportunities, chief executive officer of Tourism & Transport Forum Australia, Margo Osmond, urged the industry to recognise the potential of tourism for seafood businesses and to use the power of promoting Australian

seafood to international tourists.

For the first time at Seafood Directions, aquaculture had a dedicated stream which was opened with a keynote speech by chief executive officer of Indian Ocean Trepang (IOT), Thibault Giulioli, who explained how IOT is transforming coastal communities in Madagascar by teaching them sea cucumber farming techniques.

Disruption, country of origin labelling, innovation and connecting communities with seafood were discussed frequently throughout the two days, providing insight to the challenges and accomplishments of the various industry sectors.

The final session included a panel discussion on how the seafood industry will create its preferred future through peer encouragement, healthy competition, improving safety, preparing for the future and disrupting from within.

The conference is held every two years, with Seafood Directions 2019 to be staged by Seafood Industry Victoria.

# Better relations all round

**New Zealand can learn from the fisheries management method adopted in Western Australia to improve dialogue between recreational, commercial, and political interests and get better outcomes, writes Geoff Rowling.**

From the first time he was smitten by the golden sands of Kaiteriteri my family's founding father was determined to live beside Tasman Bay.

Returning to England, he packed up the wife and kids and dragged them to a new home on the other side of the world. Not a day passes that I don't thank him for that brave decision.

After 175 years of living on this coastline our family has observed many changes - some good, some not so good. The sea has always played a significant role in providing for the dinner table for family and friends. We have always had boats to help us get to the fish and it is here that perhaps the greatest change has taken place. Technology in many forms certainly gives us the upper hand in hunting fish whether for a feed or commercially to fuel the bank account.

We have enjoyed times of high abundance for some species, but generally the trend has been downwards. Recent revival of the local snapper fishery has been matched by a collapse in scallops and oysters. One thing is certain, we all enjoy high abundance much more than low.

Our increasing local population is enjoying improved access to a feed of snapper with 50 per cent of the TAC making up the non-commercial allowance. It seems to be a good time to consider how we should structure our governance and representation to manage this change, demonstrate responsible marine stewardship and develop workable co-management systems with other stakeholders. Having suffered through the lows generated by the poorly constrained fishing of the 1970s, we surely don't want a repeat of

uncontrollable fishing by any sector.

With this in mind I accepted a place on the recent "fisher exchange" to Perth organised by the New Zealand Initiative. The exchange was part of the project being headed by Dr Randall Bess to investigate possible ways recreational fishing in New Zealand could be given a stronger voice and better integrate into fisheries management. I won't bore you with the details of the present state of recreational participation in management, but let's say it ain't pretty.

It turns out this was also the case in Western Australia up until a few years ago. The fisheries minister was getting it in the ear from all sides, including often conflicting advice from within the same sector. The low productivity fisheries along the Western Australian coast were declining. Deciding enough was enough, he set up two state-funded organisations. One for commercial fishers (WAFIC) and another for recreational fishers (Recfishwest). If your stakeholder group had an issue the way to the decision-makers' ear was via your respective group. The groups were encouraged to work together and take solutions to the minister, not problems. From what we heard this works most of the time and where re-allocation has to take place, compensation for legitimate losses can take place. It appears this approach really helps the relationship.

With the Western Australian Department of Fisheries playing a positive role in changing the culture, relationships all round seem to be better than here. Recfishwest provides a conduit for recreational fishing clubs and groups to get local issues promoted when genuine problems are found. Through the various licensing systems recreational fishers are able to be surveyed, giving science providers much better information to feed into management processes.

Recfishwest's role includes prioritising funds that are available each year to improve recreational fisheries and the fishing experience. These include education on sustainable practices for the young and old and working with the Department



Geoff Rowling

of Fisheries and others to establish artificial reefs and enhance stocks that are important to recreational fishers. These actions help create a marine stewardship belief amongst the public. Also, the Department's public approval rating is 86 per cent for meeting its management objectives. They must be doing something right.

While this might not be the perfect model for New Zealand, the challenge being laid down is for us to work out how we make sure we protect improving abundance where we have it, and make real plans in the areas we don't.

The level of political will shown earlier and the trust built up since amongst participants is obviously serving Western Australians pretty well. I reckon the fish are probably doing okay too. With commitment and support I'm sure we can develop an equally adult and professional approach to the issues facing public fishers in New Zealand. We owe it to the fish and future generations of fishers.

*Currently president of Our Fishing Future, Geoff Rowling has held a number of local, regional and national recreational fishing roles over many years. He lives near Motueka.*

# Letters to the editor

---



## Fishers urged to rise against 'nonsense'

**Yes Sir, they are at it again. We find the Ministry for Primary Industries again basking in the glory of their ingenuity and innovation.**

This time we are told that all commercial vessels must soon carry cameras which must be rolling whilst they are working at sea. And again they have exhibited how little they know about fishing. Have they never heard of the open dory (up to 6m) fleet?

In the construction of these vessels the cardinal rule is that they must be able to travel over gear without any snagging and that gear must be able to travel over the vessel from any angle without snagging at any point. So Sir, the question is where are these cameras going to be mounted where they will not be a danger to the gear and in some situations to the crew as well? Further, how long do the great intellectuals of the Ministry expect the cameras to last?

These vessels work often in quite rough weather. The wear and tear on them is severe especially from spray when they must travel at speed.

And of course the ladies in the Ministry will certainly not be allowed to view the footage for the crews of these vessels when out at sea field signals from Radio Nature and the vision of a naked backside positioned over the side of the vessel would be just too embarrassing for them.

"Dreadful" might you say, but worse is to come: From the depths of deep inspiration are we told that catch landing logs are soon to be abolished and that all vessels must carry computers which must transmit the catch data immediately the catch is on board. Can anyone guess how long a computer would last on board an open dory? In Area 1 and likely others too mullet is very difficult to catch during daylight in the winter months. The species then is targeted at night, often resulting in substantial catches. Can you imagine a fisher at say 2am freezing

cold having to land his catch into the boat with wet hands which are never dry, sitting down to type data to Wellington? One wonders if the computers would last a week anyway but there is some good news – Radio Nature's calls in the night may not be picked up by the camera.

Let us get real, Sir. The two examples of Ministry inspiration must be quickly put down and just for once common sense be permitted to prevail. The open dory fishers like so many others risk their lives daily at sea. They have enough to cope with without having to waste the day on absurd schemes which some may interpret as being dreamed up to justify employment.

Let us hope the fishers will rise against this nonsense. One hopes that the national bodies will wield their axes quickly and show up these charades for what they are.

**Maurice Ashby**  
**South Auckland**

## Kiss your feed goodbye, Minister

**I would like to point out a few things to Primary Industries Minister Nathan Guy.**

We already have long-term verifiable sustainability in most of our fish stocks which have been good and improving for many years. I know if you listen to the green lobby and recreational fishers you would be hard-pressed not to think our fisheries were on the brink of collapse but as a fisher of 43 years I can honestly say I've never seen the fisheries I'm involved in looking better.

How GPS tracking and video surveillance will improve this I am having trouble understanding. Sure we will have some pretty colour video of fish being caught but if you intend to keep the privacy of our information you won't be able to show it to any people that matter. Besides I have never heard of a restaurant let alone a diner asking to view video of the fish on their plate being caught and to see the GPS coordinates of where it was caught.

If you are going to preserve the confidentiality of our information the anti-lobby and markets will have to take MPI and your word that it is sustainable.

Which from what they are saying they don't believe now. The costs may be insignificant on a minister's or public servant's salary but for many an inshore fisherman they will be crippling.

I believe that MPI claiming ownership of the information we have paid to collect is wrong and it could be done like the tax department does, where we keep our own information for a set time and if MPI wants to view it they ask to be provided with the relevant information. That would resolve most of MPI's security issues as well. Also MPI claims only 25 per cent of video will be viewed and it will only be kept for three to four months. If it is like fisheries research most of the viewed video will be from perceived problem areas rather than low threat fisheries, and areas may go decades without being viewed. Some stocks have never had any meaningful research since the start of the quota system over 30 years ago. So I may have spent over \$20,000 plus maintenance costs for most of my fishing career for it never to be viewed. Cost recovery charges will go through the roof as you will have to hire a whole new department to view the video and if maritime safety is anything to go by with the present cost-plus philosophy,

lawyers' rates will apply.

GPS tracking in my area is pointless as any areas we are not allowed to go are unfishable with our methods, and with the tow-by-tow position information inshore trawlers provide and send in monthly, tracking won't tell you much more.

As for timely decision-making that is a joke. As most stock decisions are made yearly at quickest the so-called benefits are theoretical at best. It looks to me so that MPI will be able to grandstand at international conferences and crow about the state-of-the art monitoring system they have, my mates and I are expected to join the ranks of the unemployed.

As most of the fresh locally sold fish comes from what MPI classes as marginal fishers who will fall by the wayside you can kiss your feed of fresh locally-caught fish goodbye.

Most countries in the world value their small-scale low-impact inshore fisheries but New Zealand seems determined to eliminate ours along with the communities that benefit from them.

**Cyril Lawless**

**Riverton**

## NEWS

## Peru seeks to expand rights-based framework

**The National Fisheries Society in Peru is seeking to learn from New Zealand's experiences in rights based fisheries management systems. In August they invited Mark Edwards to Lima to deliver a lecture and talk to industry, academics and government officials to support further development of their management regime.**

Peru has introduced a successful individual vessel quota (IVQ) system in the large vessel sector of their

anchovy fishery, the largest in the world at around 6 million tonnes annually. Their objectives in enhancing their managements arrangements include ensuring sustainability and economic efficiency, but socio-economic considerations are also important to preserve the employment and income generation from the nearly 10,000 smaller vessels in the inshore artisanal fleet. A rights based regime can be designed to achieve these socio-economic outcomes through the allocation process and constraints on economic rationalization achieved through mechanism such as restrictions on transfer and aggregation limits.

The National Fisheries Society also wanted to hear about New Zealand's experience with other design and implementation issues such as design

of the commercial right, assessment approaches, achieving sustainability in mixed species fisheries, addressing incidental take of non-target species, harvest strategies, and administration and compliance regimes. The drive for improved management is motivated by expansion of effort and capacity and consequent concerns about risks to their fisheries resources.

Although Peru is known for its anchovy fishery, it also has large resources of jack mackerel, giant squid, dolphinfish and hake, with over 220 other commercial species totaling 1.2 million tonnes annually. The diversity and high productivity of Peruvian fisheries is driven by the extensive upwelling ecosystem off their coast, with large annual fluctuation due to the presence or absence of El Nino.



## Tick for Talley's tuna

New Zealand's main skipjack tuna purse-seine fishery has been certified by the Marine Stewardship Council (MSC) as being sustainably managed.

The certification covers the Talley's fleet of two large purse-seiners, is valid for five years, and allows skipjack to be sold under MSC's "blue tick" of sustainability. Talley's operations manager Andy Smith said skipjack purse-seining in New Zealand waters was an environmentally friendly fishing method in which no fish aggregating devices were used and in which the target species comprised over 98 percent of the catch.

"The main bycatch species, jack mackerel and blue mackerel, are managed in accordance with New Zealand's quota management system," he said.

The fishery operates over five months from December to April, commencing off the east coast of North Island and then onto the west

coast of the North and South Islands, south to Hokitika.

New Zealand's fishery occurs at the southern extreme of skipjack's migratory range and is vulnerable to the effects of cold summers when skipjack availability is reduced. This is reflected in the annual catches which range between 5000 and 20,000 tonnes.

"The skipjack catch in New Zealand waters is only a small fraction of the overall annual catch from the Pacific stock of around 1.5 to 2 million tonnes, taken mainly by international purse seiners," said Smith.

The skipjack stock is assessed to be in a healthy state with the current spawning biomass estimated to be at 48 percent of the estimated spawning biomass that would occur in the absence of fishing.

## Changes at New Zealand Rock Lobster Industry Council

On 1 October Daryl Sykes assumed the new role of chief operating officer in the New Zealand Rock Lobster Industry Council (NZRLIC). He has led the organisation since its formation in 1996 and developed the successful operating model that has NZRLIC as the mandated representative body, umbrella organisation for the nine regional CRAMACs, and accredited research provider to the Minister for Primary Industries for rock lobster. Under his leadership, rock lobster fisheries management in New Zealand

is recognised as world leading, sustainable and profitable, with strong evidence based links from science to management control rules.

Mark Edwards has taken up the role of chief executive officer reporting to the chair and board made up of directors drawn from the CRAMACs. The council says there will be no change in direction with NZRLIC retaining its focus on development of the successful rights and incentives based management framework and working to resolve access and utilisation issues. NZRLIC will continue to work constructively with industry stakeholder representative organisations, government and other fisheries interests to deliver environmental performance, and enhance the contribution to regional and national economies. It says it will retain its commitment to exploring innovative management

approaches, elective research and technology development to improve management outcomes.



Mark Edwards



Daryl Sykes

## Industry backs microbead ban

**Seafood New Zealand hailed the Government decision to bring forward the ban on microbeads.**

Associate Environment Minister Scott Simpson announced that the ban would take effect six months after World Trade Organisation notification, which means microbeads will be banned in New Zealand by May 2018.

Microbeads are used as exfoliants

in make-up and other beauty products, do not biodegrade, and are a hazard to the environment.

Seafood New Zealand chief executive Tim Pankhurst said the impact of microbeads on oceans and marine life was well known.

"Research tells us that fish eat the tiny particles, rather than their normal food sources, and often die of starvation – or do not mature."

The seafood industry also welcomed the decision to widen the scope of the ban from just beauty products to all car, cleaning and household products using microbeads.

"The sooner these hazards are replaced with safer alternatives

the better and we applaud the Government for expediting the ban," Pankhurst said.



## Niue gets SAR boat

**New Zealand is providing Niue with its first dedicated search and rescue (SAR) vessel as part of the MFAT Pacific Maritime Safety Programme.**

The \$367,000, 8.3m SAR vessel, with a top speed of 36 knots (66 km/h) has been built in Christchurch by ICON Custom Boats, and underwent sea trials last month.

The vessel will give Niue, for the first time, the ability to respond immediately to SAR incidents. Currently, when an SAR response is required this must be managed using vessels of opportunity. At times, when an EPIRB or Personal Locator Beacon (PLB) has been activated, this has required a P3 Orion to fly from New Zealand to the area.

In future, the SAR vessel could be the first responder to such activations.

Maritime NZ director Keith Manch said the new vessel would be a great asset for Niue.

"The people of Niue have a very close relationship with the sea, and it is important the country has the ability to respond immediately when things go wrong on the water," he said.

"The vessel not only boosts Niue's ability to look after its own people,

but also provides an asset that can be accessed by the Rescue Coordination Centre NZ, if required," Manch said.

Niue has around 60 small boats of less than five metres used for fishing, and a further 120 fishermen using traditional vaka canoes.



# Juvenile paua get a new home

Matt Atkinson

**A paua habitat trial off the Wellington coast could become an important part of rejuvenating the Kaikoura fishery.**

Twelve specially designed concrete blocks have been placed in the sea at Flax Bay with 50 juvenile paua attached to the blocks to mirror their natural habitat.

The project is a collaboration between NIWA and Paua Industry Council, with funding from Seafood Innovations Ltd.

Last year's magnitude 7.8 earthquake uplifted large sections of important juvenile habitat along the Kaikoura coastline.

It has seen 15 percent of PAU7 (Marlborough) and 50 percent of PAU3 (Kaikoura/Canterbury) closed through to October 2018.

NIWA fisheries scientist and project

leader Reyn Naylor said he hopes the juveniles remain under the structures and establish themselves.

Ideal juvenile habitat is in dark and confined spaces, which the blocks should replicate, Naylor said.

"The blocks are like an upside down oven tray but made of concrete. They have lots of little doors around the outside so seaweed and other food can wash in and the paua can come and go," Naylor said.

Early predation is a problem when using hatchery breed reseeds, with the juveniles especially vulnerable in the first 40 to 80 hours they are in the water.

"We don't want starfish coming in and eating them. We're putting chicken wire over the doors for a while to keep the predators out."

Plastic mesh is put across the bottom of the structures to encourage the paua to stay in the blocks, but if the pilot study proves to be successful, steel mesh will be used in Kaikoura.

"On a sub-set we have put pit tags on so at the end of the pilot study we

can check the area and find as many as we can that have got out."

Naylor trialled the concrete blocks before receiving funding, creating three and putting them in along the Wellington south coast.

"Under two of them there were 20 juvenile paua between 40-80 mm long. They seem to like being there," he said.

The third was no longer there, either washed away by the tide or stolen.

Paua Industry Council marine biologist Tom McCowan said if successful, the next step would be to run the same pilot study in Kaikoura.

They will use a module that holds more paua and trial two different densities – 50 per module and 100 per module.

McCowan said the programme was a great starting place, but it wouldn't solve all of Kaikoura's paua problems.

"The blocks will hopefully do a great job of helping survival rates of paua, but it is still going to take a few years for the fishery to get back to normal."



The concrete blocks and juvenile paua. Picture: Matt Atkinson



Specialising in live Paua harvest and supply  
Over 50 years experience in the industry



**ACE wanted**  
**Pau2, Pau3, Pau7**  
*Top Price Guaranteed.*

**Contact : Jason Baker 027 298 4282 [saavid@xtra.co.nz](mailto:saavid@xtra.co.nz)**



The Nelson Marlborough Rescue Helicopter team in action.

## Fleet blessing had something for all

**Bill Moore**

**The perfectly-timed arrival of the Sealord trawler *Otakou* was a highlight at the 17th annual Blessing of the Fleet in Nelson.**

The popular event drew another large crowd to share in both the solemnity and celebration that the occasion combines.

Held at the start of the hoki season, the blessing is one of only a few in New Zealand, although they have been held around the world for centuries.

Organiser and Seafarers' Memorial Trust spokesman Mike Smith said it had won a place on the Nelson calendar and in people's hearts.

"It's a colourful ceremony in a beautiful location, and is truly valued by families that have lost members at sea as a way to remember them, when often there is

no grave to visit," he said.

As usual, there was an impressive fireworks display over Nelson Haven on the Friday night beforehand to herald the event, which is also seen as a way to mark the seafood industry's importance.

On the Saturday conditions were ideal, and a large number of boats of all sizes turned out, from a well-decorated dinghy to inshore trawlers, large launches and Port Nelson Ltd's tugs. All were dwarfed by the 42 metre *Otakou*, which timed its arrival from the fishing grounds to coincide with the parade of boats that immediately follows the solemn blessing and minute's silence. As well as \$3 servings of fish and chips, sold by the Rotary Club of Nelson as a fundraiser, 300 kg of whole fish was filleted and sold as another fundraiser for the trust.

Music was provided by the Motueka Brass Band and the Nelson Christian Academy, with the blessing and formal parts of the ceremony conducted by Bishop Richard Ellena, Reverend Jeff Cotton, Father Bill Warwick and Archdeacon Andy Joseph.

The Nelson Marlborough Rescue Helicopter staged a dramatic sea rescue demonstration close to the shoreline, dropping a line and sending down a crewman to winch a "patient" from the deck of a trawler.

**- Pictures: Bill Moore.**



Chris Page and Jane Bealing on fish'n'chips duty.



A section of the crowd at the Seafarers' Memorial as the event begins.



Talley's filleter Zane Ostergaard displays his skill.



Right on cue, the *Otakou* arrives.



The smallest vessel in the fleet.



# MARITIME INTERNATIONAL LIMITED

Godfrey Wilson  
PO Box 22043, Wellington

Mobile +64 27 443 4831  
godfrey@maritime.co.nz



#4962 MUSSEL/GENERAL PURPOSE BARGE  
22 t capacity  
LOA 16.6m x 4.57m  
Cummins B5.9 180hp  
Fuel capacity 1800 litres  
Water 350 litres  
1 x double, 2 x single davits  
Palfinger 10550 crane.  
2 x 6m spud 2 x 9m spud  
Inshore Limits **\$250,000**



# 4963 NET LINE TROLL DREDGE. New 5 year  
100 mile survey. LOA 13.46m x B 4.00m x D 1.8m  
Gardner 6LXB. 3 berths.  
Luff hauler. Trawl winches  
Set nets./ Tuna poles.  
Scallop gear. Good electronic  
Big asphalt covered working deck. READY TO GO FISHING **\$150,000 neg.**



#4937 SURFACE LONG LINE  
Timber Built Australia 1975  
Cummins NTB55 261kW  
Twin disc 405  
Fuel 5,000 lts Water 1400 lts  
10 knots  
10 tonnes fish hold  
30m Steeltech drum  
Tuna poles  
Survey not current. **\$120,000 neg**



#4960 ALLOY LONG LINER  
24.45m x 5.64m x 2.33m  
Built 1991, Australia  
2 x Cummins 360hp = 720hp  
Aux Cummins 83kW genset  
Freezer hold 25cbm, Ice hold 32cbm. Ice machine 3 tpd.  
6 berths in 3 cabins  
Lindgren Pitman Super Spool III :  
Line shooter. CURRENTLY FISHING **POA**

OVER 150 BOATS LISTED - ALL PRICES PLUS GST UNLESS STATED

[www.maritime.co.nz](http://www.maritime.co.nz)



## AOTEAROA QUOTA BROKERS

QUOTA TRADER + QUOTA MARKET REPORTS + QUOTA MANAGEMENT + QUOTA CONSULTANCY + AQUACULTURE

### ACE FOR LEASE

BCO1, 8	LIN2,3
FLA1,2,3,7	PAD1,3,5,7,8,9
GUR1	SCH1
GMU1	SPD1,3,4,5,7
HOR3	SPO1,8
HPB1,5,8	TRE7
KAH1,3,8	YEM9
LEA2	

### QUOTA SHARES FOR SALE

FLA1  
KBB3G  
OYS7  
PIL  
PAD7,8,9  
SCA7  
FLA7, RCO7, SPD7, TRE7

### QUOTA SHARES FOR TENDER

KIC2 .833 tonne  
OYS7C 4.450 tonne

**Tenders close  
17 November 2017 5PM (NZST)**  
Please note that special bids may be accepted and the highest or any tender may not necessarily be accepted by our clients.

## QUOTA SHARES WANTED TO PURCHASE

WET FISH QUOTA SHARE PARCELS - ALL AREAS  
EEL QUOTA SHARES

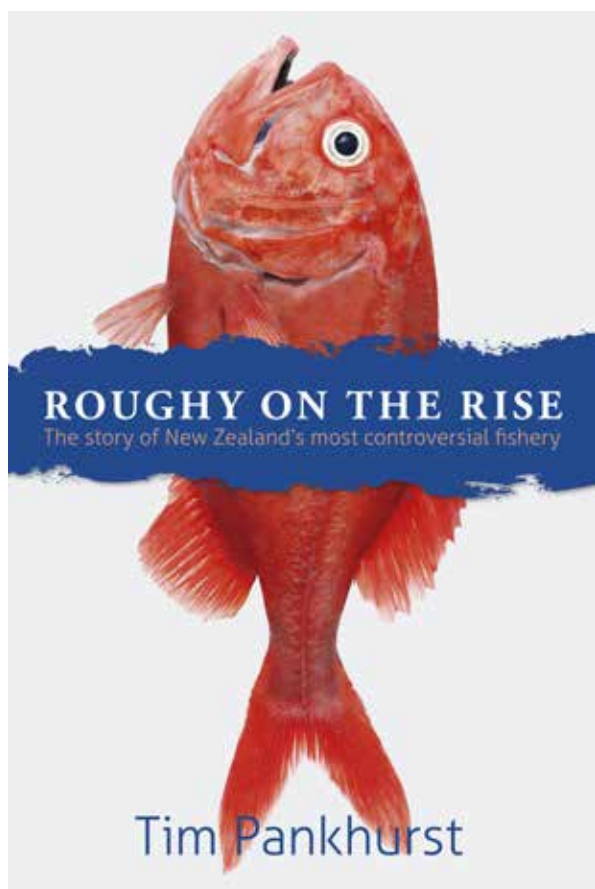
BLUE COD QUOTA SHARES  
GLM9 QUOTA SHARES

PACK HORSE QUOTA SHARES  
SWORD FISH QUOTA SHARES

SPO2,3,7 QUOTA SHARES

**DOMINIC PREECE**  
Managing Director

PHONE (03) 383 7282 | MOBILE 027 406 0419 | [quotabroker@xtra.co.nz](mailto:quotabroker@xtra.co.nz) | [www.aotearoaquota.com](http://www.aotearoaquota.com)  
HEAD OFFICE | PO Box 6420, Dunedin North, Dunedin 9059



## POSITION AVAILABLE

### Team Leader for dive crew

- Paua and Kina operation, based in Whitianga.
- Travel for diving required throughout New Zealand.
- Skippers ticket and experience essential.
- Competent diver with great leadership skills.
- Must be able to work safely in a fast paced environment.

For a detailed job description, please email CV to [herb.sandy@xtra.co.nz](mailto:herb.sandy@xtra.co.nz) or phone +64 7 866 4822



**Sea Urchin New Zealand Limited**

### YOUR MARITIME AND PRIMARY INDUSTRY SAFETY SPECIALISTS

- Maritime MOSS support
- Health and Safety support
- Full safety system creation services
- Due diligence for directors
- MOSS and HSWA audit services
- Onsite or at sea safety verification services

**MAKE LIFE SIMPLE - CONTACT US TODAY!**

**Darren Guard** - Managing Director  
 027 436 2396 | [darren@guardsafety.co.nz](mailto:darren@guardsafety.co.nz)  
[www.guardsafety.co.nz](http://www.guardsafety.co.nz)

# Sustainable seafood packaging

## Replace polystyrene cost effectively



Chilltainers thermal 'cool' packaging is the solution - a recyclable, high performance alternative to polystyrene/EPS that doesn't cost the earth.



New generation designs and materials are making Chilltainers amazingly good value, stronger than poly, and of course stylish branding for no extra cost.



**High Performance  
Cool Packaging**



**Recyclable and  
Sustainable**



**Boost your Brand  
Printable Surface**

*Efficiencies in transport, storage and durability results in massive cost benefits at every step of the supply chain.*



**Cool Packaging**  
Saving the Earth

***Get a quote now...  
and get out of poly!***

Contact Wayne Harrison  
wayne@chilltainers.com  
Phone +64 27 599 5390

[www.chilltainers.com](http://www.chilltainers.com)



Whole & Filleted Fish



Prawns & Shrimps



Oysters, Scallops  
& Mussels



Lobster, Crayfish  
& Crab

DISCOVER THE MANY BENEFITS  
OF SELLING YOUR CATCH AT

# SYDNEY FISH MARKET



**WE'RE AUSTRALIA'S HOME OF SEAFOOD.** We're the southern hemisphere's largest seafood market and Australia's premier destination for chilled seafood.

**350 BUYERS... AND COUNTING!** 14,000 tonnes of seafood is traded through our wholesale auction and direct sales facilities annually. Our large buyer base consists of wholesalers, retailers and restaurants attracted by the variety and quality of product on offer.

**WE'RE COMMITTED TO SUSTAINABLE SEAFOOD.** We support and encourage responsible fishing practices, environmentally responsible farming practices and responsible fisheries management based on rigorous and sound science.

**WE'RE COMMITTED TO A VIABLE SEAFOOD INDUSTRY.** We actively support the industry with initiatives which inject value back into fishing communities. We pride ourselves on the transparency

of our mechanisms of sale and activity, including our dutch auction which ensures fair market prices. We back this up with guaranteed weekly payments to our suppliers.

**WE DO MORE THAN JUST SELL SEAFOOD.** We develop and maintain best practice seafood handling and quality systems. These systems ensure our suppliers and our buyers are able to maximise their returns from their catch or seafood purchases.

☎ Call +61 2 9004 1105 to discuss opportunities with our Supply Department  
✉ [supplydept@sydneyfishmarket.com.au](mailto:supplydept@sydneyfishmarket.com.au) 🌐 [www.sydneyfishmarket.com.au](http://www.sydneyfishmarket.com.au)

