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PRESIDENT'S REPORT —MIKE FEATHERSTONE

The 2013/14 season ended with 4 vessels fishing the Smith Inlet and Calvert Island areas landing 200,000 lbs to bring the total landings to over 8 million pounds for the season. This is an increase of over 1 million lbs over the previous year and best landings in 7 years. There were only 18 tabs not active this past season (13 south, 5 north).

The quotas for the new season will remain the same as last season. The processors have recommended that some areas be kept in reserve for the high demand Christmas period and this will be a topic at the upcoming Annual General Meeting which will be held at 9:30 am, August 20, in Steveston.

In the spring, PUHA developed and presented a proposal to DFO with respect to shifting some quota from the Central Coast area to the Haida Gwaii area to reflect the large biomass in Haida Gwaii and the decrease in biomass from sea otter predation in the Central Coast. The proposal was developed during a quota planning conference call and was accepted by DFO. Unfortunately, the Council of Haida Nations (CHN) was unable to support the proposal due to their ongoing concerns regarding over arching fisheries issues not directly related to sea urchins. This was a complete surprise and disappointment as the CHN had requested PUHA increase fishing effort around the Islands. The proposal was developed within the existing science guidelines.

With respect to Science and surveys, this summer's focus was in the Haida Gwaii, largely to ensure the quota transfer reflected the most current survey data. It is forecast that more fishing will take place in Haida Gwaii due to the large biomass and the absence of sea otters. PUHA will present the proposal again for implementation next season.

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PRESIDENT'S REPORT—CONTINUED

The Marine Planning Partnership for the North Pacific (MaPP) has recently released 3 draft management plans for the Haida Gwaii, Central Coast and North Island (<http://mappocean.org/>) . The MaPP initiative is a [partnership between the Province of British Columbia and 18 member First Nations](#) that is planning for marine uses and long-term ocean health on B.C.'s North Pacific Coast. PUHA has provided comments on all the draft proposals. Unfortunately the process has had limited input from Commercial Fisheries stakeholders and has neglected to recognize existing long term reserve areas set aside by PUHA in cooperation with DFO, Province of BC and First Nations. As the plans currently stand PUHA does not support any of the proposed Management Plans.

PUHA is working with other dive harvest , commercial, dive training and research dive representatives to finalize a submission to WCB supporting the use of dive computers in commercial seafood harvesting. Currently we are looking for downloaded dive profiles for representative sea urchin harvest dive for both red and green sea urchin harvesting. Please contact Mike or Tim to discuss. This is an important part of the submission and all information is confidential and anonymous.

We look forward to seeing everyone at the AGM to be held in Steveston, August 20, 9:30 am.

To assist WCB for the use of dive computers, it would be greatly appreciated to receive downloaded dive profiles for both red and green urchin harvesting. Please contact Tim Joys or Mike Featherstone.



DALIAN, CHINA SHOW NOVEMBER 2014

P. U. H. A.
ANNUAL GENERAL MEETING

“AUGUST 20, 2014”
(Wednesday)
9:00 a.m.

STEVESTON HOTEL
RICHMOND, B. C.
12111 – 3rd AVENUE
STEVESTON, B. C.

**If you are unable to attend, please complete
the attached *proxy* and return to:**

puha@telus.net

It would be greatly appreciated if you would RSVP regarding attendance, thus insuring that an adequate number of meals are prepared in advance for all attendees.

Please advise by telephone or e-mail: 604-524-0322

2014 A.G.M. MINUTES ARE AVAILABLE ON OUR WEBSITE

WWW.PUHA.ORG

MARKETING – GEOFF KRAUSE

In preparation for the upcoming AGM, this is intended to provide you with a quick update on what is up for the next while with our international marketing program. First and foremost, we have a proposal in with the AgriMarketing Program to extend our program with stable funding for another four years. This is kind of new as our previous projects have been limited to one year terms. The West Coast Green Urchin Association (WCGUA) is continuing to support the initiative with a financial contribution each year to the project and we are continuing to work closely and jointly with the Pacific Sea Cucumber Harvesters Association (PSCHA) where we can because the fisheries have many attributes and goals in common. In short the efforts of each reinforces the efforts of the others allowing us to find efficiencies and leverage greater credibility and impact.

The results of our efforts in these markets have been positive to date. Sales rose from negligible levels prior to 2009 and last year alone the volume and value of exports to China increased by 30% (from 6.5 MT to 8.4 MT) and 30.2% (from \$C 312 K to \$C 407 K) respectively. The volume and value of exports to Hong Kong increased by 49% (from 29.3 MT to 44.8 MT) and 47% (from \$C 1.59 M to \$C 2.34 M) respectively. The volume and value of exports to Taiwan increased by 12.6% (to 23.2 MT) and 19% (to \$C 1.18M) respectively. Granted, last year was a good year, exports to Japan increased by 16% and 22% to 237.1 MT and \$C 11.0 million and accounted for about 70% of our sea urchin exports, but this is down from more than 90% in years prior to 2009. We feel maintaining a presence at these shows and in these markets is critical to maintaining growth momentum as we explore new opportunities and continue reducing our dependence on the Japanese market.

The activities within the proposal do not vary too much from what we have been undertaking over the past 3 years and are centered on exhibiting at trade shows in Hong and China with other exploratory legs to check out other possible opportunities. The budget includes travel, project management and background information support as well as continuing marketing materials development, including website stuff, new photo and video libraries as well as improved Quality Assurance (QA) and traceability capacities. One area where assistance from fishermen would be really appreciated is pictures and video clips of the fishermen, the fleets and the nature of the fishing in action. At any rate, an announcement on the level approved is apparently imminent but all we know so far is that it has passed some degree of muster and we remain hopeful.

The next upcoming trip is to the Seafood Expo Asia in Hong Kong during the first week of September. We are well along with our arrangements and are again looking forward to a successful show. Mike, Dave and myself are part of the delegation and we will be joined by representatives from the PSCHA, Paladin, Grand Hale and RBS. We still have room on the team should anyone else like to join us.

We have another show in November to attend in China and will be looking for delegates to join us there as well. That show is in Qingdao this year and will hopefully be followed by a side trip to either Taiwan or another part of China as the exploratory leg.

That's about it for now- see you Wednesday.

