

Pacific Uchin Harvesters Association
Pacific Sea Cucumber Harvesters Association

Trip Report on the 2024 Seafood Expo North America



March 10 - 12, 2024

Reporting by:
G. Krause
Explorations Unlimited Inc.

**Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association**

**Trip Report
on the
2024 Seafood Expo North America**

Notes on the 2024 SENA

Fraser Rieche, Lawrence Anderson and Geoff Krause attended the 2024 edition of the Seafood Expo North America that ran from March 10 -12, 2024 in Boston. This show remains North America's largest Seafood Exposition as it draws thousands of buyers and suppliers from around the world. It is hard to estimate the number of exhibitors at the show as the organizer, Diversified Communications from Portland Maine, does not apparently publish any numbers on that. Still a rough estimate obtained by adding up the number of exhibitors by category totals up to about 2,500 covering all aspects of the industry and the markets they serve.

We have been attending this show since 2016 though just note that the 2020 and 2021 editions were cancelled because of the pandemic. We returned in 2022 and have been steady on since. That first post-pandemic edition was kind of tenuous because people had been unable to attend any international events for the previous two years and we all had to regain confidence in what we were doing at these events and most everyone at the show was still working up to get used to being out and about in crowds again. It is also worth noting that we are still trying to get back to our previous levels of participation from exporters etc in all the shows we have attended since the world re-opened. At this show, it was encouraging that things just seemed busier this year than over the past few, and even on Day 3 there was a stream of interested parties enthusiastically engaging to see what "business" they might stir up. It wasn't only us who took note of this - others in the BC booth similarly maintained that deal making was better than over the past few years with some saying it was the best show they had ever been to.

The BC booth was again adjacent to the Canadian Pavilion and apparently not entirely part of it. The booth was about 40 x 15 feet and comprised about 16-18 information counters, a display cooler where various seafoods from BC were on display, and a 10 x 12 foot cooking and storage area where Mssrs. Rob Clarke and Julian Bond, our very own celebrity chefs, prepared samples provided by the various companies taking part in the booth.





The BC booth had a live hold aquarium contributed by the Province. We were offered the opportunity to include sea urchin and/or sea cucumber as part of the display - but that proved to be easier said than done as transport of live animals over that distance and including through customs is, while not necessarily impossible, certainly daunting.



There was a contingent of government officials attending the show to support exhibitors from Canada ([summarized here](#)). The Minister of Agriculture and AgriFood Canada, the Honourable Lawrence MacAulay, stopped by the booth and had a visit. Minister MacAulay congratulated us, PUHA and the PSCHA, on our respective awards and reiterated how pleased he was that the Department is able to support our international marketing, market diversification and product innovation efforts. I reiterated that their support was and is critical to our success and that we look forward to working with the Government of Canada, the Government of BC and the various interested Departments and Ministries to continue developing our reputation as trusted suppliers of seafood to the world's most sophisticated and discerning markets.

The Minister of Fisheries and Oceans and the Canadian Coast Guard. The Honourable Diane Lebouthillier, also stopped by the booth around the same time and so both were able to sample a number of West Coast seafoods prepared by Rob and Julian, the chefs in the BC Booth. Things were a bit hectic for a bit but they each had a taste of some UniFresco on a cracker, Geoduck clam, BC oysters, Albacore tuna and some of the other products at the booth. We did not get to



talk directly to Minister LeBouthillier, but Fraser managed to get her attention for a few minutes to emphasize the importance of innovation, investment and assured access in succeeding in today's seafood markets. While Fraser was commanding the attention of the Minister, we took the opportunity to chat with some of her aides who were standing by off to the side. They did not have business cards to share with us but we managed to get in close to 10 minutes of small talk where we got to outline subjects like how the dive fisheries operate - including the actual fishing and processing steps, our ongoing efforts to drive high quality and sustainability throughout, our priority view on diversifying our market options with some focus on geopolitical uncertainties around China etc., all of which contribute to our need for continuing investment. We also made a point of discussing the state of and future for the urchin and sea cucumber fisheries with a focus on questions around the NSB and reconciliation and continuing access as a primary, even foundational business criterion for any investment decisions.



Katie Lindsay, Grant Dovey, Jamie Austin and Mike Adkins eventually managed to have a sort-of-private meeting with Minister LeBouthillier shortly afterwards during which they discussed that matter of probably greatest concern to BC fishermen, the North Shelf BioRegion Marine Protected Areas Network. Their discussions included explicit comments on the projected devastating impacts full implementation of this process is going to have on BC commercial fisheries, also emphasizing that it is the dive fisheries in particular being the most affected. A summary of their discussion was reported ([here](#)) by/in Seafood Source .

On a somewhat cheerier note, we managed to get ourselves invited to reception for environmental types attending the show. We took that opportunity to try out the idea that urchin fishing is actually an effective Ecologically-Based Management (EBM) tool, in fact one of the very few effective EBM tools available to managers anywhere at this point. They agreed with that proposition, meaning they may well be valuable allies on initiatives that seek to reduce urchin densities on urchin barrens as a way to enhance to kelp beds. I expect they will not switch as we explore ways to utilize urchins in a more beneficial manner than just crunching them.

In this regard, Fraser likes the idea of feeding them supplementary food in place to increase recoveries but this is likely to involve higher costs for repeat visits to deliver said feed, more complex monitoring of the population(s) so they can be harvested at optimum quality, regulatory issues with DFO due to the introduction of additional foreign materials into the marine environment, and logistical complications in getting adequate harvest and transport capacity on site during favourable weather windows when fleets are likely already busy with regular fishing.

A more constructive strategy might be advisable. One that comes to mind is re-imagining how we might develop opportunities to work with FN's in coastal communities willing to experiment with local, possibly on-shore holding/ponding facilities to "polish" the urchins using off cuts from kelp growing operations. This would produce additional support, encouragement and an extra revenue stream for seaweed growers, notably including a number of FN coastal community based operators. By increasing recoveries and other metrics on quality, urchins can be sold as a known premium product and shipped out on passing packers to provide a sort of low impact/moderately complex economic enterprise that is not critically dependent on constant daily intervention to succeed. It would allow, and likely require, some changes in how the fishery operates but given how things seem to be looking moving forward, including with catch trends, growing uncertainties around otters and the NSB MPA network, maybe developing an alternative plan would be a good thing. Accessing exposed coastlines is necessarily weather dependent so summer operations to collect and transport urchins to nearby coastal communities could time out nicely to get product ready for early season demand before the wild fishery really ramps up. In-season refills of the facilities could also polish sub-par product and provide additional advantages/opportunities to both the fishery and coastal FN's.

We have always focussed on presenting ourselves authentically as approachable, honest and caring suppliers of high quality sustainable products and as people truly interested in meeting others and helping them build their business(es) selling our products. A good mix includes association executive members, fishermen and of course processors/exporters as it really does help to have people who can talk turkey with people wanting to do business. Participation at the SENA by processors and exporters has generally been somewhat muted as most of them remain focussed on Asian markets, but it seems they may be missing the risks escalating geopolitical tensions may have on trade if things go off the rails. Europe and the US are very attractive markets that warrant attention even in the absence of said risks because of the prices they support - but we are still waiting on at least some of them.

Note that the reception afforded UniFresco at the show was decidedly enthusiastic, indicating this product has the potential to grow explosively. We heard directly from a fellow from the UK that restaurants have been dialling back their use of urchin on their menus over the past couple of decades because of declining availability but that they are now seeing it as a unique luxury gourmet ingredient to be used in building signature dishes and reputations. Europe offers a potentially huge opportunity for urchin products, but again, only for those that do not use alum. There are only two companies producing such products at this point in BC, Grand Hale which

produces a very well regarded frozen product and UniFresco which is new to the marketplace and which has developed a unique signature process to similarly produce an alum-free product with a fresh shelf life of at least 30 days. UniFresco has a significant first mover advantage at this point but it is not likely to last very long and the principals in the company believe the key determinant will soon roll back to product supply. Ergo- the impetus to look at new production strategies.

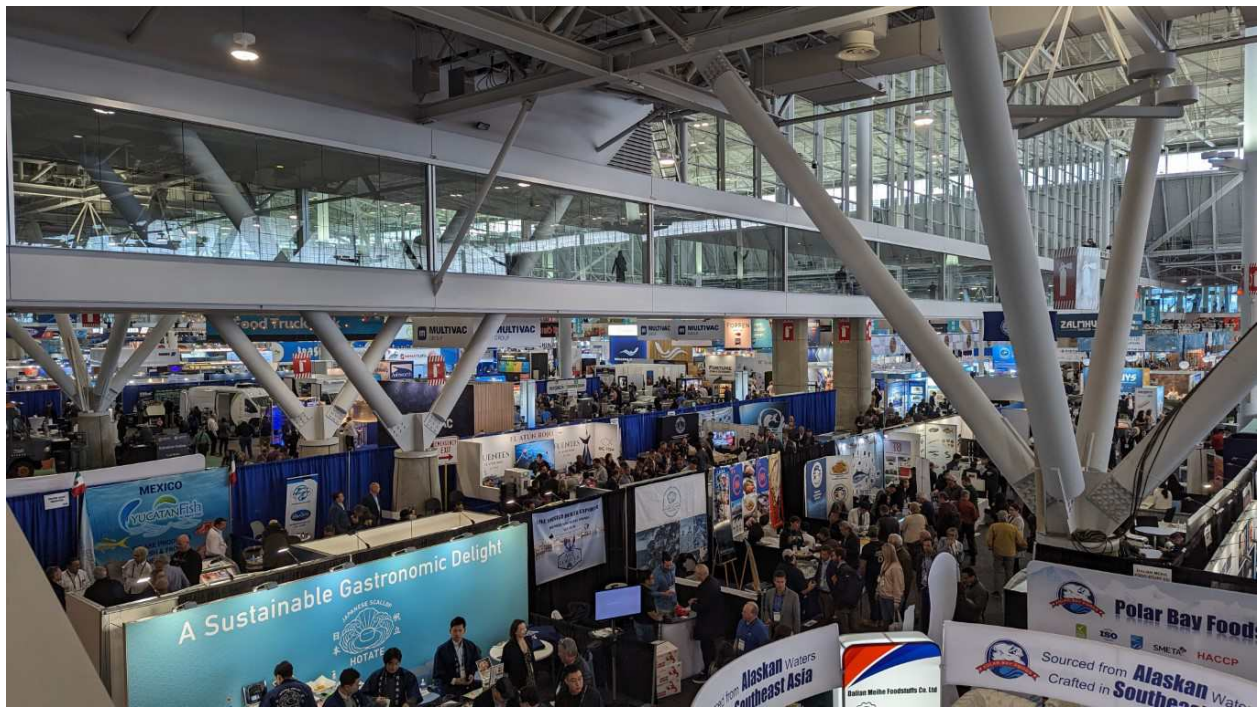
Another key issue that has emerged again for industry revolves around continuing PSP test requirements by CFIA for product destined for the EU. There is, from all the indications we have thus far obtained, no implied or explicit requirement for such testing from European authorities so it appears that it is a requirement originating solely with Canadian authorities. Urchins are not filter feeders so are not expected to accumulate excessive or substantial biotoxin loads at any degree similar to filter feeding bivalves or other planktivores, including, perhaps notably, the anchovies used as feed for whales in many aquaria around the world, but it is still imposed as a testing requirement by CFIA for every load going to the EU. It is notable as well that such testing is not required for product destined for other international markets.

The evidence supporting the need for testing of urchins for Paralytic Shellfish Poisoning (PSP) toxins is, at best, highly precautionary. In some jurisdictions, urchins are considered grazers and are therefore loosely grouped with abalone, some species of which apparently do hold on to said toxins, presumably as a predator defence mechanism, for periods extending up to years. There is however no evidence that urchins move, metabolize or bio-accumulate said toxins in their tissues. Specimens collected in areas with PSP blooms underway have indeed registered levels of PSP when all their viscera are analysed. This logically indicates that dinoflagellate residue, whether settled out cells or perhaps their spores, are ingested and found in their gut until they pass through the urchin in its faeces. According to a recent study that reviewed the occurrence of PSP in urchins, there have been “no reports linking incidence of paralytic shellfish poisoning to the consumption of sea urchins or their products” (Seger, A. and A. Turnbull. 2023. Risk profile for paralytic shellfish toxins in Tasmanian sea urchins. Institute for Marine and Antarctic Studies, U of Tasmania, Hobart TAS).

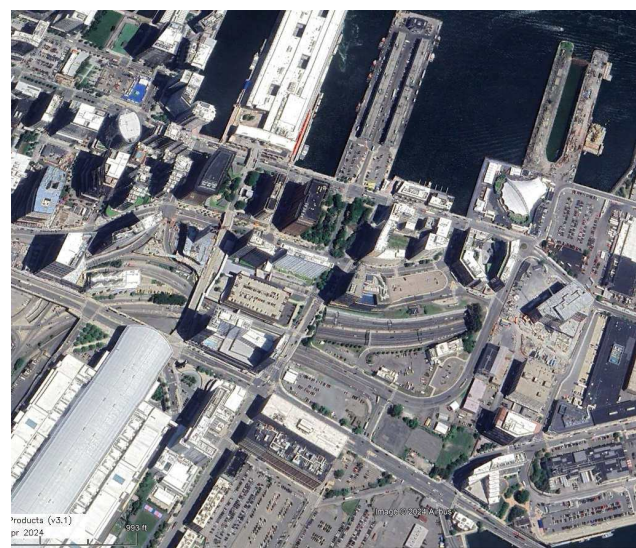
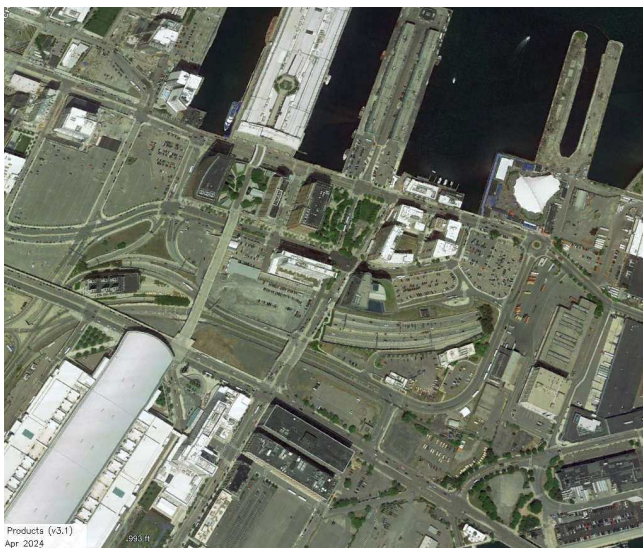
It may be there is a judicious abundance of caution by Canadian authorities on this but since they/we have been requiring PSP tests on urchin uni destined for the EU since at least 2015, they/we should have a good indication of any empirical risk by now in the data catalogued over the years since. Given the ongoing costs, both in terms of the opportunity costs from lost product shelflife (a penalty directly due to delays in shipping while the test is completed), direct financial costs of supplying product for testing and paying for the tests as well as inferred reputational costs (due to the common assumption that “where there is smoke there is fire” and uni from Pacific Canada is the only uni so tested anywhere), these authorities should be approached and queried with regard to results catalogued over this period to establish whether the testing is still in fact justified.

Show Traffic Synopsis

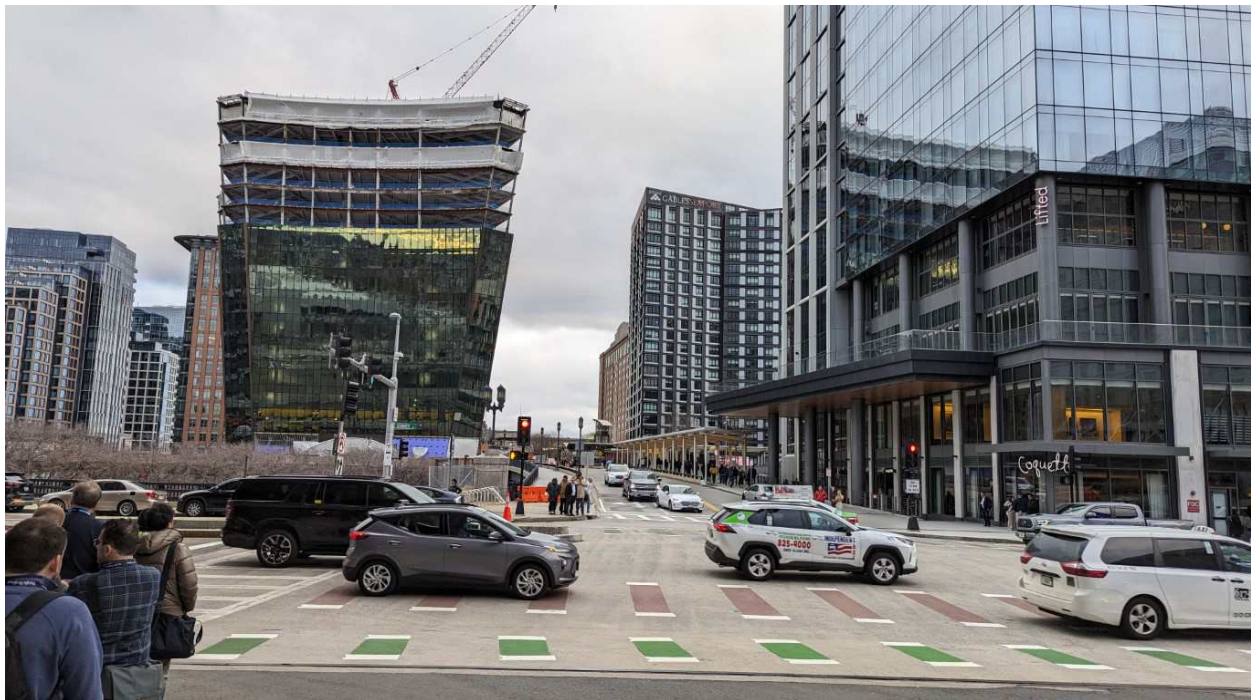
The show was definitely again feeling busier and more crowded than the past couple of years and this year it again filled up the whole hall, unlike the past couple of years where there was curtained empty space at the back end. A common area with seating, a demonstration stage and an exhibit area for new products is included in the back corner, but otherwise company booths are extending throughout.



The show seems to have again reached a comfortable capacity for the venue, and interestingly the city seems to be building out the area to a strategic plan to increase local accommodation and other service facilities. We again stayed in a hotel within walking distance to the venue and get the feeling local improvements are likely to continue for some time. I have included Google Earth overhead shots of the area from 2016, the first year we attended the show, and 2024 to show how the area has changed in that time. Hotels, nightclubs, restaurants and other facilities are still being built in what was almost an industrial wasteland previously - it was “The Seaport” after all - but now it is definitely changing.



Comparative overhead shots of the Seaport Area of Boston (Left = 2016, Right = 2024) showing the development that has occurred in the area. The following picture is the panorama seen on exiting the Convention Centre heading towards the water and shows the type of construction and architecture being developed.



The following table looking at visitor totals and average scores over the years for all shows we have attended since 2014, shows that we saw more recovery in the number of quality of visitors this year. As a quick summary we collected a few more contacts than last year, returning to the total of 42 seen in 2022. This is down a bit from the mid-50's range in the pre-pandemic era, but it seems the average scores are also rising to levels last seen in those “far away” days. The “general index” score (obtained by multiplying the number of contacts by their average score) seems to be recovering from the 180-195 level seen over the past couple of editions so it is again over 200, albeit modestly. In general terms, I think the SENA has established a fairly solid move to become our second most important show after the Seafood Expo Asia, but seeing how those rankings progress through this year will be interesting.

		Visitor Totals and Averages									
		2014	2015	2016	2017	2018	2019	2021	2022	2023	2024
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	0
CFSE	Number	71	102	74	92	62	57	54		29	
	Score	4.84	5.2	4.49	4.6	4.53	4.48	4.67		4.59	
	Show score	344	530	332	423	281	255	252		133	0
SENA	Number			53	45	64	56		42	38	42
	Score			5.89	5.00	4.58	4.69		4.57	4.66	5
	Show score			312	225	293	263		192	177	210
SEG	Number				55	38			19	25	
	Score				4.68	4.47			4.7	4.84	
	Show score				257	170			89	121	0

It is notable that we had quite a few visitors who did not leave any contact information with us, meaning they are not actually counted or catalogued with us. This happens at all shows and we have assumed that it remains fairly constant but that may or may not be the case, especially with the changing tech available to facilitate said exchanges. I am thinking this is a metric we should start tracking as it would provide with an additional measure of traffic as well as keep us current on what others are using and expecting.

There was a not-bad mix of people expressing interest and wanting to learn more about BC dive fisheries. As can be seen in the following table which compares the results from the SENA over the years, American and Canadian visitors comprised a larger proportion of the total this year, something not surprising because of the location of the show, but Americans especially seemed to be returning more in line with their historical pattern.

	2024			2023			2022			Average 2018 - 2019		
	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3	Day 1	Day 2	Day 3
# of visitors qualified	27	11	4	20	17	1	24	14	3	27.25	18.75	8.5
% for show	64%	26%	10%	48%	40%	2%	57%	33%	7%	50%	34%	16%
average score	5.1	4.8	4.8	4.8	4.1	5	4.8	4.3	4.1	5.44	4.45	4.87
non N. American	29.6%	9.1%	25.0%	35.0%	52.9%	0.0%	16.0%	14.3%	66.7%	22.8%	30.2%	26.4%
USA	40.7%	72.7%	25.0%	25.0%	41.2%	0.0%	76.0%	50.0%	33.3%	41.8%	41.8%	38.1%
Canada	29.6%	18.2%	50.0%	40.0%	5.9%	100.0%	8.0%	35.7%	0.0%	31.1%	28.0%	35.6%
Brochures- Urchins												
- Traditional	5	2	0	5	6	0	4	5	0	3.5	10.5	4.5
- Simplified	6	4	3	3	3	1	0	0	0	8.5	9.75	3.75
- English	24	10	5	25	15	2	36	20	4	76	49.5	29
- Japanese	0	3	0	11	2	0	0	0	0			
- French	0	0	0	1	5	0	2	0	0			
- Spanish	0	0	0	7	3	0						
- Korean	0	5	0	13	0	0						
Brochures- Cukes												
- English	17	8	4	12	15	4	8	4	1	7.25	4.25	1
- Simplified	2	10	2	3	6	0	8	4	0	1.5	2	0.75
- French	0	3	0	0	2	1						
- Spanish	9	0	0	0	3	0						
Total- all languages	63	45	14	80	60	8	58	33	5	88	69.75	37.25
% for show	52%	37%	11%	54%	41%	5%	60%	34%	5%	45.2%	37.1%	17.6%
# brochures/# visitors	2.33	4.09	3.50	4.00	3.53	8.00	2.42	2.36	1.67	3.27	4.27	4.23

Looking at the brochures that were picked up, English versions again predominated for both urchins and cukes while Chinese (Simplified Mandarin and Traditional (Cantonese) versions were clearly in second place. The latter were down a bit from the 2016-19 average but at least they seem to be on a bit of an upswing. The number of brochures per catalogued visitor gives us a bit of an independent metric on traffic and it was a bit lower this year than last, suggesting that more people checking out the counter were willing to engage. This does not tell us a lot about from where those folks hail, but I see it as possibly providing a rough indication on comfort levels of the crowd. We seemed to have more action on the other languages last year but we may still have some work to do to sort out confounding factors affecting which version(s) are seen and collected as well as what might be influencing their decision to stop by (eg. free samples maybe?) and their “willingness” to engage with us and share contact information etc.

For instance, we had some young fellows from Chile and Peru who are looking for opportunities to build business independently of Japanese investment. They stopped by to chat but did not drop off contact information for us to catalogue or pick up Spanish versions of the urchin brochure. Notwithstanding that, it was still an interesting chat: it seems they have broken up their processing so the initial crack- extract- clean and brine step goes onwards to a secondary clean- grade- repack for shipping at a different plant owned by a different company. They are apparently looking for efficiencies but it might come at the cost of traceability -accountability as products from different areas are unavoidably mixed together. They did not mention whether they use a traditional processing recipe (with alum) but did confirm that they are just gearing up for their season start in May and expect things to carry on through September - October.

The list of the folks we collected contact information from can be seen in the following tables. The number of visitors and traffic was highest on Day 1 of the show, a Sunday, and probably included a number who travelled regionally to come to the show. Traffic on Day 2 was less than half the first day and of course Day 3 was quiet throughout, especially as far catalogued visitors with cards went. It is normal and typical at all shows that people are pretty casual on the last day, but there are also some substantial prospects that prefer that pace and wait until things slow down before they make themselves known.

Contact list from Day 1 of the 2024 SENA

Country	City	Business	First Name	Last Name	Company	Score	Website	Comment(s)
USA	New York	wholesale/distrib	Jason	Wu	Austin Meat and Seafood Co.	6.0	www.austinmeat.com	among largest, oldest and most experienced distrib. in NY
China	Hong Kong	e-tail	Jessie	Chan	King Foodie Ltd.	4.0	www.king-foodie.com	website = closed, so assume online shop for seafood
China	Beijing	trader	Shukun (Kevin)	Haung	Hua Jin (Beijing) Trade Co. Ltd.	5.0		looking for skins, knows Pat F..
Canada	Larry's River	producer	Thomas	Grover	Tor Bay Fisheries Ltd.	4.0		dev'g new deep fishery, looking for partner
Canada	Halifax	government	Geordie	MacLachlan	Nova Scotia Fisheries & AqC	6.0	novascotia.ca	Executive Director of Fisheries for Province
Canada	Halifax	government	Hon. Kent	Smith	Fisheries and Aquaculture- NS	6.0	novascotia.ca	Minister of Fish & AqC for Province
China	Zhangjiang (C	trading & logistics	Ben	Lin	Quanlian Aquatic Products Collection (Guangdong)	5.0	www.qjic.com.cn	looks like shipping and digitized tracking is one service they provide.
USA	New York	import/distrib	PJ	Stoops	Regalis	7.0	www.regalisfoods.com	gourmet food specialists sourcing from around the world for demanding clients
Canada	Boston MA	government	Dina	Sant5os	Gov't of Canada- Trade Commissioner Service	6.0	www.canada.ca/canada-in-boston	Consul and senior trade commissioner
Canada	Ottawa	government	faizel	Gulamhussein	Office of Mister for DFO	7.0		Chief of Staff for the Minister of Fisheries, Oceans and Coast Guard
China	Jinan	trader	Abbie	Feng	Grand Oceans	4.0	www.grandoceans.cn	fancy card but inoperative domain/
China	Shanghai	trading	Rick	Kung	Aming Seafood (Shanghai) Trading Co. Ltd	5.0		many locations in US
South Korea	Jeju	import/distrib	Min	Kang	Life is Picnic (Jeju)	4.0	www.lifeispicnic.com	domain is unreachable
USA	Flushing NY	wholesale club	Yin Guan	Chen	Japanese Food Depot LLC	4.0	www.jfdusa.com	domain not working
USA	Arcadia CA	retail	Calvin	Chan	Heyden Simple Grocery	4.0	www.heydentogo.com	domain not working. Looking for meat in particular
USA	West Babylo	wholesale	Marcus	Buffaloe	Captree Clam Co. Ltd.	6.0	www.captreeclam.com	wholesale seafood with uni demand growing
Canada	Nova Scotia	trader	Xue	Yang	Landee Seafood	5.0		buys from East and West coast Canada for customers in China
Canada	Maliseet QC	producer	Guy=Pascal	Weiner	Wolastoqiyyik Wahsipekuk First Nation	4.0		manages fishery for GSU +, prod'n crashing with Gulf Steram incursions
USA	Indianapolis	Distrib/Wholesaler	Richard	Lam	First Choice Seafood	5.0		
USA	Maspeth NY	import/Wholesale	Joanna	Liu	May Flower Int'l Inc.	6.0	www.shopmayflower.com	seeking frozen or other long shelflife options
USA	Washington I	trader			Blue Ocean Seafood Inc.	4.0		no ID name, info etc. Address appears cell ph store on Google Earth
USA	Tacoma WA	wholesaler/distrib	Seung	Lee	Bada Food	7.0	www.bada-food.com	looking for 100 g trays- but you got to wonder with a company name like this
USA	New Bedford	producer	Barbara	Cournoyer	Eastern Fisheries Inc.	4.0	www.easternfisheries.com	probably just checking a few things out walking around, scallop drag mainly.
USA	Connecticut	AqC/growout	Harry	Rappaport	Urchinomics	6.0	www.urchinomics.com	new mngt. more credible BusPlan/Strategy, poss ally in Zombie Urch dev't
Canada	West Vancou	trader	Rukshan	Perera	H&M Western	5.0	www.hmtuna.com	sounds like a young guy getting established with a variety of mainly finfish prods
Turkey	Izmir	producer	Muhammet	Guler	HQM SU Urunleri San. VE Tic. Ltd. Sti.	3.0	www.aegeanseacucumber.com	malware tries to load up through website
EU	Brussels	gove't	Julie	Centiti	Gov't of Canada- Trade Commissioner Service	6.0	www.canada-eu.gc.ca	senior trade commissioner in Brussels

Contact list from Day 2 of the 2024 SENA

Country	City	Business	First Name	Last Name	Company	Score	Website	Comment(s)
Canada	Vancouver	shipper	Melvin	Juni	Schenker of Canada Ltd.	5.0	www.dbschenker.com/ca	vertically integrated shipping and logistics services provider
USA	Hawaii	VC	Dylan	Howell	Hatch Venture Capital	5.0	www.hatchblue.com	looks like a newish firm just getting rolling looking to accelerate AqC innovation
USA	Clackamas C	retail	Gabe	Sisneros	Albertsons	5.0	www.albertsons.com	large food retailer comprising Albertsons and Safeway
USA	Fife WA	distributor/whole	Serena	Carbajal	Lusamerica Foods Inc	3.0	www.lusamerica.com	not sure about the email on the card and the domain is not working
USA	Miami FL	process equip	Anthony	Zapata	Hiperbaric High Pressure Processing	6.0	www.hiperbaric.com	manufactures a range of HPP equipment
USA	Vernon CA	distrib/restaurant	Michelle	J	4 Season Seafood Inc.	5.0		
USA	NYC		Andy	Nusser	Casamono	4.0	www.casamomonyc.com	domain not working so...
Canada	Richmond	trader	Jacky	Lei	Golden Rich Trading Co. Ltd.	5.0		not a lot of insight offered on their website.
China	Guangzhou	trader	Christine	Ye	Guangzhou Ji Pin Ji Commercial Trading Co. Ltd.	5.0		dropped to introduce buyer from China - see below
USA	West Covina	trader	Ryan	Zhu	Mikiya International LLC	3.0		no business card etc
USA	Carolina Beal	importer	Francois	Tondeur	Atlantic Partners United	7.0	www.apu-imports.com	got a sample from last year's SEA and wants to follow up

Contact list from Day 3 of the 2024 SENA

Country	City	Business	First Name	Last Name	Company	Score	Website	Comment(s)
Canada	Richmond	processor/exporter	John	Zhang	JWVZ Holding Inc.	4.0		BC processor tseeking to diversify from crab, no card etc.
Greece	Thessaloniki	producer/exporter	Panos	Loulos	Med Sea Food	5.0	www.med-seafood.com	
USA	CA	food additive	Chuck	Nix	Silky Smooth Microcreamy LLC	4.0	www.silksweet.com	ketogenic sweetener producer
Canada	Victoria	certification	Kurtis	Hayne	Marine Stewardship Council	6.0	www.msc.org	Kurtis is MSC program director for Canada

The show was again considered a success by all who were part of the BC booth and we will again see about being part of the booth next year. It is important to note again that we achieve our best results when we have exporters as part of our team so prospects can actually talk turkey with someone on developing business opportunities. We remain hopeful that our encouragement will inspire more participation- especially as we are seeing ominous changes to the international trade arena. It remains as hard as ever to make predictions about the future, but one thing that seems certain is that uncertainties today abound and developing more sales options by diversifying contacts and sales channels may prove critical if these times of great change transform into times of increasingly adverse relations. We are always looking for participation from harvesters and exporters, and have seen great success when both have joined as we can then authentically present ourselves as an integrated industry working towards the singular goal of sustainably producing the best product we can in a manner demonstrating we are worthy of their trust and their business. This sort of thing makes a difference on any number of levels, so much so that the same might well be said for the coordinated Provincial and National support for these sorts of efforts to showcase our products, people and business communities. I might just also note that it is increasingly apparent that the world these days could use more of that kind of spirit and generosity.



Acknowledgements

This project was funded by the Agri-Marketing Program of Agriculture and Agri-Food Canada as part of the integrated International Marketing programs for the Pacific Urchin Harvesters Association (PUHA) and the Pacific Sea Cucumber harvesters Association (PSCHA). All of the Associations involved also thank Ms. Marilyn Wright and Mr. Sebastian Bubrick and their staff(s) from the British Columbia Ministry of International Trade and Investment for arranging and providing space at the BC booth that allowed us and the many other BC companies and representatives to showcase the many high quality seafood products they have to offer in this significant seafood show. The author also extends his thanks to the Agri- Marketing Program, to Mike Featherstone and Thom Liptrot, the Presidents of PUHA and PSCHA respectively and the rest of their executive and membership for their continuing support, advice and confidence.