

## 2011 PRESIDENT'S REPORT

The trade missions for this year are now complete and the fishing sea season is starting in earnest. This year PUHA participated in the Asia Pacific Seafood show in Hong Kong in September and the China Fisheries and Seafood Exposition in Qingdao, China which just finished

The Hong Kong show is smaller and has many local buyers and restaurants visiting the booth. There is a growing interest in our product and everyone who tastes it loves it. Both Paladin and RBS had representatives at the booth. Some existing customers dropped by as well as new customers who wanted the product. The booth was shared this year with both Sea Cucumbers and Geoducks with live geoduck and sea urchin in the tank and a refrigerated display with sea cucumber meat and skins and tray uni supplied by Alice from Sea Gate. There is an interest in the live sea urchin and this remains a focus for future market development.

The China Fisheries and Seafood Exposition is a very large show with many exhibitors and visitors. PUHA shared a booth with the Sea Cucumber group. Grand Hale, Paladin and RBS had representatives at the booth. There was a refrigerated display with tray uni, sea cucumber meat and skins. Grand Hale provided the product for this show. The BC booth was directly across the aisle and Nathan Fong cooked up many appetizing samples for the visitors to taste. Again all the visitors who tasted the product were very impressed.

The BC Government folks were very helpful along with the trade commissioners and federal government representatives.

There has been an increase in sales to Hong Kong, Taiwan and China for sea urchin and this is where the market growth is the greatest over the past 3 years. Over the same period exports to Japan decreased slightly where as the sales to the other Asian countries increased nearly 200% in the past year alone!

The following spread sheet details the changes:

Canadian Dollars		Canadian Dollars							Quantity						
		2008	2009	2010	2011 - July	2011 as % of 2010	Long-term CAGR (2001-2010)	Short-term CAGR (2008-2010)	2008	2009	2010	2011 - July	2011 as % of 2010	Long-term CAGR (2001-2010)	Short-term CAGR (2008-2010)
0307 9131 - Sea urchin roe, fresh or chilled (Kilogram)	Ja pa n	8,17 7,15 9	8,67 5,99 5	7,68 0,91 6	4,09 8,98 0	53.3 7%	0.4 2%	- 3.08 %	190, 130	185, 955	177, 036	99, 555	56.2 3%	- 0.9 2%	- 3.50 %
	Chi na	0	22,5 64	464, 200	47,8 94	10.3 2%	/0	/0	0	298	9,11 3	907	9.95 %	/0	/0
	Ho ng Ko ng	67,7 70	133, 824	367, 428	1,37 1,00 5	373. 14%	10. 82 %	132. 85%	1,70 2	3,25 8	13,3 23	23, 610	177. 21%	25. 12 %	179. 78%

I think all the participants in the trade shows have a positive feeling this market will continue to grow.

At this past AGM Transport Canada reviewed the requirements for small vessel operators as now required. Each operator requires at least a minimum small vessel operators (SVOP) certificate. This is available through grandfathering by presenting records of your sea time to transport Canada or through certification by taking a special course designed and offered by Fish Safe. In the future these options will not be available and to certify an operator will have to take a lengthy certification training. PUHA will have information on the website providing more details and we urge all operators to take advantage of either of these options while available.

Pauline Ridings has relocated to Nanaimo and will no longer be the lead red sea urchin manager. Pauline worked with red sea urchins for almost 5 years and we wish her the best in her new endeavors. The new lead manager is Sandra Davies in Prince Rupert (250 627 3007).

New this year in the North Coast is the Vessel Monitoring System. At least 1 vessel in each fleet is now required to have the VMS system operating. Please call Ross at the PUHA office or refer to the website for more details.