

**BI-ANNUAL GENERAL MEETING
BEBAN PARK, NANAIMO, B.C.
JUNE 22, 2005**

Meeting commenced at 9:45 a. m.

ATTENDEES:

Ross Morris	Don Christian	Geoff Krause
Marion Campbell	Darrell Campbell	Bob Hegedus
Keith McMurray	Dan Leus	Mark Ulanoski
Jeff Sparks	Kelly Mould	Ben Williams
Chris Machat	David McRae	Richard Strong
Scott Castle	Steve Fleck	Bob Reinstein
Peter Codling	Louise Harker	Ken Ridgway Jr.
Gary Grant	Brian Crawford	Ken Ridgway
Garry Lagos	Jack Larsen	Jim Dyck
William Choi	Greg Loisel	Dave Lansdowne
Mike Featherstone	Mike Atkins	

PRESIDENT'S REPORT---mike featherstone

- 1. Opening Remarks:** In-season predictions forecast 20 licences not being fished, ended the 2004/2005 season with 10 licences in the water, spread between 36 different licences, almost every vessel had some pounds unfished. Lease prices went from a high of \$27,000 to a low of \$7,000, early season was \$20,000 dropping to \$10,000.
There was a great deal of concern that the PUHA budget would suffer a severe deficit, so we tried to trim our spending whenever possible during the season. Fortunately, (or unfortunately) Dimitri injured his back again and was unable to return to work which saved PUHA around \$18,000, some of the biologist funds were later spent when we hired Mike Atkins who managed to complete a number of the survey reports. In addition PUHA and DFO agreed to cut back the biomass surveys for this season. PUHA in cooperation with D&D and Juanita also carefully managed the OGM budget. PUHA was able to maintain continuous fishing while ensuring OGM coverage in the required areas. A constant challenge for the directors is to balance operating costs with the fishermen needs and market requirements particularly challenging is the west coast of the QCC Islands. The result of all this is the financial picture is stable, but it does point to the concern of operating a \$650,000/ year budget with no guarantees of final revenue.
- 2. Ottawa:** Made 2 trips to Ottawa this year for the Value Chain Round Table. The VCRT is sponsored by Agriculture and Agri-food Canada deals with issues of Brand Canada, competitiveness and holistic government policy. The round table members represent both aquaculture and commercial fishing, including processors and harvesters as well as DFO and Ag-Canada government folks. Haven't seen much progress but each trip opens doors for networking to put forward issues of

concern to PUHA. The government picks up 50% of costs. For example on the return trip sat beside Richard West who is manager of the AFS. We discussed the recent purchase of 2 licences for ATP strategy and also the effects of any licence that is not validated on the PUHA budget. Gave a presentation to the Standing Senate Committee on Fisheries regarding the PUHA ITQ system in relation to Canada's New and Evolving Policy Framework for Fisheries, much of the previous testimony had been very anti-ITQ's. The committee has a definite slant from Quebec and Atlantic Canada, however Canada is very diverse and each region has its own requirements. Quotas have been very successful on the Pacific Coast.

3. **Russian IUU fishing:** Identified as the biggest negative influence on the sea urchin market in Japan. At the value chain meeting last December the deputy minister spoke and identified international IUU fishing as a key priority for DFO. This ties directly into our concern of the problems caused by the Russian IUU sea urchin product landed in Japan. In December I met with Guy Beaupre, Director General, International Directorate, DFO who agreed to raise the issue with the Russian Government. Early in June I was back in Ottawa and met with Gorazd Ruseki, Chief, International Policy Coordination. At that meeting DFO agreed to write 2 letters, one to Russia and one to Japan pushing the issue. We have gathered information from Japan in terms of prices and landings. Coordinated with contacts in Hokkaido who have common concerns as this product has also had negative affects on the Japanese producers. Collected newspaper articles from Alaska, had discussions with their representatives, wrote the Canadian Embassy in Tokyo, forwarded letter to US Embassy representative in Tokyo, 2 page spread in the Province raising the issue, forwarded information to Lori Ridgeway who is Canada's representative at the FAO – UN Fisheries.
4. **Sea Urchin from Canada Market Development Board:** Group composed of fishermen representatives from both PUHA and Green Sea Urchin Association, consultant ,Geoff Krause and Sea Urchin Processors Association (SUPA) which meets 8-10 times per year. Funded with 50% dollars from CAFI. Last fall traveled to Japan and hosted a meeting of Japanese sea urchin buyers at the Canadian Embassy, presented the PUHA video, discussed issues related to market and promoted Canadian sea urchin. Attended the European Seafood Show in Brussels promoting Canadian Sea urchin in an effort to diversify the market. Sea urchin is growing in popularity in the EU, promoted Kiku canned uni, frozen uni and fresh uni. Qualified 28 contacts. There is funding for this program until end of this year. Geoff will be giving a full presentation this afternoon.
5. **Logistics Study:** This is another project we hired Geoff to undertake. It is 100% funded by the Province. Investigating methods to improve quality and value. Geoff will present the work to date this afternoon. Looking at easy to implement changes which could comprise part of a quality standard.
6. **B.C. Seafood Alliance:** This Association of Associations (12 out of 13 are harvesters) deals with overarching policy issues with DFO and the Province. Our annual membership is \$2,000
 - a. **WCB:** Hired a fishing safety coordinator in June 2002, originally a 3 year contract, in February 2005 this contract was renewed for another 5 years.

Some background is that in 2000 WCB made fishing a stand alone category where assessments have to cover claims, the safety and education is aimed at reducing claim costs through the reduction of fatalities, reduce the number of accidents and reduce the duration of claims through better claims management. Please refer to the 2004/2005 Annual Report for highlights.

b. First Nations Access: Alliance participated in the Federal-Provincial Joint Task Force on a Vision for Post Treaty Fisheries, Pearce/McRae report - *Treaties and Transition: Towards a Sustainable Fishery on Canada's Pacific Coast* which was released in 2004 and it included important principles as a level playing field, long term security of access, co-management and compensation. The First Nations issued a parallel report *Our Place at the Table: First Nations in the BC Fishery*. Both reports seek ways to bring a high degree of certainty to aboriginal and non-aboriginal interests alike, while ensuring conservation of the resource. The Minister recently announced an action plan, unfortunately the plan is short on concrete action and specific resources to achieve its objectives. Security of access is one of the key principles of the Alliance vision and that will be a priority to advance in 2005. Much of the discussion in these reports focus on salmon.

c. SARA: The full provisions of the Species at Risk Act – including the provisions against killing, harming, injuring or harassing any individual of a listed species and harming their residences – came into effect June 2004. For PUHA the key species are abalone and sea otters. With respect to abalone we are cooperating by collecting information on our dive harvest logs with respect to abundance and location. We also have a joint project with the Haida in our experimental area to remove all sea urchins and study the succession of new species particularly abalone. We are looking for 6 harvest vessels to harvest in late July-early August. As far as sea otters go the goal is to define the criteria for de-listing and to reach a goal of controlling the sea otter range. Supporting the Ahousat Band with their concerns regarding the devastation of resources in their territory. Cooperating with other harvesters on the areas of concern, such as the Cultus Lake Sockeye. I have a letter of concern which we request you forward to your MP's and Minister of Fisheries.

d. DFO cost and earnings study: Alliance consulted on the draft survey, this is the first survey undertaken by DFO in a decade. The survey could benefit the industry by quantifying industry financial commitments or charting the change in earnings due to the Russian IUU for example. I think everyone has misgivings on how this information could be used.

e. Transport Canada – CMAC: the Alliance has 3 representatives who report on Transport Canada initiatives both nationally and regionally. Current issues are stability, voyage limitations and carriage requirements.

f. Transport Canada – Sewage Regulatory Reform: TC is drafting national regs which meet with international obligations, implementation is unlikely before 2011.

g. Off shore Oil and Gas: Provided comments on seismic exploration

h. Government relations: Alliance executive director, Christina Burrige, met with the Minister twice last year and visited Ottawa 9 times. Christina

represents the Alliance on the Provincial Treaty Advisory Group, Fisheries Council of Canada, Fish and Seafood Sectoral Advisory Group on International Trade, Canadian AgriFood Marketing Council and the Aqua E Development Fund. The Alliance has succeeded in building a close relationship with the MAFF cooperating on Seafood Summits, SWOT analysis and the development of a provincial fisheries strategy. The federal government seems to be moving increasingly towards on-line communications and it will be important to implement a system of communications to be used by fishermen to effectively get their views recognized. The ENGO's are very effective in this regard.

i. Traceability: Brian Emmitt from Archipelago Marine Research was contracted and produced a report *An Analysis of the Requirements, Current Conditions and Opportunities for Traceability in the British Columbia Seafood Sector*. The report includes a business case for traceability and a series of sector specific report cards. Our industry scored an A- on the report card where we can improve is not in the harvesting but at the plant.

7. Goals for the next season: Integrate and implement the recommendations from the logistic study, the sea urchin market development group and the traceability study to provide higher values for our products. This includes consistent supply to the market (ease the drought and glut syndrome), proper handling to ensure best quality and the development of markets that appreciate Canadian "Quality is in our Nature"

Dave McRae motioned to accept the President's Report---seconded by Bob Hegedus and approved by the membership.

D. & D. PACIFIC REPORT---don Christian

Red Sea Urchin Season Review

- No increase in IQ, remained at 97,923 lb.
- 93 licences in the north & 17 in the south

In-Season Changes

- The North Coast regular schedule was terminated early, similar to last season, prior to fishing the central coast areas. It was at this time it was agreed to forgo the central coast areas and initiate the first clean-up schedule and revisit area previously unachieved and work northward until the QCI opening.
- Due to a DFO error a research area boundary change occurred to the Price Island Study Area affecting the Day Point quota area. This change removed a considerable portion of fishing grounds to the Day Point area. However, due to the nature of this past season it was not necessary to address the change immediately as no fishing activity took place in the Day Point area. There will be a boundary change for next season to accommodate the lost fishing grounds.

Regional Review

North Coast:

- Season started Sep.10th in Smiths Inlet, Rivers Inlet & Grief Bay. Area designated prior to season that would not require OGM coverage. The regular schedule didn't commence until Sep.25th in the Aristazabal Island area and

worked north to Dundas then south through to Milbanke / Mathieson area. At which time the regular schedule was terminated early due to market and quality concerns in the areas south of Seaforth Channel. On January 6th the first clean-up schedule was put into place starting in the Laredo Sound area and working north. Nearing the end of January the fleet was in the Campania / Calamity Bay area spell of bad weather occurred slowing fishing activity. PUHA requested the option of having Tree Nob open with the Banks Island area open to try and initiate some fishing. This was accommodated by employing a second OGM. However, due to unknown reasons the opportunity was not taken advantage of and no fishing occurred until the QCI opening on Feb.07th.

The QCI opening ran from Feb.07 to mid March with one schedule modification. Once the east side was achieved the west side was to be fished. However, due to poor weather conditions the schedule was changed to the north end and return to do the west side once it was achieved.

On March 20th clean-up schedule # 2 was initiated under an experimental protocol that allowed for two fleets to operate, one in the north (with an OGM) working south and one in the central (without an OGM) working north. Eventually to form one fleet in and around the Aristazabal Island area. This protocol was developed jointly by D&D, PUHA and DFO to try and salvage what was left of the season and get as many pounds out as possible. Overall the system worked very well and we received a high degree of co-operation with fishers and the volunteer co-ordinators relaying catch & fishing activity daily to D&D. The north coast season came to an end by the end of April.

- Four quota areas were untouched this season they were; Flamingo/Englefield, Kelp Pass, Thompson Bay and Day Point.
- 88% of the quota was achieved in the north coast, leaving an overall RQ of 1,121,955 pounds.

South Coast:

- Season started Sep.01st in the Tofino areas and was moved to the inside by Sep.28th starting with Northern Johnstone Strait.
- The south coast fleet worked their way through the schedule with few if any adjustments. One adjustment was to forgo harvesting Sydney Inlet area as several vessel came up empty handed as a result of lack of urchins attributed to sea otter predation.
- The south coast season came to an end on March 16th.
- 97% of the quota was achieved in the south coast, leaving an overall RQ of 47,249 pounds.

Licence Activity Review

- Of the 110 licences 107 were active, 90 in the north and 17 in the south. The following is a breakdown of remaining quota per licence by region.

North Coast:

Number of licences;	95-100% achieved:	63
	76-95% achieved:	14
	51-75% achieved:	7
	32-50% achieved:	6 (none below 32%)

South Coast:

Number of licences; 95-100% achieved: 14
 80-95% achieved: 3 (none below 80%)

- A total of 47 vessels were active for 2004/05, compared to 52 from 2003/04.

General

- There was an increase in the number of buyers this season (9) compared to last season (7).
- Outside of a couple of instances licence registration and payment of fees for PUHA prior to issuance of a logbook went well this past season. 107 licences registered with PUHA.
- Subarea corrections when cross-referencing harvest chart to validation log data.
 1. Electronic capturing of fishing location is required by DFO under the terms of the contract but it is also a tool used to verify the harvest location. Subarea information recorded on 147 validations was corrected when the harvest chart and validation log data were cross-referenced. This represents a 6.5% correction rate.

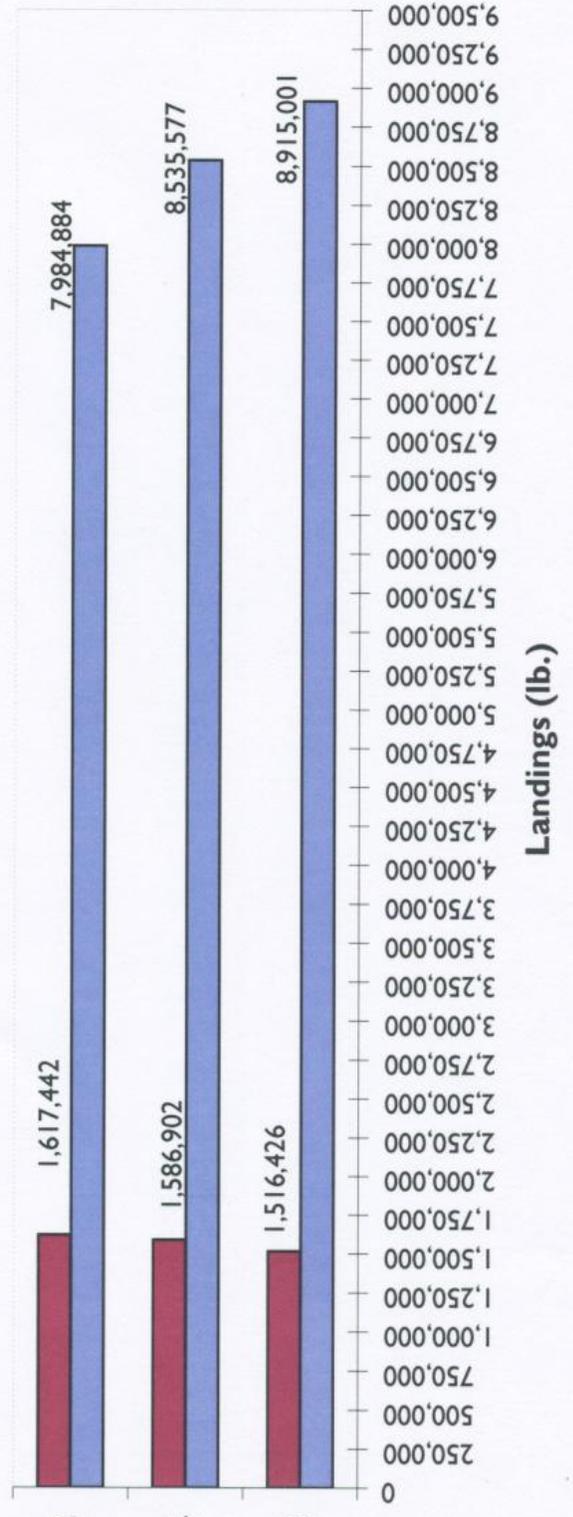
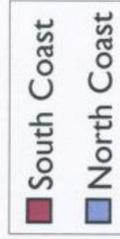
Mark Ullanowski motioned to accept D. & D's report—seconded by Richard Strong—approved by the membership

2004/05 Red Sea Urchin Catch Comparison

Landing Period: beginning of each season to June 21st

Season	North Coast	South Coast	Total Catch	Coastwide Difference (2004/05 season)	North Difference (2004/05 season)	South Difference (2004/05 season)
002/2003	8,915,001	1,516,426	10,431,427	-829,101	-930,117	101,016
003/2004	8,535,577	1,586,902	10,122,479	-520,153	-550,693	30,540
004/2005	7,984,884	1,617,442	9,602,326			

Red Sea Urchin Catch Comparison



Budget---mike featherstone

The 2005/2006 draft budget was presented to the membership. David McRae motioned to accept the draft budget—seconded by Mark Ullanowski—approved by the membership

PACIFIC URCHIN HARVESTERS BUDGET 2005/2006 DRAFT			
REVENUE			
	110 LICENCES @ \$5500/LICENCE	\$605,000.00	
	SEA URCHIN PROCESSORS	\$17,500.00	
	INTEREST	\$2,000.00	
	TOTAL	\$624,500.00	
EXPENSE			GST
	D&D PACIFIC FISHERIES	\$333,000.00	\$21,791
	ON GROUNDS MONITOR	\$132,600.00	\$9,281
	GENERAL and OPERATING	\$25,000.00	
	PRESIDENT HONORARIUM	\$24,000.00	
	BIOLOGIST	\$42,500.00	
	STUDENT BIOLOGIST	\$8,000.00	
	CAFI MARKETING PROGRAM	\$20,000.00	
	LEGAL FUND	\$5,000.00	
	SURVEYS/RESEARCH	\$16,350.00	
	SEAFOOD ALLIANCE MEMBERSHIP	\$2,000.00	
	UNFORESEEN EXPENSES	\$11,000.00	
	TOTAL	\$619,450.00	\$31,072
	SURPLUS	\$5,050.00	
	Per Licence breakdown		
	no gst	gst	gst incl.
D&D	02830	\$198.10	\$3,028
OGM	01205	\$84.38	\$1,289
PUHA	01354	\$0.00	\$1,353
	05389	\$282.48	\$5,671

South Coast Report—ken ridgway

The South Coast/North Coast break is detrimental to getting new processors involved in the fishery as there is too much playing around going on when it comes to the packing, unloading and trucking on the North Coast as the established processors try to squeeze out the new guys. There was some discussion rejoining the North and South coasts to

reduce the leverage on new processors who do not have a South Coast licence but this is likely to exacerbate the problems of optimizing the fleet operations as everyone could then fish the South Coast down so no fill-in quota from the South would be available when needed later in the season to maintain a steady flow of product to the market. Right now, many boats have both South and North coast quota on board and shift around as they see fit. This provides flexibility but the system could still use some tuning to get the best use out of the South Coast quotas.

There was some discussion of the squeeze tactics used by established processors to keep product destined for the new entrants into the processing side off the trucks or to somehow give their product short shrift when it comes down to handling on the unloading station. The validators might be able to accept an additional responsibility to report handling problems on the docks and D&D figures if PUHA comes up with suitable criteria the validator might be able to include it in the situation reports. He warned though that previous efforts along this line have led to problems with finger pointing in the blame game.

Fishermen believe that the competition offered by having new processors entering the fishery is good for prices but the established processors feel it threatens their position in the market. The processors have continually complained of undercutting by the new entrants but the fact remains that these new buyers have been paying higher landed prices. Their ability to do this while selling their products at lower prices suggests the undercutting story is not as straight forward as the established guys would have it.

Packers and truckers used to work for the fishermen but now work for the processors. This has given the processors leverage to exclude others from the shipping but has also saddled them with the associated administrative responsibilities and costs. When the IQ's first came into force, D&D collected the packing and trucking fees from the processors but found they were continually chasing them down and never did collect 100% of the assessed fees. If PUHA is to retake these responsibilities it will entail considerable costs now covered by the processors although this will likely be a bit of a saw off as the price structure will increase as it shifts from FOB at the port of landing to CIF at the plant. This would reduce the associated administration costs to the processors so the better prices to the fishermen could be fairly rationalized.

There was a motion put out that "All fishermen should have an equal chance of getting their product on the packers and trucks notwithstanding who they are selling to". There was discussion that it would perhaps be possible to mask the name of the buyer as some parts of people's business is no concern of anybody else. This would likely require that some kind of confidentiality clause for the packing/unloading/trucking contracts. It should be possible but probably won't keep things entirely under wraps as fishermen generally tell processors how their loads are being split anyways. Kiku only cares about filling his requirements on a day to day basis and does not care if other processors know what he is getting. The upshot turned out to be that PUHA will continue to study options to keep the playing field level.

Garry Lagos motioned to accept the South Coast Report—seconded by Dave Lansdowne—approved by the membership

North Coast Report—bob hegadus

The two fleet system working the North and Central Coast areas this past year worked out very nicely. Smaller fleets provide more flexibility and spread the fishing effort so the chances of getting a steady flow to processors is increased. They are also better for more detailed and slower working over of an area compared to the large fleet where everything basically just gets creamed (cherry picked) the first time over and then the fleet moves on leaving more area quota in the water for cleanup fisheries later on. This brought up the idea of a flow chart to be followed in making the decision to move. This should include information from the fishing grounds (weather, quality etc), processors, market(s), DFO and D&D.

Having Smith and Rivers inlets open all year also worked out nicely although the quality in the fall was poor and good in the spring. There was some discussion of the merits of breaking the coast up into three areas- North, Central and South Coast, to further the goal of evening out the product flow to the market. Mike felt it would be better to continue on a more informal basis for another year so more of the pitfalls and bugs can be identified and worked out.

There was some contention with a survey this year as the fleet was shut down and no one was allowed to fish until 10 boats were present for the experimental fishery. This did not go over well and there was a lot of discontent around the docks in Charlotte City where they were all holed up. There was some rumours going around about some conspiracy theory that the market was flooded and that the processors were just looking for a way to stem the flow of product to the plants. The whole thing was extended to 6 days because of delays running the necessary boats back down to the site plus waiting for an extra day for the Haida guardian to show up. It turned out they got weathered in anyways which did not help anybody's mood. The timing for the experimental fishery this year is tentatively set for about the end of July and assumes an August start for the QCI. The QCI fishery in September last year did not get off the ground because of a lack of market interest so it may be a bit optimistic to look for a start two months earlier this year- but time will tell. At any rate- any participating boats will be paid on a set per diem schedule as opposed to a per pound basis.

Gary Grant motioned to accept the North Coast Report—seconded by Richard Strong—approved by the membership.

2005/06 Quota Planning—mike featherstone

The Ahousaht will be signing a treaty pretty quick but this agreement will not affect other NTC FN's.

Sea otters are now at Catface but the Ahousaht representative does not appreciate the notion that we should harvest the as many urchins as possible because the otters will be cleaning them out anyways. The Ahousaht wants to harvest sea otters, an initiative PUHA supports 100%. They have letters from their Chief and council giving them the Ok and they have contacted DFO, RCMP etc. to inform them of their intentions. Mike will provide a letter of support.

There was some discussion around the research area around Moser Point in Tofino which used to be an index site to set quota levels in the area. First Nations get a proportion of their quota for home use and have not even tried to get any around there for some

time. They are looking for other means as well to control the sea otter population. There is some uncertainty as to what the actual start date for this year will be. The preliminary assumption is for mid-August but it is still best to keep checking with the processors. Flexibility is needed to fix the start date as it will be determined by the market. As far as the QCI start- there is still some uncertainty as to whether it is best to start at Cumshewa or at the northern end. The decision on this will be kept open until one week before the fishery starts.

The first opening in Tofino is listed as TBA- this same led to a bit of a fiasco last year so there was some discussion to see about setting August 29 (a Monday) as the preliminary start date.

Darrell Campbell motioned that P.U.H.A. support the Ahousat Band's control of the sea otter population—seconded by Richard Strong—approved by the membership.

SOUTH COAST LOTTERY—ross morris/don Christian

All submitted Red Urchin licence numbers were drawn from a box and the results are as follows:

Red Sea Urchin South Coast Lottery Draw Results for 2005/06

Licence	Area	Name
FZC 5	S	COWICHAN TRIBES
ZC 2	S	487011 B.C. LTD (Ken Ridgway)
ZC 11	S	503732 B.C.LTD (Territory Seafoods)
ZC 15	S	PETER GLEN CODLING
ZC 23	S	GLACIAL SEAFOODS LTD
ZC 24	S	ELMA K ENTERPRISES LTD
ZC 28	S	KIKU HOLDINGS LTD
ZC 51	S	TIM KWAN
ZC 65	S	LANSOR HOLDINGS CO LTD
ZC 70	S	WAVERLEY FISHING CO LTD
ZC 77	S	KIKU HOLDINGS LTD
ZC 90	S	GEORGE ALFRED DENNIS
ZC 96	S	GRAND HALE MARINE PRODUCTS CO LTD
ZC 106	S	RONALD MICHAEL KOWATSKI
ZC 111	S	TLA-O-QUI-AHT BAND COUNCIL
ZC 114	S	DAVID SCOTT MCRAE

RESEARCH UPDATE—mike atkins

☀ Broad-brush surveys

- 🌐 QC Strait- PFM sub-areas 12-11 and 12-16
 - Dimitri completed this survey July 22-29th
 - 70 transects completed
 - Total density of 3.25/m²
 - Legal density of 1.73/m²

- 🌐 Campania Island- PFM sub-area 6-10
 - Dimitri was injured, completed by Mike Atkins
 - 68 transects completed
 - Total density of 3.08/m²
 - Legal density of 1.65/m²

🌐 Long-term study Sites

- 🌐 Price Island (2004)
 - Completed with the Westport 1 in August 2004
- 🌐 Louise Island QCI (2005)
 - Attempted again in Feb
 - Weather and organization were a problem for the second year
 - All sites finally surveyed May 2005
 - Harvesting yet to be completed
- 🌐 Tofino (2005) –completed in June 2005

Summary of survey report analyses:

After recent analyses (by Mike Atkins, Wayne Hajas and Alan Campbell), the following reports are being prepared for publication.

1. Robson Bight, 2001
2. Fitz Hugh Sound, 2001
3. Price Island broad brush, 2001
4. Campbell River, 2002
5. Beaver Pass and Freeman Pass, 2002
6. Barkley Sound, 2003
7. Dundas Group, 2003
8. QC Strait, 2004
9. Campania Island, 2004

This means that we will be up to date with the broad brush surveys that PUHA has participated in.

All surveys were analysed as in the past for overall density in three size classes: 1) all sizes; 2) Legal (≥ 90 mm TD); and 3) ≤ 50 mm TD. The densities were, as before, also calculated by depth using 2.5m depth ranges. A further step was taken for the analyses of these papers; the data were also compared by bed areas. Transects were assigned based on whether they were located inside or outside of known commercial bed areas.

The purpose of adding the extra bed analyses was to generate a standard for which future papers will be analysed, as well as to determine if there were consistent differences in

density between inside and outside commercial beds. The results indicated there was no consistent pattern between surveys, suggesting, in many areas, that red sea urchins were abundant within recently harvest beds as well as in areas adjacent to these beds.

Analyses of long-term study site data:

Analyses are being conducted this summer and fall on the three long-term study areas in BC: Tofino, Price Island, and Louise Island, by Alan Campbell, Zane Zhang (DFO, PBS) and Virginia Chen (a co-op student from UBC). The analyses are concentrating on density size frequency trends over a 10 year period, and with the tag-recapture data for growth, for each site, this team is building computer simulation models to estimate natural mortality, and recruitment. Attempts will also be made to use the models to verify the growth and age estimates that were independently collected from the density size frequency data. The natural mortality, recruitment and growth estimates are important in determining quota estimates for each general coastal area of BC.

PSARC Assessment Framework Paper All the above analyses being conducted, plus (depending on funding) hopefully additional GIS analysis of commercial bed areas will be used to form the basis of a PSARC paper this fall which will outline any recommended new assessment methods to calculate fishery quotas for red sea urchins. Dave Lansdowne motioned to accept the Research Report—seconded by Garry Lagos—approved by the membership.

URCHIN MARKET DEVELOPMENT—geoff Krause

The purpose of the initiative is to secure market share and recognition by buyers & consumers of our commitment to better address their requirements. Primary focus remains Japan but also some effort to Europe 2004 activities included updating promotional materials, trips to the ESE and Tokyo seafood shows and a mission to Japan in November by a representative cross section of the BC industry to build &/or maintain relationships, credibility and understanding even as we work with Japanese players on issues of common interest.

2005 Program Plan: Trip to ESE already undertaken and a single trip to Japan in the Fall by fishermen and processors is planned. This year will also see a conceptual web-based communications and marketing proposal for consideration by Canadian and Japanese companies as part of a Joint Marketing Initiative. This will allow a direct service-based relationship with consumers and will comprise a Web address as part of packaging with areas of website translated into Japanese offering promotional programs, consumer surveys and response areas

Getting some on-grounds video clips cycling through as content may also provide another draw

It is now technologically possible to market individual boats and the site may also be used to provide full traceability info and notification of promotions to the consumer if or as such need develops. Reports generated by the project are, or will be, available electronically as pdf's through Ross.

LOGISTICS PROGRAM—geoff krause

There are a number of market and cost issues which are putting additional pressure on the

bottom lines of Canadian suppliers and squeezing margins and profitability. All companies must identify cost savings wherever they can and one of obvious places to look is product loss due to excessive quality deterioration. These are largely avoidable costs and the aim of this project is to develop an effective process to quantify the effects, identify the causes (Phase I) and pilot and test mitigating procedures and technologies (Phase II).

This preliminary phase of the project is intended to define the issues and measure some of their impacts on the product's ultimate quality. Observations reported here on the fishing and transport operations used in the fishery include the harvest vessel and packer conditions and procedures, the various transfer operations and the trucking of the product down to processing facilities in the Lower Mainland. Soliciting the opinions of the various people contributing at each stage was also considered worthwhile.

Probably the main source of mechanical damage to the product comes from overloading the totes. The reasons behind it are varied but it is likely simply an inherent feature of the current dependence on bags throughout the recovery, stowage and transport sequence. Standardizing all components and containerizing the urchins as soon possible to reduce handling and exposure to impacts could greatly increase the efficiency of the transfer operations, providing significant productivity and cost advantages.

The temperatures at which the urchins are held from the time they arrive on the packer until they reach the plants in Vancouver ranged from 10 - 13.5° C. This may be affecting the quality of the final product and a second study phase to characterize the actual effects have been proposed. The quality of the uni obtained with the different treatments based largely on differing pre-chill intervals, will be assessed (recovery, colour, taste, texture, amino acids) and possibly during the 2005 mission to Japan so we can obtain the judgment of the Japanese buyers directly, assuming the schedules can be coordinated and appropriate samples prepared.

No further business was conducted, thus the meeting was adjourned 4:15 p.m.