



# PUHA

PACIFIC URCHIN HARVESTERS ASSOCIATION



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## PRESIDENT'S REPORT —MIKE FEATHERSTONE

The PUHA marketing team is attending the China Seafood Exposition in Dalian in early November. There is increasing interest in Sea urchin and the market continues to grow and demand increase. This is very positive indicator for the Industry.

Landings are up slightly in the North from last year to date, almost 27% of the quota has been landed to date. Much of the exposed areas of Banks Island are completed while the areas closer to Prince Rupert have been left for closer to Christmas. In the South, landings are down, only 3.5% has been landed. See the D&D report for the landing details.

Another packer has added refrigeration to maintain the cold chain during the warmer months. The benefits of the investment have been improved quality and better recoveries. Now 2 fleets have cold chain integrity from the grounds to the processing plant.

PUHA has received an e-mail from DFO management raising concerns that fishermen are not being responsible with their requests for fishing openings. Fishermen are reminded to try and plan the opening requests and fishing schedule in advance and in collaboration with processors and D&D. Do not request multiple openings and multiple changes as this will jeopardize our self-management system. The protocol must be followed, please refer to D&D information in this newsletter.

This season PUHA has agreed with DFO to conduct 3 surveys using DFO equipment and personnel. This will aid DFO to better manage their staffing budgets while still providing the necessary survey work for a science based management. A one year Joint Project Agreement was signed and PUHA will contribute \$41,000 for the surveys.

At the request of the Green Sea urchin Association and with approval at the PUHA AGM we are developing the options to join the resources of the 2 Associations under the PUHA umbrella. PUHA already manages all the Green Sea Urchin marketing efforts and it is felt that the current quotes and fishery management could be improved with the knowledge and resources of PUHA directors. The majority of the Green licences are held by fishermen who fish red sea urchins

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## MARKETING—GEOFF KRAUSE

It has been a very busy few months and it is good to see that I am not the only one saying this. I was just reviewing the export stats from Statistics Canada and noted that while our shipments to Japan and Taiwan to the end of August are about the same this year as they were to the end of September last year, we are up about 7,000 kg and \$300 K to Hong Kong and 1,300 kg and \$80 K to China for the same periods. We seem to have fallen off a bit to Germany and the UK but I would still say the Asian numbers are not bad moves in the right direction. I am looking forward to getting more up to date tables, probably in December, that will give us a picture to (I expect) the end of October.

There was the AGM at the end of August. Nothing too surprising there but there are changes going on and there was a good discussion of the issues coming up with the guys that were there. The minutes for that meeting are still being put together but I expect they will be out sometime in early December.

Right after that meeting we headed off for the Asian Seafood Expo in Hong Kong. I believe the report has been posted on the website but the elevator version kind of goes like this:

The 2013 Asian Seafood Exposition (ASE) was held at the Hong Kong Trade and Convention Centre in Hong Kong over three days extending from September 3<sup>rd</sup> to the 5<sup>th</sup>. This was the fourth anniversary of the show and the fourth time we have exhibited at it. Representatives for the Pacific Urchin Harvesters, Pacific Sea Cucumber Harvesters and West Coast Green Urchin associations, Grand Hale Marine Products Ltd, Paladin Fine Foods, RBS Seafood Harvesters Ltd, and Premium Food Sales Limited helped out with the booth. This year we started with a very favourable location right at the entrance to the hall and the traffic seemed more consistent throughout the show perhaps also partly as a consequence of the Bar and Restaurant Show, a larger and more established exhibition which is held coincidentally with the ASE , moving so both shows were on the same floor this year.

All the personnel at our booth, and at others we spoke with, thought the show came off very well this year and was a great success. The final measure of this will of course have to wait until the sales figures for the next year are compiled but there seemed to be genuine and renewed interest and enthusiasm at the show for and by the exhibitors and their wares. The show was billed this year as a venue for luxury seafood and it all seemed to come off rather well. Media coverage was significantly improved over previous years and interest in our sea urchins and sea cucumber was strong, no time more so than when we had samples on offer. We collected contact information for 148 visitors, the highest number we have gotten from the ASE or in fact from any show we have exhibited at thus far.

There was an international flavour to the show and we met new potential customers from many parts of Asia, Europe and North America. We have also gained further appreciation of the Hong Kong market for seafood and feel they also gained a better appreciation of our fisheries, our products, our people and of our commitment to our customers. It's all good and hopefully bodes well for developing business there.

Around the end of September we finally got word on the fate of the Agri-Marketing Proposal. There were a whole whack of changes in the program, in personnel and procedures this year so it took a while but in the end, in short, we did well and it was good news. We asked for about \$51K in our proposal and about \$47 K and change was approved. Most of the activities we included this year were funded so after a bit of back and forth on details there is supposed to be a Contribution Agreement on the way for signing and etc.

The start date for the agreement is April 1, 2013 and it extends through to March 31, 2014. I expect to be working on next year's proposal for submission by mid to end of January and our guy in Ottawa feels the approval process is now streamlined so things should be much more efficient on this next go around.

We also had to get going on a number of preparations for our upcoming joint exhibit with the Pacific Sea Cucumber Harvesters Association at the 2013 China show in Dalian and a couple of other associated side trip opportunities. Paddy was working with Provincial and Federal representatives in Guangzhou and set up a dinner showcasing BC seafood for about 150 guests in a swank Guangzhou restaurant. We were invited to attend this event a few days before the China show started and we took advantage of this particular opportunity to get people trying and sampling our urchins and cucumbers despite the complications it set up for us.

The problem you see is getting product into China in a timely fashion. They maintain they are completely open for business but it seems that they are still connecting some of the dots that are involved. As we all know, shipping urchins involves a very tight timeline and if we are to go through the commercial channels set up for the show we are expected to have product at the shippers in Dalian with all the health certs and other import papers properly filled out exactly as they lay out. It seems they also prefer that occurring about a week or two before the show starts, which in the case of urchins especially, kind of messes us up.

The best option we have is to hand carry the product for the show with us on the plane and set it in the overhead compartment so we can be sure it does not get bashed around. Two complications arose from the pre-show gig in Guangzhou: first off, the customs inspectors are much easier on inspections when one's first point of arrival on the mainland (China) is in the city holding the show, in this case- Dalian. We were going through Hong Kong and then Guangzhou which might have invited additional scrutiny. Secondly, by arriving a week early we were losing considerable shelf life which is kind of unfortunate given that we want the uni to look as appealing as possible to our potential new customers. We did get to a solution though- we eventually got a couple of other guys not coming along on the Guangzhou leg bring along some product.

We also used the opportunity to stop by and visit Phenix Everlie in Shenzhen. He is a ex pat Canuck whose family runs a chain of 9 high end Dim Sum restaurants in Shenzhen (@ ~ 1000-1500 seats per). He currently purchases considerable amounts of BC product, especially cukes and geoduck but we are also getting him to come around on the urchins, for the restaurant. We had an interesting visit and toured of one of their locations and we hope to continue building, nurturing and/or supporting that relationship.

The China Fisheries and Seafood Expo is one of the largest seafood shows in the world and this was our 5<sup>th</sup> year exhibiting at it. There are more consumers attending this show than the Hong Kong show but interestingly I would say the latter has been the most successful for us thus far. This is probably at least partly because while there we are a smallish (and newish) fish in a much larger pond and it is just that much harder to get noticed. We did get lots of visitors and we all thought things went smoothly- processors from both fisheries were present and therefore able to satisfy requests to talk turkey and we managed to stage a couple of feeding frenzies as we put out some smoked salmon with uni. This little dish is, incidentally, an excellent brownie point generator (with or without a caper topping each piece) if you happen to be attending a pot luck and are responsible for proving an appetizer.

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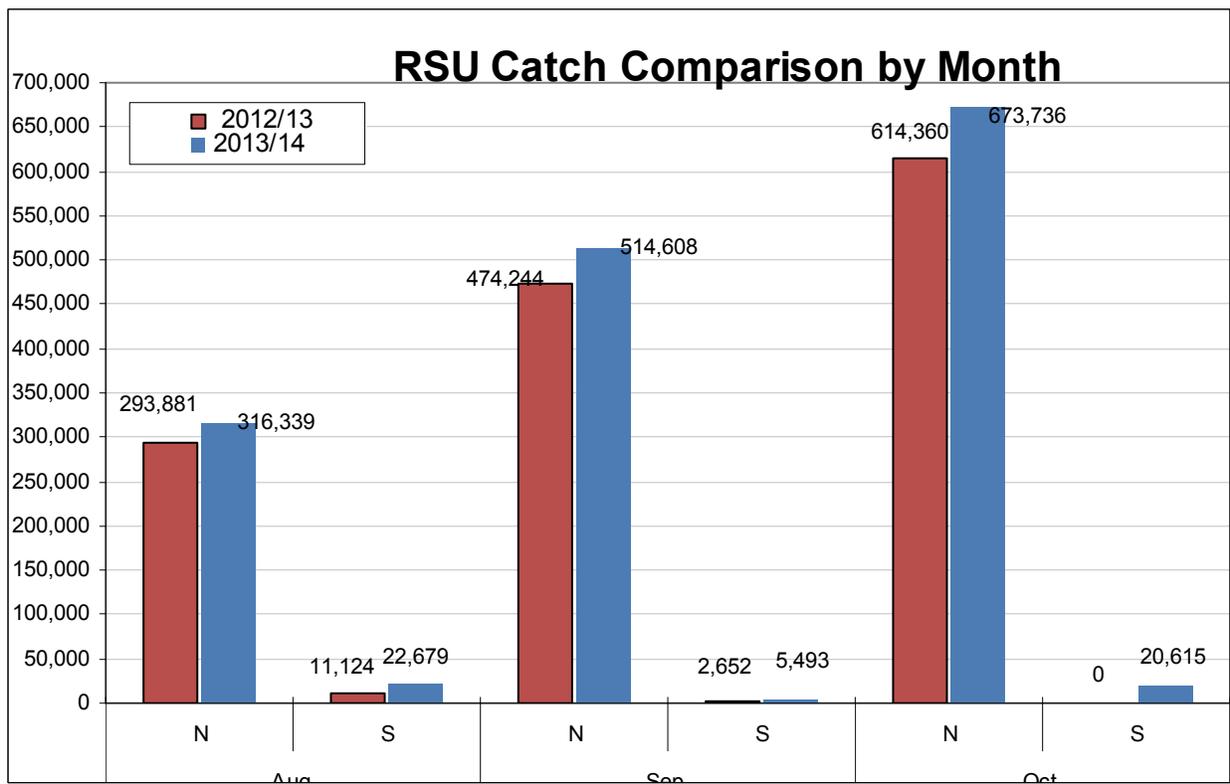
## MARKETING—CONTINUED FROM PAGE 3

We flew on to Beijing after the show to meet with another group interested in BC seafood. We had a very productive meeting with a group that works with top chefs to source the best ingredients for high end catering services. They are interested in working with us to develop appropriate dishes using sea urchins, sea cucumber, sablefish, tuna, various species of salmon and groundfish etc for a variety of uses. It seems possible that this could turn into a very big deal, especially if, as some well connected and highly respected analysts are to be believed, the just completed Third Plenum declarations and follow on policies are going to propel China along on another “massive multi-year bull run”. This would be a good thing.

Anyways we are home now but I am still working up the report. I expect it will appear on the website once it is complete, probably later this month. So until next time- Good fishing.

## D. & D. PACIFIC

### Red Sea Urchin Update – November, 2013



### 2013-2014 RSU Fishing Season

The **South Coast** was slow to start. Public sales and a few landings have occurred, and currently there is activity out of Port Hardy, Port McNeill, Kelsey Bay and south for public sales.

The **North Coast** started immediately, and focused on fishing exposed areas instead of close to port. This has worked well this season. The groups have been working Banks and Trutch areas as well as in the exposed areas closer to Prince Rupert. Currently, fishing is ramping up after the completion of the Sea Cucumber fishery, as vessels have taken a short break and now are showing up for Urchins.

## D. & D. PACIFIC—CONTINUED FROM PAGE 4

**Logbooks Changed** for the 2013-2014 Season. Old logbooks will no longer be used and must be recycled. With the new licensing program (online) and DFO requiring logbooks to be controlled must be assigned to the vessel(s) prior to release, and each licence must use the logbook designated to it. No longer will fishers and buyers designate a licence the same day they fish and, must “plan ahead” to get everything in order before heading out to fish. The Red Sea Urchin Fishery in the past has seen people designate tabs to vessels last minute. This means registration with PUHA, DFO licence pick-up, logbook/chart delivery all on the same day the vessel fishes is a thing of the past. This of course opens the door for errors. Logbook and charts don’t arrive to the vessel prior to fishing, no licence on-board while fishing etc.

**Harvest Charts** are required to be filled out by midnight of each days harvest like the logbook itself. This is a Condition of Licence. The Logpage and Chart must be completed by the vessel master or crew that is on-board the vessel. Having someone else complete the harvest chart who is not on the vessel is not allowed as stated in the conditions of licence. When this is done, errors occur, mis-reporting the harvest site, wrong entry – fishing in closed areas, and so on.

C&P is aware of the midnight rule for harvest charts, and will be checking for this. Please have your crew complete the data by midnight each harvest day to ensure accurate, complete data is captured in a timely manner as not to put the licence holder in a corner at the end of the year.

**Quota Changes** in the **south coast** due to the Sea Otters in the Port Hardy area. PUHA consulted fishermen on the decline of stocks in the Port Hardy quota areas, moved quota to adjacent quota areas, and came up with new quota allotments for the 2013-2014 fishing season – see the RSU IFMP online at DFO’s website.

Last season, multiple vessels surveyed the top end of Vancouver Island including the mainland side (Area 11). Strong efforts to find Sea Urchins left almost 340,000 lbs. in the water. Urchins are still in the areas, but deeper and hiding in cracks from the otters. PUHA still reserves the right to explore these areas during the season.

**Opening and Closures** by DFO occur throughout the fishery season as vessels work through harvesting from one quota area to another. Last season saw the most requests by one group compared to any other seasons’ groups/fleets combined. DFO sent a letter out to PUHA explaining the issue of: *example only* - opening one area then closing it then requesting to open it – all in 2 day timeframe. This example had DFO opening and closing urchin quota areas at a rate never seen before, and created issues.

DFO has expressed that they do not want to see this issue repeat itself. It is understood by all that this reef fishery may not be able to complete the area quota in one visit (feed lines etc), but to open one area 12 times in a 3 month timeframe is excessive.

**North Coast fishing protocol has been modified by DFO** due to the constant reiteration of the protocol to certain fleet participants, and their efforts to get around the protocol. The Protocol, established by PUHA and DFO is to accommodate the lack of an independent on-grounds monitor due to the financial strain PUHA is facing during the economic downturn of the fishery. Changes to the protocol can be viewed within the IFMP (management plan). One major change is a VMS unit will be required when fishing all RU areas in the north coast. Last season, the central areas below Bella Bella did not require a VMS vessel, now they do.

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# PRESIDENT'S REPORT—CONTINUED FROM PAGE 1

## FISHERMAN PRICES ARE LAGGING BEHIND INFLATION AND MARKET

Last year, 2012, there was 6.6 million lbs landed very comparable to year 2006 were 6.8 million lbs were landed. According to Government landed value and wholesale value statistics, the landed value (fisherman prices) in 2006 was \$700,000 higher than 2012 however the wholesale value was actually \$600,000 (processors prices) higher in 2012. This is approximately 1.3 million dollars difference between the cost of material and the selling price over comparable landing years. Somehow this does not add up unless fishermen are getting significantly less money on a pro rata basis.

Indications are that prices are on the rise but this increase has not reached the fishermen. This is unfortunate as fishermen are much further behind now than they were 5 years ago, particularly when one factors in the cost of inflation. Even at \$.60/lb the inflation adjusted price based on the past 6 years Cost of Living index should be in the mid \$.70's/lb. Fuel costs are more than double, repair costs are up 50% and there is no cost which has decreased in price. Everything is up except the earnings of the fishermen. When the market collapsed fishermen were asked to bear the burden, now that things have turned is not fair that fishermen should share in the prosperity?

**Fishermen Helping Kids with Cancer** is proud to announce their third annual charity herring sale on Saturday, November 30th between 7am and 4 pm (or until sold out!) at the south end of Trites Road in Steveston, Richmond, BC (12740 Trites Road). The sale is open to the public with 100% of the proceeds going to BC Children's Hospital to help kids with cancer.

Brent Melan, the Burnaby fisherman who came up with the idea for the event and captains the seiner that catches the herring, explains, "As an industry, we are so pleased to announce that in the past two years, our herring sales and donations have raised over \$135,000 to help kids who are receiving treatment for cancer at BC Children's Hospital. We are especially proud that the industry has come together with support from local sponsors to host this event with all services and supplies donated. Ladner fisherman Randy Reifel is, once again, donating the seiner, the *MV Prosperity* along with the fuel and fishing licence. The Steveston Seafood Auction is also again donating the fish processing plant and crew. These big event costs, along with every other cost, is donated by persons and companies connected to the BC fishing industry."

**The Octopus dive fishery** has a petition to reopen their fishery. For information and to add your support go to: <http://www.gopetition.com/petitions/petition-to-re-open-the-octopus-dive-fishery.html>

There are currently 14 licences in the fishery. The fishery is small and selective and started in the 1960's. In 1999 the fishery was classified as new and developing wherein science and harvest information would be gathered for management. In 2010 the DFO said they would restore the licences to full status, since that time nothing has happened until this year, where, without notice or consultation, the DFO announced a suspension of privileges and a full closure. Please support our fellow dive fishermen.

**Star fish wasting disease** has been reported in the British Columbia waters. Little is known of the disease that has effected multiple star fish species over a wide range from California to British Columbia as well as the East Coast. You can check out the link to the Vancouver Aquarium at: [http://www.thestar.com/news/canada/2013/10/07/vancouver\\_aquarium\\_alarmed\\_at\\_mass\\_dieoff\\_of\\_starfish\\_on\\_ocean\\_floor.html](http://www.thestar.com/news/canada/2013/10/07/vancouver_aquarium_alarmed_at_mass_dieoff_of_starfish_on_ocean_floor.html) If you see signs of the wasting disease you can report the sightings to the Vancouver Aquarium at: <http://www.fishlab@vanaqua.org>



**2013/2014 RED SEA URCHIN FISHERY NORTH COAST FISHING PROTOCOL**

**Part I: Vessel Monitoring System Protocol**

A Vessel Monitoring System (VMS) will be piloted for the north coast fishery for the 2013/2014 season in order to increase monitoring efficiency. This will be the third year of this pilot program.

For the 2013/2014 season the following vessels will be piloting a Vessel Monitoring System (VMS) for the North Coast licence area:

| Vessel        | VRN   |
|---------------|-------|
| Diver City    | 31081 |
| Sandy Isle    | 30554 |
| Zomby Woof    | 30679 |
| Pender Breeze | 30063 |
| Kuroshio      | 30673 |
| Westport I    | 30958 |
| Aqua Star     | 29824 |
| Matnik        | 29251 |
| Forager       | 20204 |
| PE 207        | 24940 |

1. There will be a limit of two separate fishing groups permitted to operate within the north coast region at any time. This includes the central coast and Haida Gwaii.
2. Each north coast fishing group must have at least one vessel equipped with a functional VMS or fishing activity will have to be ceased.
3. If a fishing group does not have at least one vessel with a functioning VMS, fishing activity may be suspended by closing the area.
4. The vessel(s) equipped with the VMS must be a vessel actively engaged in fishing (i.e. not a live-aboard).
5. Vessels equipped with the VMS must check that the system is operational prior to commencing fishing activity. See Part 3: How to check if your VMS is functioning.
6. The VMS must stay on for the entire red sea urchin season unless the vessel has ceased fishing for the remainder of the season.
7. Just because a vessel is equipped with a functioning VMS does not mean that vessel may fish alone. The two group limit still applies at all times.



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## D. & D.—continued from page 7

### **Part 2: On-Grounds Co-ordinator Protocol**

PUHA has designated the following members, but not limited to, as “On-Grounds Co-ordinators” (OGC). The OGCs will communicate with D&D at the beginning and end of each fishing day. The OGC requirement is essential at all times no matter how small the fishing group. In the event there is not a designated OGC on the grounds and there is no communication with D&D, fishing activity will be suspended by closing the area. The OGC must be on the fishing grounds.

| Area                  | Name                         | Vessel      |
|-----------------------|------------------------------|-------------|
| North Coast           | Bob Hegedus                  | Westport I  |
| North Coast           | John Parkins                 | Aquastar    |
| North Coast           | Al Shanks                    | G-Star      |
| North Coast           | James Ridgway                | Karohshi    |
| North and South Coast | David McRae                  | Kuroshio    |
| North and South Coast | Gordon Angrinon or Alternate | Forager     |
| North and South Coast | John Lindsay                 | Second Wind |
| North and South Coast | Mike Boyd                    | CCC         |

### **OGC Checklist**

| <b>Morning Report (Prior to fishing activity)</b> |   |
|---|---|
| 1 Confirm Fishing & Vessels                       | Confirm if it is a fishing day or not, if so provide a vessel count with names for the quota area open, and any issues to be addressed.   |
| 2 Area Remaining Quotas                           | D&D will provide the OGC with the actual or estimated remaining quotas by area and go over possible fishing plans or vessel limits.   |
| 3 Vessel Harvest Limit                            | In the event that the remaining quota in an area to be fished is insufficient for a full day's production, the remaining pounds will be divided equally amongst the fleet. The OGC will convey the vessel limit to the fleet. <u>No same day area changes or new hauls</u> will be permitted during a harvest limit or clean-up – NO EXCEPTIONS |
| <b>Evening Report (After fishing activity)</b>    |   |
| 1 Catch Info by Area                              | Provide the total packer weight by quota area. It is the responsibility of the OGC to ensure the packer weights are provided to D&D in a timely manner. It is the packer's responsibility to relay load information to the offloaders & Port Observer.  |
| 2 Game Plan                                       | Keep D&D up to date with the talk on the grounds with respect to roe quality, weather outlook and general discussions on moving to a new area. Keep in mind <u>same day decisions to move to a new area will NOT BE PERMITTED - NO EXCEPTIONS</u>   |
| 3 Area Remaining Quotas                           | D&D will provide the OGC with the estimated remaining quota by area, and go over possible fishing plans or vessel limits for the next day.  |
| 1-800-775-5505 or 1-604-886-4819                  |   |

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## D. & D. PACIFIC—CONTINUED FROM PAGE 8

- A maximum of four quota areas can be opened and available for fishing by each fishing group. However, each fishing group is limited to fishing one area at a time unless approved by DFO.
- If an area is selected outside of the four previously opened areas this requires advance planning and a minimum of 48 hours notice (not including weekends and holidays) to open prior to fishing.
- Attempts will be made to complete each quota area before moving to a new area. If weather or roe quality prevents further fishing effort in a quota area the fishing group will be permitted to move to another area, as a group, but will not be permitted to switch within the same day.
- Clean-up protocol involves the estimated or actual remaining quota for an area to be divided equally between all vessels hailed prior to the day of the clean-up. Each vessel will have a harvest limit imposed, any overages of this limit will be tracked and reported to DFO.

### **Part 3: How to check if your VMS is functional**

- Check if your VMS is functional well in advance of your fishing activity. This way if there are any problems it will be easier to get the VMS functioning again and your fishing plans will not be delayed.
- Contact Pauline Ridings at 250-756-7118 or [Pauline.Ridings@dfo-mpo.gc.ca](mailto:Pauline.Ridings@dfo-mpo.gc.ca) with your vessel name and CFV/VRN to inquire whether your vessel is reporting location data on DFO's VMS website.
- If there are mechanical issues with your VMS unit or any questions please contact the satellite service provider ROM Communications at 1-877-860-3762.

**The Vessel Monitoring System (VMS)** pilot program will be in its third season and continues as a pilot. Problems still occur with vessels trying to deviate from the protocol, and all vessels are reminded to follow the protocol established that works in association with the VMS.

D&D has no access to the VMS system as it is a DFO program.

## SURVEY'S—DAN LEUS

DFO has conducted two stock assessment surveys in 2013 in areas recommended by PUHA. The first was completed in Barkley Sound in early October and the second, in late October, was completed in Okisollo Channel just north of Quadra Island. Data will be processed over winter and incorporated into the next iteration of quota options with results from each of the surveys published in a report available to the public. If you have questions please contact DFO at the number below.

250 756-7147 Office

250 739-3483 Cell

## ABALONE HARVESTING

**Harvesting abalone from B. C. waters is illegal.** Help stop the illegal harvest and sale of northern abalone. Report suspicious or illegal activity in Pacific waters to D.F.O's **OBSERVE, RECORD, and REPORT 1-800-465-4336**. Reports relating to abalone are given priority.

