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## PUHA Annual General Meeting

October 3, 2023  
10 AM to 4 PM  
MS Teams  
then  
Zoom

### 9:45 **Log In**

Roll Call: Karolyn Mufford, Mike Featherstone, David McRae, Francis Cheung, John Lindsay, Ron Ross, Lawrence Anderson, Mike Boyd, Darin Macy, Will Strong, Bob Hegedus, Tim Joys, Geoff Krause, Connor Lindsay, Alfa Wong, Tony Wong, Corey Jackson, Kyle Davies

Afternoon: Christina Burridge, Erin Wylie, Christine Wylie

10:00 Call to Order

### **1.0 Approve Minutes from 2022 AGM**

**Motion:** Approve 2022 AGM minutes 1°: John Lindsay; 2°: Dave McRae. AIF. Carried.

### **2.0 Financial Report-** Karolyn Mufford

Revenue was up in 2022-2023

- AMP Revenue money of \$48,840.38 came in after year end.
- Increase in Red memberships validations \$291,635.00 vs \$266,865.00 in 2021-2022
- Red South 45 Red North 19 ½ Red 9
- Increase Green memberships \$61,250.00 vs \$40,800.00 in 2021-2022
- 49 Licenses

Expenditures

Several increases in expenses

- BC Seafood Alliance fees increased from \$10,000 in 2021-22 to \$12,600 in 2022-23
- Accounting fees were up from \$2,520.00 in 2021-2022 to \$2730.00 in 2022-2023
- More brochures were translated into Japanese
- More English Brochures printed
- Website costs increased due to translating to multiple languages

- Survey/Smash end of March- 7 boats participated @ \$2000 per boat, down from \$4000.
- Travel was up due to being able to send representative to trade shows.
- VMS- 1 boats claimed for 2022-2023

#### Assets

##### Prospera

- Moved \$6600.00 from Prospera (used to be Westminster Savings) to RBC- will look at closing out the account after the term comes up for renewal in December.
- Term is in a 1 year convertible at 4%

##### RBC

- Put \$150,000.00 into a GIC for 180 Days at interest rate of 4.9% - Anticipated interest is expected to be \$3624.66

Expenditures exceeded Revenue by \$15,587.56 in 2022-2023

This resulted in PUHA having \$297,618.21 of net assets on June 30, 2023, comprised almost entirely of cash and term deposits, down from \$319,523.22 in 2021-2022

**Motion:** Accept Financial report: 1°: Dave McRae; 2° Francis Cheung. AIF Carried.

### 3.0 President's Report

We have a great AGM planned, hopefully it will be interesting and informative (and not too depressing). It's quite amazing when you think PUHA has been around over 30 years. In the beginning, the focus was on science and management – sustainable fishing. There were lower size restrictions, then upper size restrictions, then area quotas and eventually when the fishery was really rolling, it was capped at 10 million lbs. PUHA conducted 100's of bio mas surveys over that time, in support of the science.

Along the line, there were First Nations concerns of overfishing. PUHA, DFO, BC Gov and 4 different bands set aside representative areas into MPA's, to study the effects of fishing and collaborate with the Bands for a better understanding of the fishing. Some of these areas are still closed, and there is no longer much interest in studying sea urchins. It was generally recognized that sea urchins were not being over fished.

Fast forward to today, and we have some First Nations raising concerns of an over abundance of sea urchins in some areas, and of the damage to the overall eco system, particularly the kelp forests. PUHA's collaboration with the Haida Fisheries Program, AMB and DFO in the Nurturing Kelp to Grow Project ("the smash") has provided more information on those relationships. Ironically, we still have NGO's and other First Nations proposing more MPA's and closures.

The Science and quotas haven't changed much over the past number of years. In the past 15 years PUHA has been focused on marketing and innovations to get higher return for our catch. From fishing all the TAC, to the collapse of the fishery, due to the Russian overfishing, and then the rebuilding and diversification of our markets, which peaked some 10 years ago. Unfortunately, we have been on a downward trend since that time.

Market competition, covid and now global economic pressures have all been unfavourable.

It has been a tough start to the new season. Last season there was optimism, the world was reopening and covid was past. People were starting to travel and get back to normal. This year that optimism is past. The effects of the Government stimulus, increasing interest rates and overall global economic conditions have put a damper on our markets.

Looking back at last season, the south reds and the green fishery both were positive and were completed according to the preseason forecast. The north coast red fishery, however, was below forecasts. PUHA had forecast 40 NC licences would validate last season but only 29 licences were activated.

Currently, we are experiencing the slowest start of any season in recent memory. Landings for both reds and greens are well below historical averages. The main culprit is the weak Japanese Yen, which has turned Japan into an exporter instead of an importer. Also, competition from Mexico, Peru and Chile have further confounded the global urchin markets. The market is completely upside down.

Nevertheless, the boats that have been fishing, have managed decent prices for good product. August was a good month all considered, slow and steady, but September has been tough, the effect of the Fukushima wastewater release along with monsoon rains in Hong Kong really hurt the one market which had been propping us up. Basically our 2 biggest markets are in the dumper.

We don't anticipate a quick turn around from the current conditions, but we are optimistic that the markets will improve as the season progresses. The recent launch of UNI FRESCO, an innovative alum free product, shows potential to open the largely untouched EU market.

The one thing that is certain. PUHA and its members will continue to persist, innovate, and strive to provide the best uni to urchin markets as possible.

**Motion:** Accept President's Report. 1°: Alfa Wong; 2°: Bob Hegedus. AIF Carried.

## 4.0 D&D Report- Darin Macy

### RED SEA URCHIN FISHERY – 2023-2024 Season – September, 2023

#### North Coast Fleet

- The fleet started the first week of September in the Trutch Group with daily packers and 10 plus vessels hailed
- Market conditions poor, the fleet ceased harvest after a few trips
- Weather started to play a role in the fleet's ability to harvest in the last weeks of the September

#### South Coast Fleet

- Vessels were active the first day of the new season in the southern QMAs of Vancouver Island
- Packers were utilized to maintain quality in the summer months
- Harvest was well planned out by industry as they moved through QMAs into Comox and up to Kelsey Bay
- Currently, minimal landings occur due to market and weather and anticipate the fleet moving north to Port McNeill

#### General

- Market is poor since the start of the season
- Landings will reflect demand
- Undersize is an issue being noticed across the fleet
  - DFO C&P still has a zero tolerance on undersize and D&D has been through a C&P audit from Ottawa and they want to charge every undersize, even though programs by Parks Canada and First Nations utilize PUHA to reduce Urchins populations in efforts to save kelp forests.
  - Fishery Managers also support the science of urchin barrens and their effects on ecosystems
  - May have to push CoL changes to accommodate for the oval test shell of the urchin, especially when industry does not sort harvest on-deck anymore before transhipping to dockside
- We are experiencing again the lack of communication again in south coast with multiple cancellations of offloads without letting D&D know. We show up at the dock to find no one around and call in to vessels who forget to let us know they ceased fishing. costing the program lots when budgets are tight
- We are also getting vessels changing their offload times 2 to 4 times within a day. D&D may have to pay observers a full day rate just to keep up to vessels changing times. We will lose Observers if we keep them from doing anything else in a day because the vessels / unloaders cannot commit to the CoL timeline requirements
  - This is a problem for a few years, but some vessels and unloaders / truckers seem to not care.

Figure 1 – RSU Landings by Season by Month to Date - 6-Year Trend

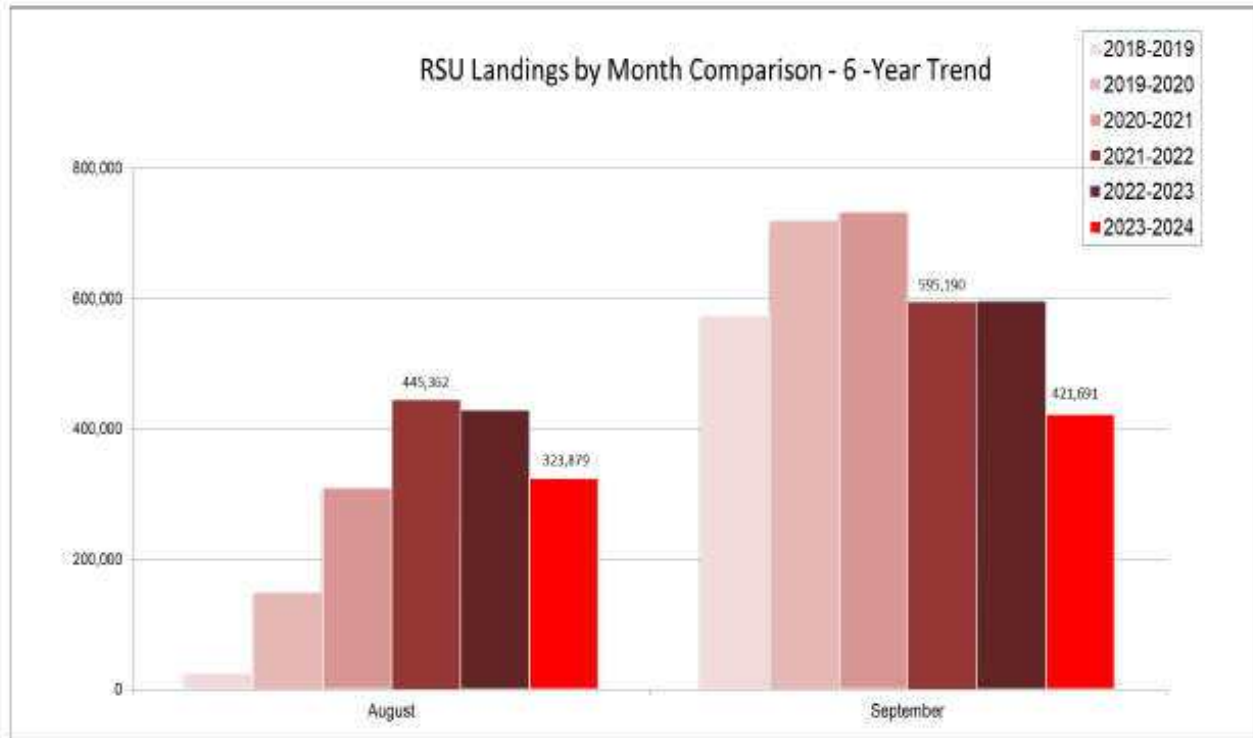
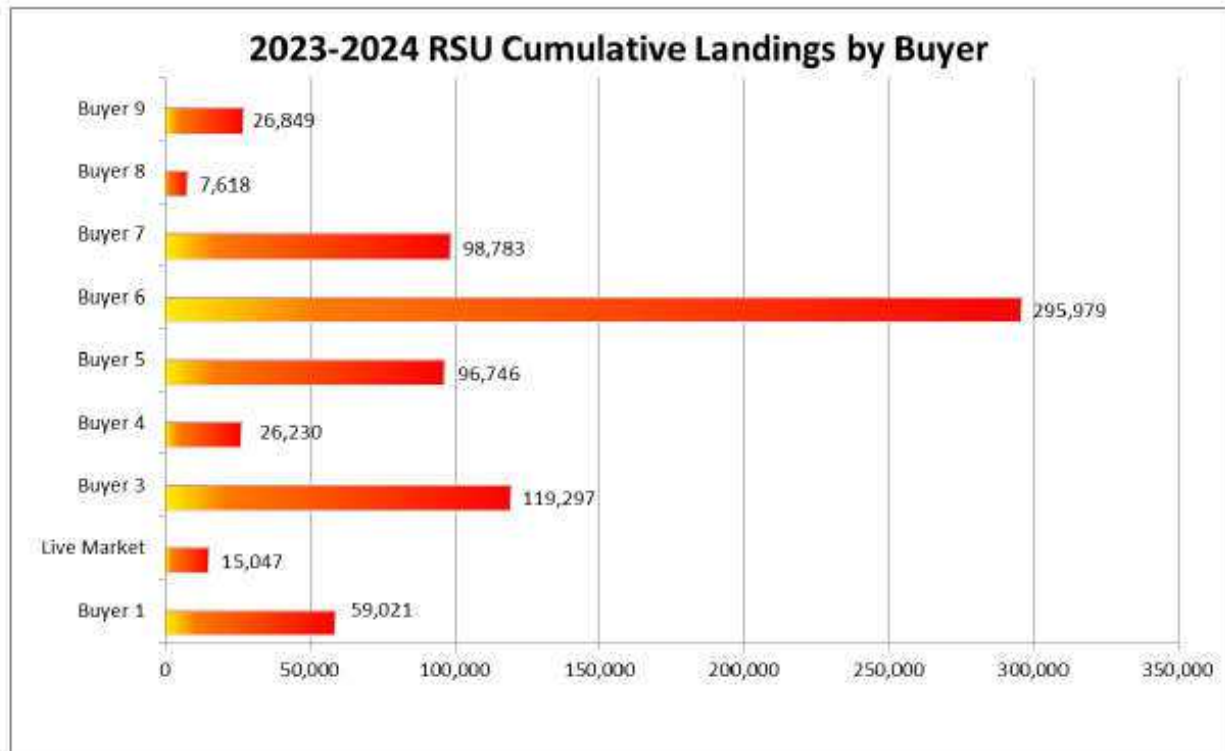


Figure 2 – RSU Cumulative Landings by Buyer





**GSU FISHERY- 2023-2024 Season** – September, 2023

- Market poor
- Minimal landings since the opening
  - a dramatic drop in landings from previous seasons
- Increase in overall TAC this season with Green urchins taking over red zones
  - Exploratory QMAs expanded to include Nanaimo QMA 17
- Live market in Steveston seeing an increase in reds & greens with 2 vessels participating

Figure 4 – GSU Historical Landings by Month 6-Season Trend

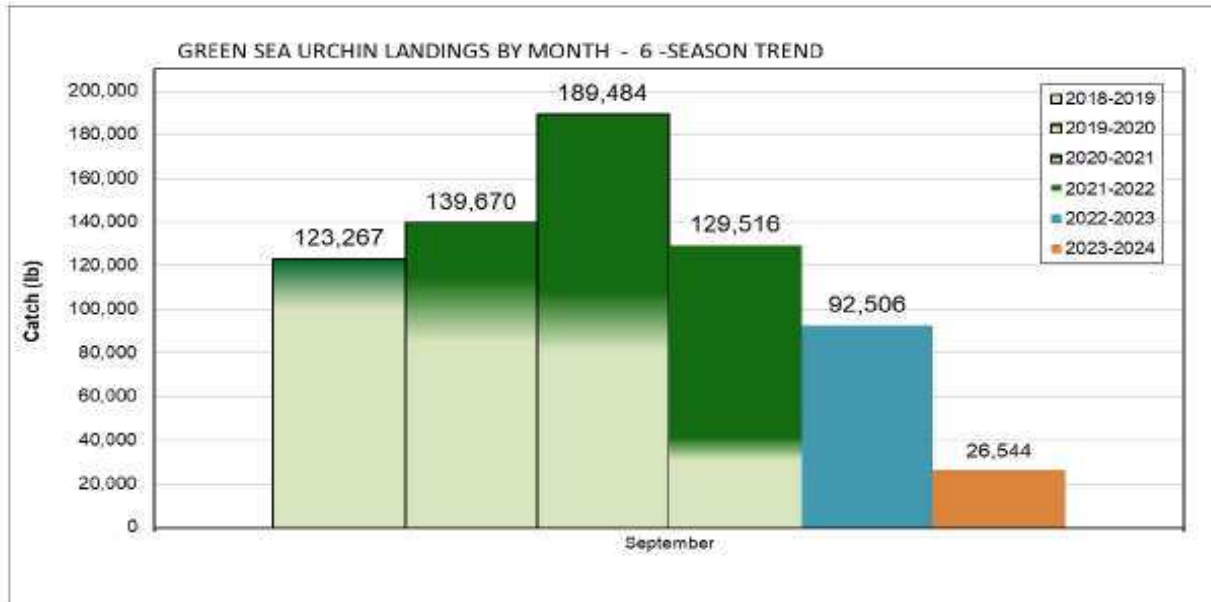
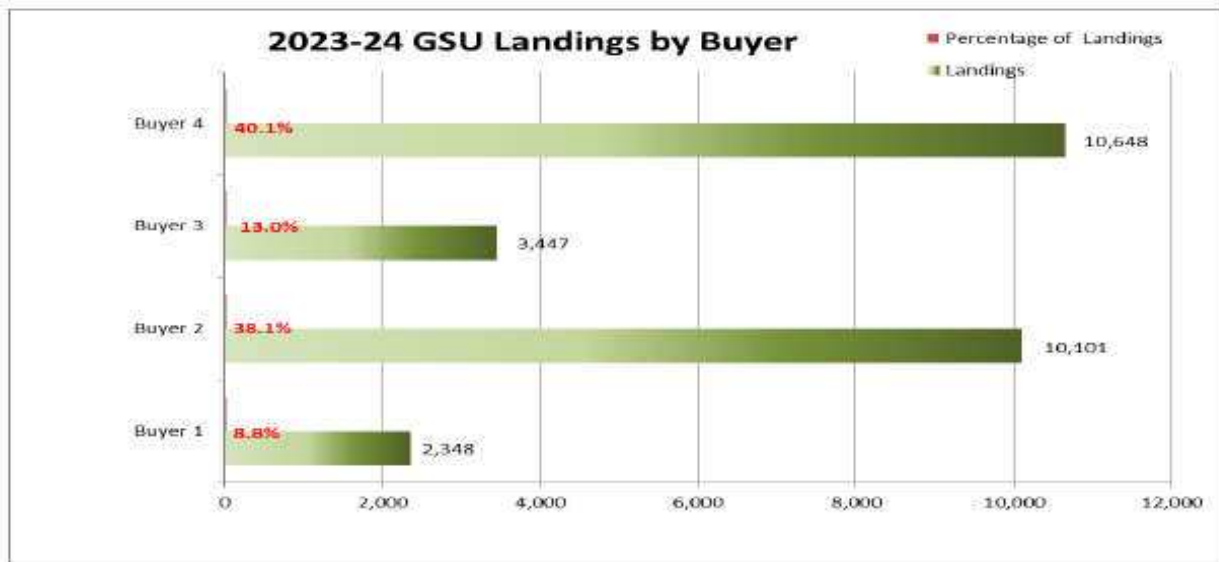


Figure 4 – GSU Landings by Buyer



**Motion:** Accept D&D Report. 1°: John Lindsay. 2°: Dave McRae. AIF Carried.

## 5.0 Green Urchin Report- Mike Boyd

Last year went well for greens and everybody achieved their quota. Sydney areas all had pretty high volumes and lots of kelp. These were some quality issues, but there was enough around to work through that.

Central island- Campbell River area was good and it had high volumes as well. Up in Port McNeil most found some though also moved a bit further, up past Wells and Blackfish and did well up there. We're seeing otters now in Blackfish and down into Johnstone Strait but it didn't have a big effect on fishing at the moment, though we did see broken shells. Not a great impact on the green though there are signs of the reds being impacted in some areas there.

This year everybody said it's been a really slow start. And we're just starting to see some orders coming in now this week, so hopefully it's gonna go. All the areas were pretty productive and there weren't any standout issues. All in all I thought it went pretty well.

And uh yeah they're seeing lots of kelp and recruitment. So the grounds look good. We had a couple samples come out of Victoria and Sydney and they all look good. Stocks look healthy but we're running up against a lack of orders. We're hoping that'll pick up as I think it's due to the market and the Russian product coming online. That is to why we're not working as much, even though guys on the grounds are seeing product that's ready for market.

**Motion to accept the green report.** 1°: Dave McRae. 2°: John Lindsay. AIF, Carried

## 6.0 South Coast Report- Dave McRae

Basically increased effort for the same or even reduced catch, and more travelling. Guys are having to travel farther and go to multiple spots in a day, rather than returning to the same spot where they can get 3-4 days of fishing and then move on. Now we get a quarter of a day fishing with longer days and unpredictable fishing. The areas that were once high production, such as Campbell River, have become less productive. They were very large beds in the past but now when the area covered is still large almost all of the urchins are undersized and there is some concern that otters are picking them off as they get closer to legal. There is potential for those areas to return but it is something that we will have to watch.

**Motion to accept the South Coast Report.** 1°: Bob Hegedus. 2°: John Lindsay. AIF. Carried

## 7.0 North Coast Report- Bob Hegedus

We're dealing with the same issue as last year, quality. The numbers seem to be there but it is harder to find good quality. The numbers seem to be around but just getting the good quality. We're going to need it from the sounds of things as we have less product coming out now and we don't want to end up under what we had last year.

It seems the issue in the quality is because there's too many urchins around for the available feed (kelp). It's interesting that places that are quite unregulated, like Mexico, the Russian Kuriles and Peru, keep getting better and better in terms of the quality and what they're producing while

we seem to be having these challenges. It seems some of it might be due to the past but certainly there's doesn't seem to be as much need for as many regulations on size and area quotas etc. It would be nice but I don't think we can go backwards to a simpler system even though it might help turn things around in terms of some of those issues.

Do we have any idea on what kind of volume is actually coming out of Mexico? It seems like you said John, that they start in July and, and go all the way through to Christmas these days. One thing we have heard on Mexico is that they're processing more down there, so that has improved on the freshness. I don't know much about Peru either, but there their health and hygiene, and processing have all been improving. The product looks really good but it hasn't generally had a good taste, though this too is also apparently improving.

I don't understand how they can produce so much. Yeah. I don't know. I was going to ask Pauline as the managers used to participate in international sea urchin conferences and so on. Managers used to keep in touch with some of these other jurisdictions because they kind of held us and our system up as a high standard of management. But we don't know if there's been much communication over the last five or 10 years and we really don't have any idea how Mexico manages their fishery. It is interesting that that they're getting enough volume that they can disrupt the whole US market. Just getting a little more information would maybe help us with some insight. And maybe like Bob said, eventually that'll just collapse, but maybe not- they like the Russians seem to be going great guns these days.

Peru might be taking a bit of a hit this year because of the El Nino knocking back the kelp and the same might happen off of Mexico too. A lot of the all the red urchin fishery in Mexico is coming on and purples is coming out of northern Baha, which could be about the same way as California. It's not a very big area, so they don't understand how the volume is coming out of there.

Mike mentioned Mexican product was getting into Hong Kong. Geoff saw some red urchin in the Great Food Hall priced at 298 HKD for a hundred gram tray while we more typically get 388 HKD. The lower priced trays were looking kind of shitty and might have been Mexican. It was a little bit dark and kind of runny, We don't know what volume they're getting or the trade offs they're using eg. how much are they throwing away or how many empty urchins come up or if they are picking everything.

Mike volunteered to take on an action item to do some more investigation into the Mexican improvements and see if Pauline has any interest in contacting their managers to see how those Fisheries are being managed and what they're, what they're doing down there. That might give us some kind of better insight into what's happening.

Motion to accept the North Coast Report. 1°: John Lindsay, 2°: Mike Boyd. AIF. Carried.

## **8.0 Processor's Report- Alfa Wong**

Average drop in sales in worst ever seen and probably about 50% overall. They have 2 buyers in Japan, one of which is ordering nothing while the second is no better than 50% of normal. Hong Kong is also down about 40% and the mood is pretty downbeat because of the governance changes and subsequent increases in emigration (Canada is still making it hard for immigrants to enter)



Japan imports then repacks and re-exports as Japanese product. Fukushima is impacting exports of their domestic product to China, Hong Kong and South Korea.

Chile is now the #1 producer of urchins in the world representing about 41% of world production (by volume?). Canada produces about 8%. Japan is continuing to invest in South American production so they are seeing substantial quality improvements. Paladin imports Peruvian waterpicks (@ salinity ~ 25‰) during the summer hiatus in the BC fishery. The product is now much improved quality wise and cheaper than Canadian product. They are feeling pressure from world market and the product remains firm even after shipping. Northern areas are generally better than southern areas. South Korea and Japan are both pursuing joint venture opportunities in the country.

Canada is known for working together to optimize quality and production to win over customers - but we have to make sure we walk the walk.


**Motion** to accept Processor's Report. 1°: Bob Hegedus. 2°: Dave McRae. AIF. Carried.

## 9.0 Budget 2023- 24

### PACIFIC URCHIN HARVESTERS BUDGET 2023-2024 REDS

<b>REVENUE</b>		
35 NC LICENCES @ \$5980/1500		\$261,800.00
45 SC LICENCES @ \$3225/1500		\$212,625.00
AMP refund 23/24		\$48,840.00
INTEREST		\$7,500.00
TOTAL		\$530,765
<b>EXPENSE</b>		
D&D PACIFIC FISHERIES N (35)		\$209,300.00
D&D PACIFIC FISHERIES S (45)		\$145,125.00
GENERAL and OPERATING		\$36,500.00
PRESIDENT HONORARIUM		\$25,000.00
DIRECTORS TRAVEL HONORARIUM		\$10,000.00
CAFI MARKETING PROGRAM (MARKETING SUPPORT)		\$30,000.00
	<i>consulting</i>	\$27,500.00
SEAFOOD ALLIANCE MEMBERSHIP		\$12,250.00
WEBSITE, FACEBOOK, MEDIA		\$16,000.00
ONGROUND VMS COORDINATORS \$1000 PER BOAT		\$8000.00
RESEARCH SURVEYS		\$10,000.00
TOTAL		\$529,675
<b>SURPLUS</b>		<b>\$1,090</b>

## PACIFIC URCHIN HARVESTERS BUDGET 2023/2024 GREENS

	49 GREEN LICENCES (\$2499/1250)	\$183,701.00
	CAFI REFUND	\$5,750.00
		\$189,451.00
	<b>EXPENSES</b>	
	D&D PACIFIC FISHERIES	\$122,451.00
	GENERAL and OPERATING	\$15,000.00
	PRESIDENT HONORARIUM	\$10,000.00
	<i>CAFI MARKETING PROGRAM (MARKETING SUPPORT)</i>	\$6,000.00
	<i>consulting</i>	\$5,000.00
	SEAFOOD ALLIANCE (incl \$2,500 movie)	\$5,000.00
	RESEARCH SURVEYS	\$25,000.00
	<b>TOTAL</b>	<b>\$188,451.00</b>
	<b>SURPLUS</b>	<b>\$1,000</b>

**Motion:** Accept/Adopt budget as presented. 1°: John Lindsay. 2°: Dave McRae. AIF. Carried.

## 10.0 Election of Officers

Mike Featherstone as President. Carolyn Mufford is the secretary treasurer. Alpha Wong, Bob Hegadus, David McRae, Kyle Davies, Corey Jackson, John Lindsay and Tim Joys as directors. We don't have any limit on the number of directors that we have and we'd like to put forward another name. Lawrence Anderson as a director.

**Motion:** Accept Board slate as presented. 1°: John Lindsay. 2°: Dave McRae. AIF. Carried.

## Lunch

## Afternoon Sessions

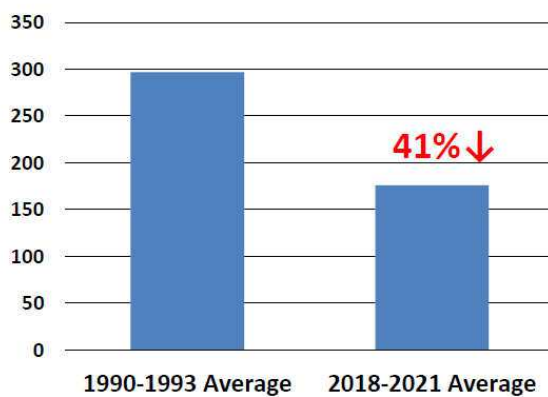
Christina Burrridge- BC Seafood Alliance

### BC FISHERIES THEN AND NOW

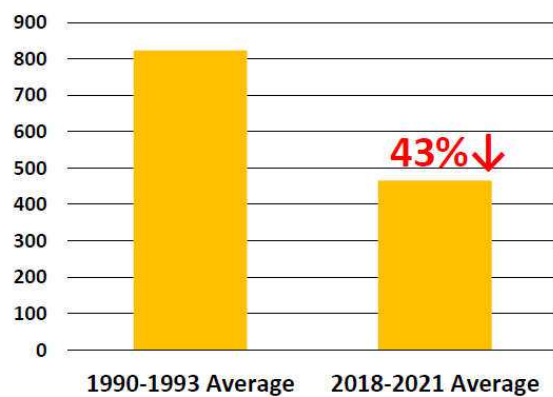
#### BC COMMERCIAL FISHERIES – ALL SPECIES

1990–1993 Average Compared to 2018–2021 Average

Harvest ('000 Tonnes)



Landed Value (Millions of 2023 \$)

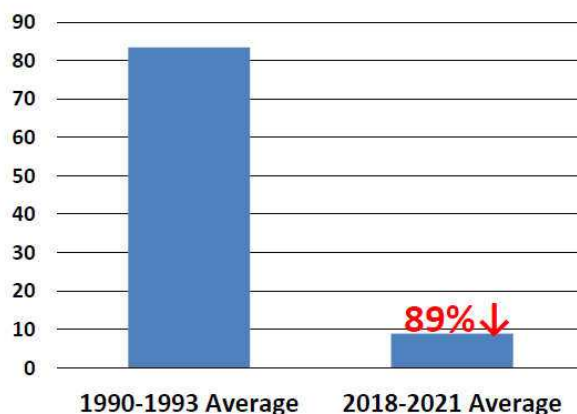


### BC FISHERIES THEN AND NOW

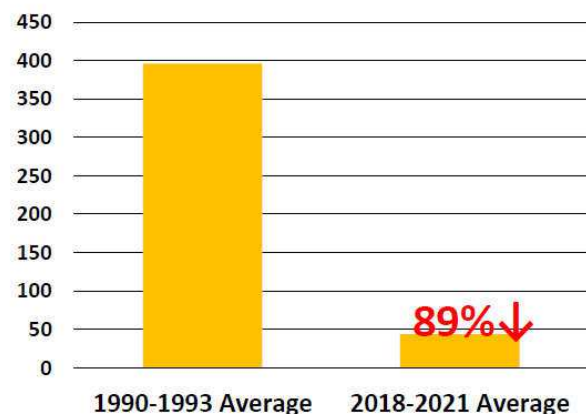
#### BC COMMERCIAL WILD SALMON

1990–1993 Average Compared to 2018–2021 Average

Harvest ('000 Tonnes)



Landed Value (Millions of 2023 \$)

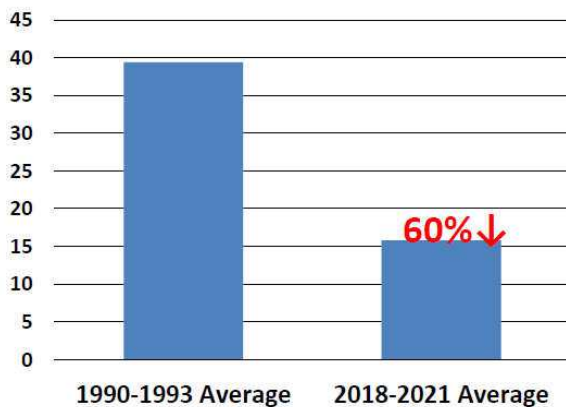


## BC FISHERIES THEN AND NOW

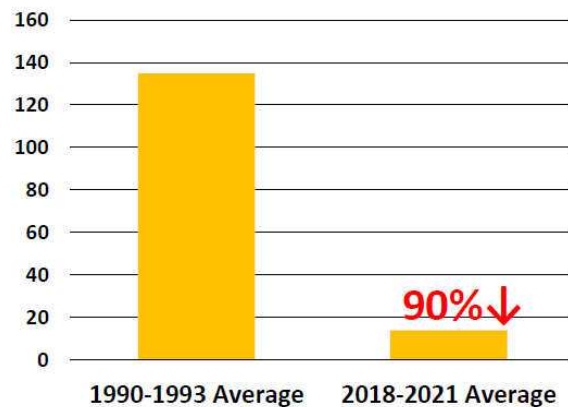
### BC COMMERCIAL HERRING

1990–1993 Average Compared to 2018–2021 Average

Harvest ('000 Tonnes)



Landed Value (Millions of 2023 \$)

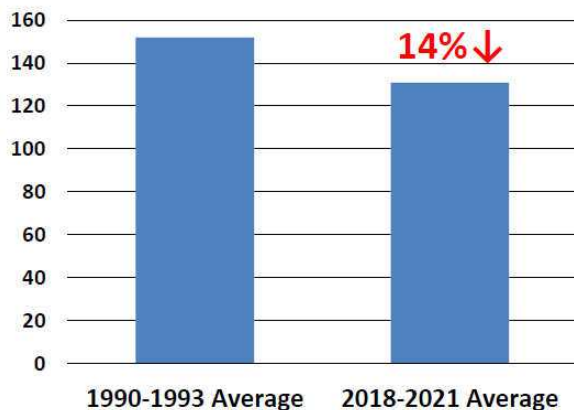


## BC FISHERIES THEN AND NOW

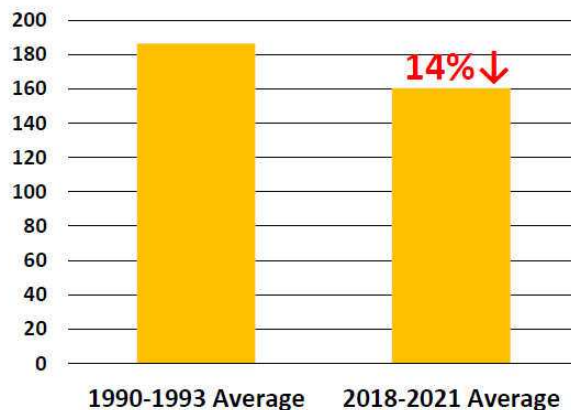
### BC COMMERCIAL GROUND FISH

1990–1993 Average Compared to 2018–2021 Average

Harvest ('000 Tonnes)



Landed Value (Millions of 2023 \$)



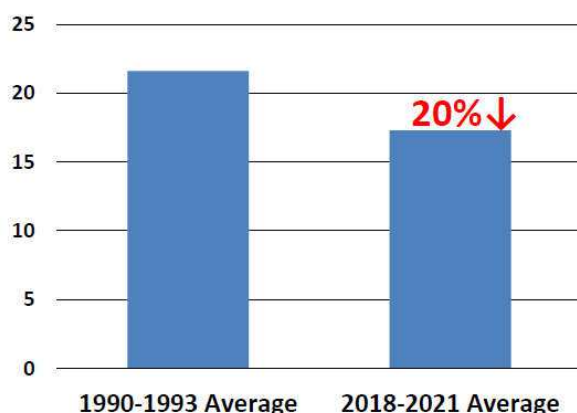


## BC FISHERIES THEN AND NOW

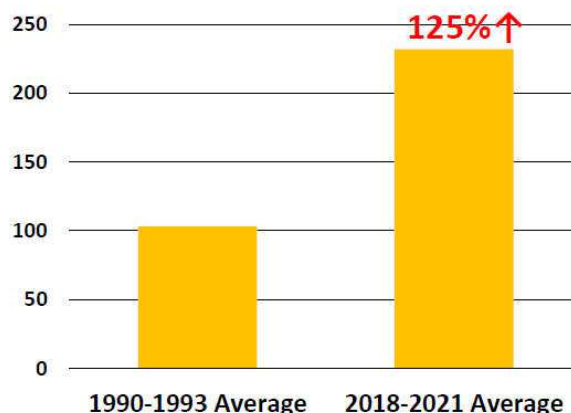
### BC COMMERCIAL SHELLFISH

1990–1993 Average Compared to 2018–2021 Average

Harvest ('000 Tonnes)



Landed Value (Millions of 2023 \$)



## Northern Shelf Bioregion MPA Network

### • Draft Scenario 1

- \$125 million economic loss

### • Draft Scenario 2

- did not recognize MPT advice
- Fundamentally about Reconciliation not ecological protection, designed to deliver FN community priorities
- economic costs would have been far greater than indicated in provincial study as open areas become fragmented, lost funding for science, reduced investment, etc.
- no ability to mitigate impacts while still achieving conservation targets

### Northern Shelf Bioregion MPA Economic Impacts

BC Ministry of Agriculture (January 2020)

	Draft Scenario 1	MPT Advice
Lost revenue	\$125 M (annually)	\$30 M (annually)
Lost employment	545 FTEs	110 FTEs
Lost labour income	\$55 M (annually)	\$15 M (annually)

BC Seafood Alliance Marine Planning Team (MPT) advice:

- new zoning map:
  - met or exceeded conservation targets
  - significantly reduced economic impacts

## Where are We Now?

- February 2023 Network Action Plan endorsed by federal and provincial governments and 16 First Nations
- NAP is essentially Scenario 2 with the management measures (closures) removed and socio-economic analysis difficult or impossible
- Potential closures go into various regulatory review processes for risk analysis and consultation
- Loss of flexibility and ability to mitigate
- Previous RDG and Minister have acknowledged lack of trust in process and need to remedy but we don't know what this will look like or whether a role for MPT
- No Fishing Allowed documentary

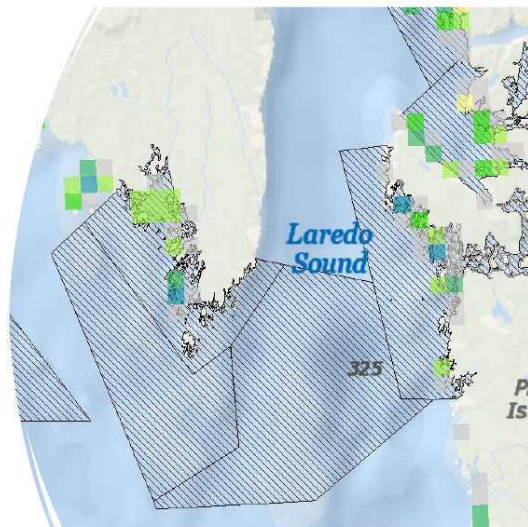


## POTENTIAL IMPACTS OF IMPLEMENTING NAP AKA SCENARIO 2

Overlay draft zoning & estimate percentage NSB catch impacted by fishery on 1 km<sup>2</sup> DFO grid catch data

- CC lost geoduck access: 32%
- CC lost prawn access: 50%
- CC lost red urchin access: 51%
- HG lost sablefish access: 20%
- HG lost trawl access: 27%
- CC lost rockfish access: 34%

Consider impacts on support industries and coastal communities not just landed value (x 4 at least)





## Why We Need a Reconciliation Transition Plan for BC Commercial Fisheries

1. Northern Shelf Bioregion (NSB) MPA Network/Central Coast NMCA
2. Coastal First Nations FRRA
3. GayGahlda Framework Agreement with Haida
4. Central Coast MOU for NMCA
5. Reallocation w/o compensation through chipping away at access (salmon, crab, YE rockfish)
6. Risks to science, fisheries management and industry contributions in Pacific Region
7. Potential changes to West Coast licencing

*The Parties recognize that transformative change in the collaborative governance, management, conservation and use of Fisheries Resources is required to support reconciliation of the relationship between Canada and Indigenous Peoples and the Parties intend that this Agreement will support transformative change.*

Coastal First Nations Fisheries Resources Reconciliation Agreement

*There will be a shift away from coast-wide fisheries management to area-based management, and this may require changes to stock assessment models, TACs, effort controls, and monitoring.*

NSB MPA Network Governance Partners MPATT  
June 30, 2021

## Reconciliation and Risks to Science and Management in Pacific Region

- Reallocation of access through more localized protection, science and management means lower harvests, loss of operational flexibility and loss of data
- Exacerbates long-standing risks:
  1. **Fragmentation** of stock and fishery monitoring systems from rapid advancement of marine zoning (marine planning, court decisions and Reconciliation agreements without concurrent advancement of scientific and management capacity)
  2. **Scale:** where scale of management and scale of ecological processes is mismatched, eroding management control processes
  3. **Insufficient resources** for survey capacity (vessels, field personnel), HQP for stock assessment and modelling, fish ageing, biological sampling, and fishery managers
  4. **Lack of strategic Science plans** for groundfish and invertebrate stocks and fisheries

## Reconciliation and Risks to Industry Contributions

**Annual industry contributions to Pacific Region research, stock assessment, catch monitoring and data collection/management**

Sector	Survey Costs	Research, Assessment, Management	Data Mgmt. for DFO	At-Sea & Dockside Catch Monitoring	Other
Geoduck		\$825K		\$1,000K	\$750K
Prawn	\$35K	\$50K	n/a	\$585K	n/a
Halibut	\$435K-\$480K	\$30K-\$130K	n/a	\$1,300K	n/a
Sablefish	\$450K	\$200K	n/a		n/a
Groundfish Trawl	\$450K	\$125K	\$350K	\$2,650K	n/a

**Total annual contribution: \$9.2M-\$9.4M**

## Licencing Policy

- Elements of FOPO report still under consideration by DFO
- Beneficial ownership survey analysis just released. 2% foreign ownership in Pacific, including 3 urchin licences
- All party call for a ban on future foreign ownership ; new FOPO letter focusses on survey, licence and quota registry, socio-economic dashboard and implementing some Atlantic policies on W. Coast
- Previous Minister recently acknowledged the complexity and potential costs of changes to the current regime
- Opportune time to dust off the Shared Risks and Benefits proposal and propose that an approach based on this could mitigate unintended socio-economic consequences of conservation measures while minimizing costs to DFO
- **OUR KEY POSITION IS THAT LACK OF ACCESS THREATENS OUR FISHERIES AND INFRASTRUCTURE**





## Legal Update

- **Changed legal counsel from Bernard LLP to Mackenzie Fujisawa**
- **Opinion provided on challenging both roe herring closures/TAC reduction and Central Coast crab lack of mitigation**
- **The Fisheries Act and case law (e.g. Gulf Trollers) give the Minister absolute discretion and conservation and Reconciliation (directed at fishing) are valid considerations in exercising that discretion**
- **Reinforced by Canada's successful appeal in May of the Notice of Civil Claim brought by geoduck and the elver case in Atlantic Canada**
- **Next steps: developing a brief outlining what information each fishery should be collecting and what to put in writing to DFO officials/Minister in order to set the stage for possible legal challenge to NSB**

## TRADE & other issues

- **China CIFER applications for modifications were submitted by CFIA to China by June 30**
- **New list for live establishments; new process for adding species to China list, including processed urchin**
- **US MMPA: exemption period extended to end of 2023**
- **Boat to plate traceability: likely can live with changes to labelling, Fish List, etc.**
- **Monitoring trade agreements in process**
- **Working with BC to establish eligibility for carbon tax exemption (as with farmers) as well as fuel tax exemption**
- **AFF funding for Landmark study on methodology for assessing carbon footprint of BC fisheries, extended to 31 December**

There was also quick mention of the new film “No Fishing Allowed “ and encouragement to all members to make sure they view and support it.

Nurturing Seafood To Grow. – Lynn Lee

Lynn provided an update to the Nurturing Seafood to Grow Project that PUHA has been contributing to since 2018.

# Gwaii Haanas Chiixuu Tll iinasdll: Nurturing Seafood to Grow

**Restoring the marine health of temperate rocky reef ecosystems  
in Gwaii Haanas National Park Reserve, National Marine Conservation Area  
Reserve, and Haida Heritage Site**

**Final Report – dated 30 May 2022**



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One finding of note is that as far as the project there goes, industry would really find advantage on records of recoveries from product harvested in in areas where the densities were drawn down and the kelp regenerated. Quality is increasing as the urchin densities decline, same as has been found in Peru, Chile and Russia (Mike just got a 30 page report from SFU on Ecological Management)

GSU are replacing RSU in control areas around Murchison Island. Guys are reporting they are seeing that over the whole coast. Possibly related to reduced numbers of Pycnopodia”



Ron Ross provided a summary of social media and website developments.

Lawrence Anderson provided an update on the Best Practices Manual development that is in progress.

Geoff Krause provided an update to the Agri Marketing Program

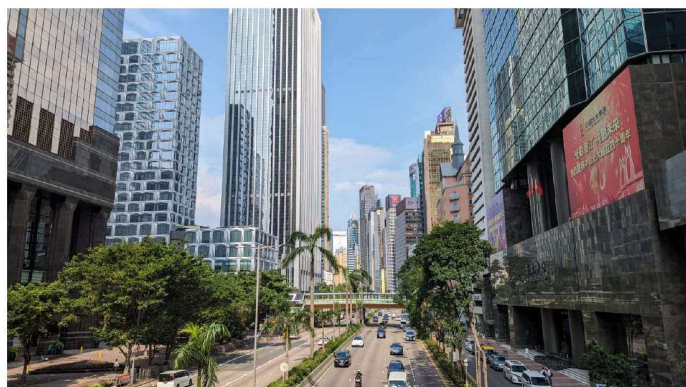


## **Marketing Report for the 2023 PUHA AGM**

### **October 3, 2023**

We finally heard back on our proposal to the AgriMarketing Program and I am pleased to report that we did pretty well. We had requested somewhere in the neighborhood of \$270 K funding over three years and got \$210 K. We have not received a detailed breakdown of what is funded each year but I am expecting we will be able to manage. We carried on with our new international marketing project in anticipation of the funding falling into place prior to getting that confirmation. We had a couple of guys attend the Barcelona show in April and then in September some of us took in a couple of shows in Asia. None of the markets we included in the proposal were disqualified but I cannot give you a more detailed breakdown on changes to the “plan” at this time because they have not provided the details yet. I am hoping there may be some room for negotiation within the bounds they define once we get to the actual Contribution Agreement stage that I can get more details in the next month (or so) so we can put together more detailed plans for the next few years.

**Hong Kong**



Mike, Geoff and Lawrence Anderson checked out Hong Kong and the Restaurant and Bar Hong Kong (RBHK) show before taking care of business at the Seafood Expo Asia (SEA) in Singapore. Hong Kong remains one of our best markets and we felt taking the time to visit was more than justified. This was our first visit back to the city since 2018 and it struck all of us that the vibe there has changed. Demonstrations back in 2019 brought on a new National Security Law from the Central Government in Beijing and a crackdown on dissent that continues to this day. A number of people we spoke with seemed resigned to Hong Kong being more quickly and completely absorbed into China and losing its uniqueness (so it becomes just another Chinese city) along with its free media and possibly its independent legal system and with that its vitality, drive and eventually even its language (Cantonese). It is not going to happen overnight but is something that will develop, or not, over time. We shall see.



Retail						
	Date	curr.X		HK\$	CAD	CAD/kg
RSU Canada/CA observed in Great Food Hall	02-Sep-13	7.43	100 g tray	268	\$36.07	\$360.70
	02-Sep-13	7.43	25 g tray	108	\$14.54	\$581.43
	02-Sep-13	7.82	100 g tray	268	\$34.27	\$342.71
	02-Sep-13	7.82	25 g tray	108	\$13.81	\$552.43
	05-Sep-14	6.93	100 g tray	268	\$38.67	\$386.72
	05-Sep-14	6.93	25 g tray	108	\$15.58	\$623.38
	10-Sep-15	5.69	60 g tray	148	\$26.01	\$433.34
	10-Sep-15	5.69	100 g tray	248	\$43.59	\$435.85
	10-Sep-15	5.69	25 g tray	108	\$18.98	\$759.23
	04-Sep-23	5.66	100 g tray	298	\$52.65	\$526.50
Japanese uni (small) medium and small	10-Sep-15	5.69	100 g tray	248	\$43.59	\$435.85
	10-Sep-15	5.69	150 g tradl	148	\$26.01	\$208.08
RSU City Super ifc Mall, HK	05-Sep-14	6.93	100 g tray	238	\$34.34	\$343.43
	05-Sep-14	6.93	25 g tray	88	\$12.70	\$507.94
	10-Sep-15	5.69	100 g tray	238	\$41.83	\$418.28
	10-Sep-15	5.69	25 g tray	108	\$18.98	\$759.23
	07-Sep-23	5.66	100 g tray	388	\$68.55	\$685.51
	07-Sep-23	5.66	40 g tray	158	\$27.92	\$697.88
	07-Sep-23	5.66	15 g cone	78	\$13.78	\$918.77
Marketplace Supermarket - now Olivers						
(Exchange rate: 1 CAD = 6.93 \$HK)				HK\$	CAD	CAD/kg
RSU	05-Sep-14	6.93	100 g tray	168	\$24.24	\$242.42
RSU	05-Sep-14	6.93	25 g tray	88	\$12.70	\$507.94
no uni in 2015 tour						
Halibut	10-Sep-15	5.69	215 g	219	\$38.49	\$178.97
sablefish	10-Sep-15	5.69	170 g	140	\$24.60	\$144.67
sockeye fillet	10-Sep-15	5.69	380 g	169	\$29.70	\$174.64
Sockeye-smoked	10-Sep-15	5.69	500 g	712.9	\$125.29	\$250.58
On Line - retail (ID'd as Cdn RSU)						
Sea Oyster	21-Sep-16	5.97	120 g	168	\$28.14	\$234.50
Gourmet Nippon	22-Sep	5.97	120 g	168	\$28.14	\$234.50
On-Line - wholesale (ID'd as CDN RSU)						
Perfect Option	22-Sep-16	5.97	120 g	128	\$21.44	\$178.66
Sea Oyster-cuke meat	21-Sep-16	5.97	454 g	218	\$36.52	\$80.34
Singapore						
Japanese- B grade uni	10-Sep-23	1.02	200 g	88	\$86.27	\$431.37

The city was also shut down for a couple of years through the pandemic, only opening up earlier this year, and it seems there are a lot of people there still kind of shell shocked by the whole experience. The shutdown meant lots of restaurants and bars were basically closed for a couple of years and people shifted their normal habit of eating out to preparing food at home. In general, foot traffic is less crowded, there are still some but fewer bars and nightclubs in Wan Chai as well as lots of Chinese noodle restaurants and a not bad selection of other ethnic restaurants though it seems the “western” ones have gone for higher end fare. There are definitely some nice malls filled with many expensive stores and well dressed people, including supermarkets selling 100 g trays of RSU uni from Canada at \$68.55 CAD. Note those prices are up from between \$42 - 43 CAD back in 2015. It is apparently those outlets that are largely supporting sales now in Hong Kong according to folks in the business we spoke to.



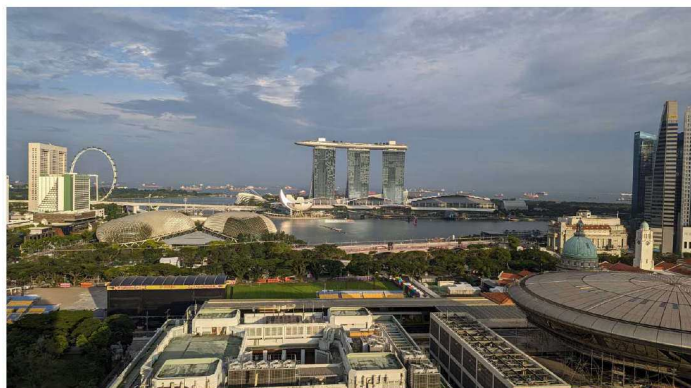


As far as the RBHK went, the show was quite a bit smaller and less boisterous than we had seen in the past. There was no common area with an open bar where people could mingle, though some booths in a far corner were sampling their drinks carefully. In short there was no feeling of “drink up and be merry” and we all agreed that it didn’t make sense to commit right away to exhibit at this show, thinking perhaps that we should look at another venue. However, this may be easier said than done. The RBHK is playing again next September (2024), unfortunately at the same time as the Singapore show, but the larger Hospitality and Food Expo Hong Kong (HOFEX) is not happening until May 2025 meaning we will be blowing off a year of funding if we wait for that. We have never been to the HOFEX but it is worth noting that smaller shows like the Seafood Expo Asia

(SEA), and by inference the RBHK, have been our most successful because we stand out whereas at larger shows we are easily overshadowed. A comparison of the various shows can be seen in the following table.

		Visitor Totals and Averages								
		2014	2015	2016	2017	2018	2019	2021	2022	2023
SEA	Number	126	93	105	84	83			101	83
	Score	5.5	5.38	5.52	5.09	5.35			5.04	5.1
	Show score	693	500	580	428	444			509	423
CFSE	Number	71	102	74	92	62		54		
	Score	4.84	5.2	4.49	4.6	4.53		4.67		
	Show score	344	530	332	423	281		252		
SENA	Number			53	45	64	56		42	38
	Score			5.89	5.00	4.58	4.69		4.57	4.66
	Show score			312	225	293	263		192	177
SEG	Number				55	38			19	25
	Score				4.68	4.47			4.7	4.84
	Show score				257	170			89	121

Singapore



We carried on from Hong Kong to Singapore for the next edition of the Seafood Expo Asia. Our sales to Singapore thus far are underwhelming - but the show offers access to many SE Asian markets and is a place with great potential to grow a new market. It has the second highest per-capita GDP in the world, a stable business and social environment including a well regarded independent legal system. It also loves seafood and is a nice place to visit.





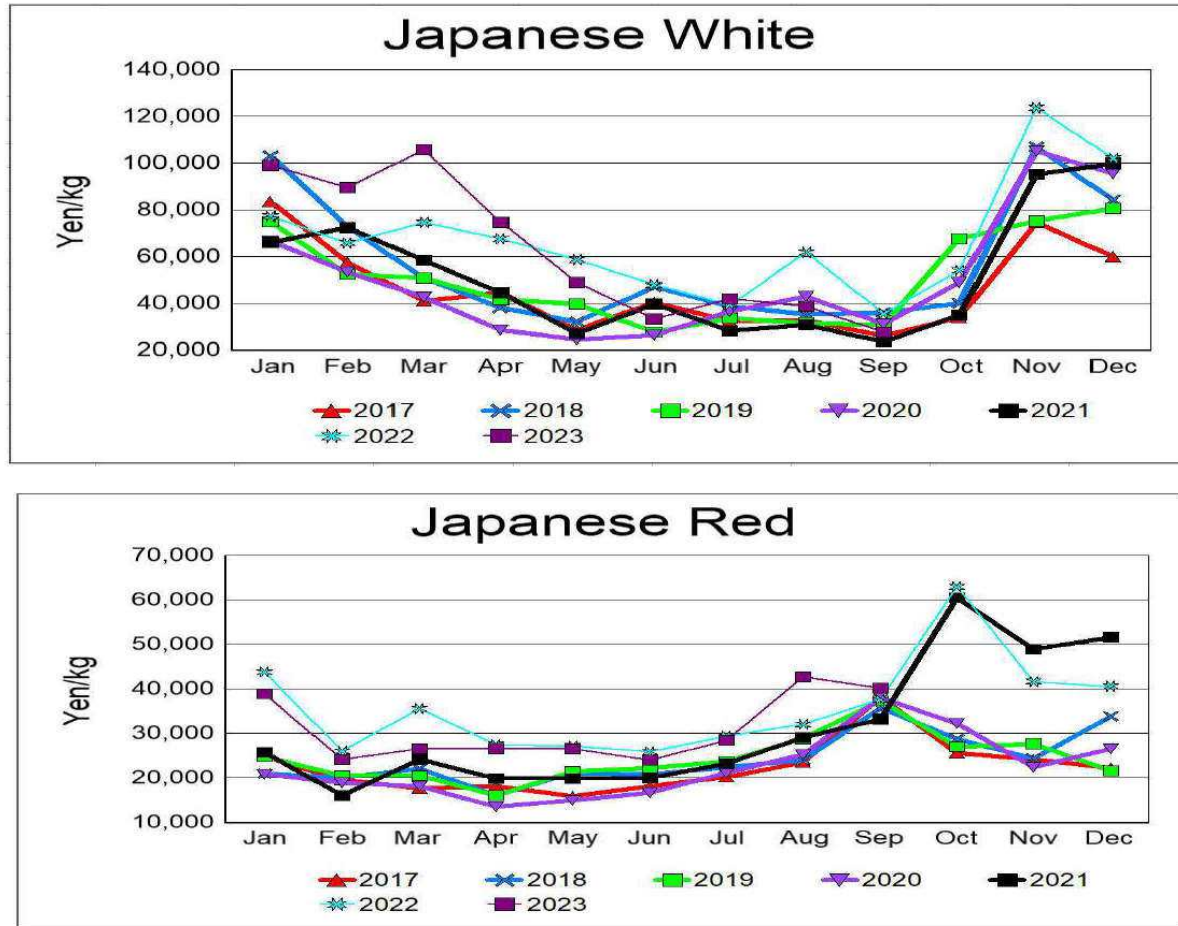
This has been our most successful show in the past and while we did find a few things to be critical of this time around, at the end of the day it was still a good show. We were joined by Fraser Rieche and shared the booth as we usually do with the PSCHA. Notably as well this year also had the UHA join us. We collected contact information from 83 people and felt we were well received though I expect it could be better if we can get more participation from our exporters. We have determined over the years that our success at these shows really does come down to having our exporters with us as lots of visitors want to talk “turkey” and the only guys who can do that are the exporters themselves. If you want to know why we might want to diversify further, there’s a lot of changes happening in China these days and access there is getting harder and reportedly riskier.

On a somewhat different topic, I have continued tracking Russian imports into Japan. Volumes of urchin into Japan have not changed a lot in the last few years and continue to run at between 7,000 - 9,000 MT annually since 2012 though there was a bit of an uptick last year, More than 55% of the product from Russia is from the Kuriles. The following table shows more detail for those who are interested I can forward a copy.

#### Urchin Imports into Japan from Russia- All Ports

Quantity (kg)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
2000	258,685	217,348	462,376	488,698	827,765	798,017	527,706	276,277	84,116	575,496	869,057	800,847	6,186,388
2001	356,420	386,411	287,913	962,737	1,378,412	919,232	800,908	230,420	256,725	966,887	1,308,598	1,221,156	9,075,819
2002	473,112	892,644	1,263,160	1,167,944	1,233,979	1,017,025	519,258	267,832	249,387	1,027,874	1,047,340	1,365,338	10,524,893
2003	337,043	823,473	480,915	1,221,285	1,428,003	1,208,713	606,316	477,310	395,495	1,245,766	1,281,508	1,433,693	10,939,520
2004	265,797	555,220	1,085,132	1,330,316	1,307,924	1,381,788	870,614	683,124	431,688	1,198,418	1,602,789	1,559,353	12,272,163
2005	1,230,530	1,059,195	1,132,995	1,568,869	1,496,405	1,062,342	952,031	773,132	578,971	881,068	1,598,998	1,491,052	13,825,588
2006	1,078,969	1,466,283	1,151,825	1,340,391	1,506,838	1,683,648	967,601	770,683	327,615	1,273,880	1,517,464	1,939,728	15,024,925
2007	1,348,866	740,679	1,608,850	1,384,635	1,573,253	1,392,252	739,074	532,650	301,347	1,303,546	1,221,816	1,903,874	14,050,842
2008	559,539	548,747	1,380,292	1,513,499	1,265,459	1,215,532	714,715	346,732	246,187	987,510	1,283,072	1,694,945	11,756,229
2009	540,739	818,386	1,068,235	1,233,831	1,137,564	980,676	591,938	326,169	232,800	817,774	904,466	1,017,400	9,669,978
2010	659,849	921,872	904,119	1,112,974	789,163	1,090,149	526,091	305,824	264,363	869,015	945,999	1,165,636	9,555,054
2011	937,509	680,276	851,555	1,039,953	1,109,907	889,306	565,182	497,977	142,015	878,427	860,992	1,070,851	9,523,950
2012	793,241	742,141	880,764	985,640	1,070,964	708,346	522,952	342,002	147,294	959,533	996,569	855,205	9,004,651
2013	866,178	774,389	848,302	1,195,054	1,062,347	878,199	551,522	306,295	143,288	835,432	783,461	809,542	9,054,009
2014	855,675	627,714	598,429	605,737	860,927	863,859	524,719	270,868	136,695	933,043	753,229	799,114	7,830,009
2015	790,121	591,499	743,383	869,696	793,601	624,415	456,269	305,538	145,344	781,541	1,002,072	874,551	7,978,030
2016	770,332	588,919	840,270	907,415	643,570	765,299	471,912	355,180	134,916	852,799	875,953	771,443	7,978,008
2017	558,144	654,417	845,690	901,402	782,921	446,487	425,054	363,722	183,698	1,035,017	848,171	971,576	8,016,299
2018	883,335	910,338	834,200	984,292	733,006	617,746	399,878	366,691	199,447	1,164,274	698,616	337,004	8,128,827
2019	795,409	780,111	830,531	1,096,548	645,079	406,657	457,849	339,325	208,928	1,042,403	683,408	924,710	8,210,958
2020	945,999	808,949	691,505	603,969	725,030	680,260	469,938	368,653	146,760	1,052,641	891,715	961,432	8,346,851
2021	639,063	702,461	877,700	1,003,920	700,634	699,049	555,773	243,137	350,205	1,006,465	931,686	916,500	8,626,593
2022	671,531	570,527	836,321	1,030,955	1,140,157	588,901	430,796	696,381	361,897	1,214,368	917,669	847,364	9,307,167
2023	711,082	882,952	1,021,946	760,174	896,278	652,978	467,963	412,239					5,805,612

I have also been tracking auction prices from the Tsukiji and now the Toyosu markets. Prices for Japanese white and red uni continue to run lower in the summer and higher from about October through January. There were some notable spikes for both in 2021 and 2022 but it is hard to say what is going to happen yet in 2023 although prices have been mostly higher than the previous 2 years for the year so far.



The meeting was adjourned at 1520 hours.