



# PUHA NEWSLETTER



## Presidents Report Mike Featherstone

For the north coast red fishery, the Haida Gwaii fishery ended at Langara on May 2nd. Overall, the fishery progressed very well with the first fishing for the fleet on March 22nd. The East side product was generally good and the pace of the fishery and filling the

packers to match truck capacity was near perfect. A great job done by the coordinators and the fleet to work together to manage the fishery productively. After a relatively short break of a week in Charlotte City, the fleet moved to the West side, which

predictably was more challenging. Wind and swell conditions hampered the efforts to fish, and it took a few days to get back up to speed. generally not as consistent as the East side.



PRESIDENTS REPORT



MARKETING REPORT



D&D PACIFIC REPORT



# Presidents Report

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There was a wide range of prices, this related to the product itself. Good color and recoveries reportedly received as high as \$1.80, poor quality as low as a \$1 (Possibly less as high prices are always reported whereas no one is proud to report the low prices). Keep in mind that the costs from Haida Gwaii are significantly higher, so the high prices are a positive indication of the market.

As it happened, the market timing was very good. Shortly after Haida Gwaii started, the rest of the global suppliers stopped, which provided a perfect storm, so to speak, for our Canadian Uni. With no other supply, the demand was strong.

Coincidentally, when the fleet reached the mainland, after finishing Haida Gwaii, Peru, Chile and even Tasmania started fishing and the market became weaker.

At the time of this writing, a few boats are still trying to fish, however, most of the fleet was shut down on the mainland side after only 2 loads. With small loads, trucking costs were high, and the product was not very good, which made the efforts uneconomical.

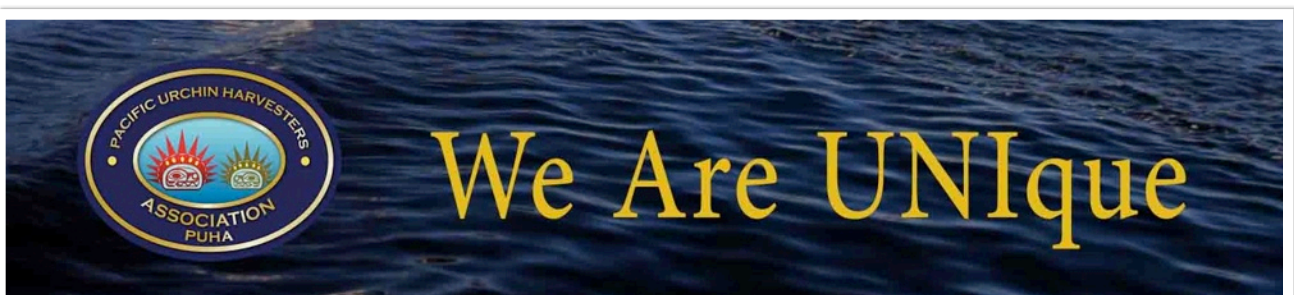
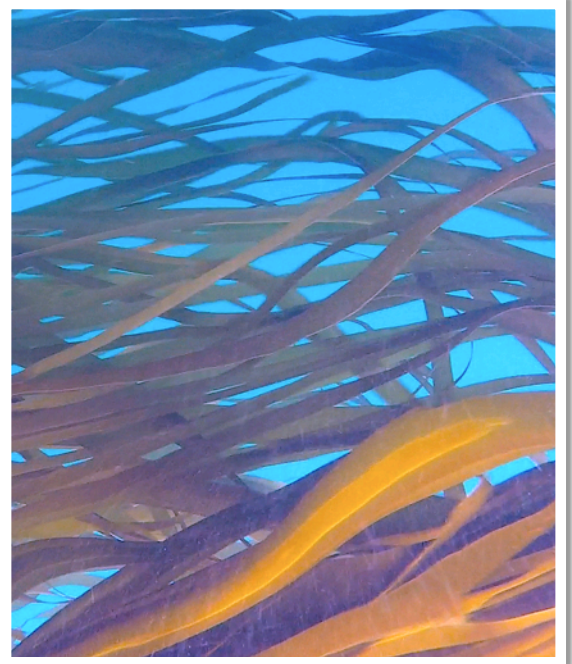
There were two challenges that influenced the management of the fishery in Haida Gwaii and indeed the same challenges have been faced on the industry in general. These being, finding good quality and deciding when to move to a new area.

First as far as quality. Ocean conditions have not been favourable for kelp and thus the urchin roe quality has suffered. The fleet generally puts in the effort, but overall, the Processor's consensus is color and recoveries have been lower than previous years. Unfortunately, there is not much the industry can do with respect to Mother Nature. The self management system is very flexible in allowing fleet movement to find quality and this allows for the best opportunity for optimal harvest under the circumstances. On another note, PUHA is exploring ways to enhance kelp as well as restore kelp beds.

With regards to fleet movement, there is one view that the fleet should stay in an area and fish the quotas verses allowing the fleet to move if the vessels cannot find quality. It is a tough balancing act, and the answer lies somewhere in between. The processors certainly do not want to get a load of sea urchins of poor quality just to complete a quota area, however the industry needs to fish these tough areas to groom the sea urchins and get as much product out of an area so that the quality improves, and we take advantage of the TAC, as well, the tucks need to be full to keep costs down. This topic needs further discussion as we look towards the new season.

For south coast reds, spawning and limited areas remaining to fish have basically resulted in no fishing in the past few months.

For the green fishery, there has been no landings since February, although some boats have recently surveyed the Gulf areas with no luck and only empty urchins. The fishery recovered from the slow start in September and 93% of the TAC has been taken, however this is down from previous years.







## Divers required for Green Urchin Survey

Two divers from PUHA for the Fall Stephenson Islets green sea urchin survey (Sept 9-11<sup>th</sup>, 2024).

Please contact PUHA if you are interested in participating in this survey.

The divers must have to following certifications and requirements that are valid (i. e. not expired) during September 9-11, 2024:

1. Valid WorkSafe BC medical
2. Valid WorkSafe BC occupational diver certification
3. Valid First Aid
4. Gear servicing records from 2024: regulators, gages, computers
5. Technician's certification (persons who serviced gear). We have a list of technicians with certifications if needed.



For the upcoming season the quotas are set to increase approximately 20,000lbs, making the quota for each licence just over 14,000lbs.

As far as the red urchin fishery, the TAC is basically the same, but the individual quotas for north and south have changed due to the area selection process. There will be 61 licences south making the individual licence south quota 38,705 lbs. In the north, there are 49 licences with an individual quota of 162,408 lbs

The Kelp Reforestation project in Haida Gwaii went well this season with reports of many small reds and greens repopulating some of the sites. This project has spawned substantial interest from other groups, who have recognized, that uncontrolled sea urchin populations are detrimental to kelp beds, and the overall ecosystem and biodiversity.

There is interest from Saturna Island group, Denman Island group and the A-Tlegay. PUHA is in discussions with these various groups; however some are simply wanting to smash urchins which is not permitted unless under a specific comprehensive scientific study. Certainly, PUHA does not advocate a simple smash program either as it contradicts the scientific management and quota calculations we have developed with DFO over the past 20 years.



# Presidents Report

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The most serious of these groups is that associated with the A-Tlegay. This group has an ongoing kelp monitoring program and PUHA is moving forward with further discussions, including DFO. There are 4 specific sites: Cape Mudge (in front of the reserve), Owen Bay, Mary Island and Chatham Channel. PUHA will be reaching out to harvesters for their observations and any harvest activity they may have had in these areas. Please contact Mike 6042301686.

Other developments of the community and scientific fronts include changes to the Northern Shelf Bio region MPA. The area has been segmented with the first project focusing on the Kitkatla Inlet Area.

The Kitkatla Inlet Area of Interest (AOI) is located 60 kilometers south of Prince Rupert. Its boundaries include northwest sides of Banks Island and McAuley Island towards the south and west sides of Porcher Island. The Kitkatla Inlet AOI is named after Kitkatla Inlet, the waters that surround Gitxaala Nation's village of Lach Klan (Kitkatla) on Dolphin Island.

This area is a key area for red sea urchin harvesting, and PUHA will have representatives be attending the 7 planned meetings.

The other change to the NSB, is the creation of a National Marine Conservation Area in the Central Coast. NMCA are different than MPA's, as MPA's need to verify a conservation concern, whereas as an NMCA has no such requirements. It is questionable why another NMCA needs to be created some 20 miles away from the Gwaii Haanas reserve in Haida Gwaii as there is not any specifically different attributes. Leads one to think it is strictly political maneuvering to restrict fishing.

Ironically, restricting sea urchin fishing has negative impacts on the desired ecosystem goals, but these people seem to completely ignore these facts.

Lots of marketing updates follow from Geoff, both the recent activities, as well as the upcoming events.

The PUHA AGM will take place in August, stay tuned for the date and location.

## INDUSTRY LINKS:

<https://hakaimagazine.com/videos-visuals/how-to-use-an-anvil-if-youre-a-wrasse/>

<https://www.seafoodnews.com/Story/1278003/Conveyor-Belt-Sushi-Market-Increased-by-8-percent-in-2023-5-point-5-percent-Increase-Projected-For-2024>

<https://www.seafoodnews.com/Story/1277995/California-Building-Career-Pathways-to-the-Ocean-Economy>

<http://epaper.nationalpost.com/article/281590950686151>

[Fishing vessels safety procedures and crew familiarization - SSB No.: 14/2024 \(canada.ca\)](#)







# Marketing Report

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The 2023-24 season is now winding down and it is looking like we are again leaving a lot of product in the water. There have been some market issues contributing this year, what with the depreciation of the Japanese yen, the still growing geopolitical and associated economic tensions in relations between :The West” and China, and of course the devastating wars involving Russia and now Palestinians, Israelis and Iranians etc. in the Middle East, etc. etc. And all that before we even consider the record temperatures that have been non-stop since March last year. In short- there are many signs that we have a another really “hot” year - based on just about whatever stable of metrics you want to use-coming at us. All this - but it is worth noting that normal people, at least those heralding from those parts of the developed world which we met on our recent travels, remain determined to carry on with some faith that everything will work out just fine. Ever the optimist, I find this at least somewhat encouraging.

I am saying this because of our experiences at both the Seafood Expo North America (SENA) in Boston and the Seafood Expo Global (SEG) in Barcelona. Both shows were crowded with people just wanting to do business and in both cases the reception accorded to actual producers was nothing short of enthusiastic. As representatives of associations with no real mandate to discuss or negotiate business arrangements, we did not encounter it to the same degree, but it was apparent that people’s appetite for the right product at the right price is undiminished. I believe there is lots of demand in North American, European and other markets for our products.

This includes enough demand for sea urchin products to support this industry as it moves to whole a new level if - and this has to be stressed- we can get the product out of the water and into their markets in the form(s) that they require. I am also coming around to the belief that the industry will have to do just that- change- to continue to prosper. It is just getting harder and harder to see how things that worked in the past but are apparently not working any longer can be expected to work in the future. The establishment of the Marine Protected Areas (MPA) network up North is a major challenge that is no doubt on everyone’s mind, but it’s not the only one nor often the most urgent for guys working on the water in small boats- as you guys know better than anybody. It is happening though, mandated by powers way above our pay grade, and it is worth paying attention to.





# Marketing Report

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I was just sitting in on a Kitkatla Inlet Advisory Committee (KIAC) meeting that is the first of a series of 6 - 7 public consultations on establishing an MPA in Kitkatla Inlet. This meeting in particular was about laying the groundwork on the terms of reference for and expectations of committee members so it was process oriented with no big reveals. Science types will be presenting a detailed biophysical assessment at the next meeting, expected in the Fall, but it is unknown if this will serve as a benchmark against which future environmental/biodiversity etc. changes can be mapped and compared. There was some talk around the edges of what monitoring and management might look like in the area but there was no Mission Statement that outlined what sort of aspirations or expectations are going to guide decision makers. There was nothing explicitly mentioned about other areas under consideration but it struck me that there were quite a few of same folks I met during the North Shelf Bio Region MPA Network meetings and I am thinking that this might be the start of the next step in that whole NSB process. It does not have to be all bad- after all, we have our more or less positive experience with the Gwaii Haanas model that can serve as a starting point to improve upon. Hopefully everyone can find common ground and shared perspective(s) to build on and from there develop the mutual respect and trust required for long term sustainable collaboration and success.

From the meeting: the intent is to set up an MPA Kitkatla Inlet under the aegis of the federal Oceans Act. This Act includes provisions for active management to preserve conservation values, including habitat and protection of areas with higher biodiversity and complexity. It is worth noting that activities compatible with these main objectives are allowed by the regulations within the Act and it is worth reiterating that urchin fishing in particular has great potential to be used as an effective Ecologically-based Management tool because of the positive effects on kelp beds and subsequently habitat complexity and biological productivity. I have tried that line of reasoning out with a number of conservation and environmental groups at the two shows I have attended of late and have received a uniformly positive response to date. The use of the Oceans Act implies that DFO will remain a lead actor in the management process and though so far they are not enthusiastically endorsing the idea, hopefully they can be brought around in time as more supporting evidence accumulates.



I also believe you should all be keeping exactly that in mind so we might help them see the light- so to speak. After all- to paraphrase the world's favourite genius (Albert Einstein) - we should remember that within every crisis there lies great opportunity because I am sure there are some substantial win-wins on the horizon. Change is hard but, again, there are always opportunities there for those who can figure out a better way of doing things. We all have ideas on that but it is you guys with the practical and critically important knowledge of what does and/or what can and what cannot work. You also have way more skin in the game than most of the experts looking on- so as I see it, any discussion of changes should start with you guys talking amongst yourselves. I would just encourage you to keep it positive and look for the better way of doing things so you can constructively engage with others similarly caught up in the changes that are coming and just trying to find their way.

Getting back to the two shows. Lawrence Anderson and Fraser Rieche and myself attended the Seafood Expo North America to again represent BC urchins and cukes as part of the BC booth. I won't get into a lot of detail at this point as a more detailed report is posted on the PUHA website. We tallied up a total of 42 visitors to the booth, but that does not necessarily include others who stopped by to meet with Fraser who is promoting his new product, UniFresco. Still, those ones we spoke to were well qualified and the average score earned by them from yours truly increased to the best we've seen at this show since 2017.





Next up was the Seafood Expo Global in Barcelona in late April 2024. This is the world's largest seafood show and it is easy to get lost in the enormity of the whole thing and very difficult to make a large splash with so much intense competition around. We again exhibited jointly with the PSCHA and the UHA as part of the BC booth, though it is worth noting it was kind of an adjunct booth dedicated to BC dive fisheries alongside or facing the main BC booth. It was great but I am thinking we might want up our game and our exhibits a bit each year so we continue to earn the distinction it gave us. I saw that others in the BC booth took note of the arrangement so we have to continue to perform. Anyways- I was joined by Fraser Rieche, Thom Liptrot and Al and Barb Shanks to represent the urchins and cukes while Jamie Austin, Katie and Jenna Lindsay, Grant Dovey and Mike Adkins were there for geoducks (UHA).

The main report for that show is still a work in progress I'm afraid, but both of these shows were again considered successes by all who were part of the BC booth. It is again worth noting that we obtain our best results and attract the most attention when we have exporters as part of our team so prospects can actually talk turkey with someone on developing business opportunities. Authenticity is something we are not shy about and we are always looking for participation from harvesters and exporters so visitors always get that impression from us. We have consistently seen great success when both have joined as we can then present ourselves as an integrated industry working towards the singular goal of sustainably producing the best product possible. Our main job remains focussed on providing a convincing demonstration that we are worthy of their trust and their business. Success in that makes a difference on any number of levels, so much so that it is probably key to the effectiveness of our efforts at these shows.



We are in a bit of catch up time now for the summer without too much going on other than the BC seafood festival in June. Our plans for upcoming international missions include trips to Hong Kong and Singapore, and possibly Japan in August- September and then China and South Korea in October- November. We remain hopeful that we will get more participation- and that we will again see the sort of widely representative delegations for upcoming trips to Singapore, Hong Kong, South Korea, China, Boston and Barcelona that drove the success of our previous efforts prior to the 2020 pandemic.

The Canadian Trade Commissioner in Hong Kong, Kitty Ko, has committed to help us out if we can develop a representative delegation of Canadian seafood producers for a Taste of Canada event in either late August or early September. We need to see what kind of delegation we can field for that ASAP so we can get back to her and keep things moving. We are fully committed to the Seafood Expo Asia in Singapore September 4-6 but Hong Kong remains in the top tier of markets for us and we have not actually spent much time there since 2018. South Korea and Japan are also in the running for us as top markets and while we have yet to visit the former we have also not been to Japan for coming on 15 years. The latter two trips are probably something better timed around the China show while Hong Kong works for September but I am sure that some additional attention to all of them is warranted and will most likely be appreciated.

One other thing of note that has caught my attention from left field that you might be interested in is a new tip-less propeller design that offers considerable efficiency gains over standard designs. Check out "Sharrow Marine" - [www.sharrowmarine.com](http://www.sharrowmarine.com). The efficiency gains they are claiming could be game changers and testing them out might qualify for some of the efficiency grants on offer from DFO. I am not sure they will work the same way with larger boats but I do believe it is worth checking out.



## Links in the News

2024\_02\_21- AFC: [Market Overview – China - agriculture.canada.ca](https://agriculture.canada.ca)  
2024\_02\_23- Nature: [Removal of detritivore sea cucumbers from reefs increases coral disease](#)  
2024\_03\_04- ABC: [Uni factories on NSW coast turn marine menace into int'l opportunity](#)  
2024\_03-04- Economist: [South Korea's stuttering economy](#)  
2024\_03\_07- G&M: [AI will increase incomes for high-wage earners, but inequality will grow](#)  
2024\_04\_09- Style: [Why Sockeye Salmon Needs To Be Cooked At A Lower Temperature](#)  
2024\_03\_10- PhysOrg: [Sunflower sea stars critically endangered, humans to help rebound](#)  
2024\_03\_13- Nikkei Asia: [Being a 'connector' for China is no longer working for Hong Kong](#)  
2024\_03\_20- SCMP: [Why is Hong Kong full speed with its Article 23 security legislation?](#)  
2024\_03\_22- Nikkei Asia: [Hong Kong's loss can be Tokyo's gain if it plays its cards right](#)  
2024\_03\_23- G&M: [Will HK's financial-hub identity survive its new national security laws?](#)  
2024\_03\_25- G&M: [New Hong Kong security law comes into force amid fears for freedoms](#)  
2024\_03\_27- G&M: [Canada pushes for trade in Vietnam as West de-risks from China](#)  
2024\_03\_30- G&M: [Canadian push to expand Vietnam trade builds on deep roots](#)  
2024\_03\_30- Nikkei Asia: [As West draws closer to Vietnam, Hanoi gets more like Beijing](#)  
2024\_03\_30- SCMP: [Who visits Hong Kong and why?](#)  
2024\_04\_01- PhysOrg: [Temperature extremes unexplained](#)  
2024\_04\_01- NikkeiAsia: [It's up to the developed world to save global trade](#)  
2024\_04\_01- NikkeiAsia: [Hong Kong's Article 23 security law takes effect: 5 things to know](#)  
2024\_04\_02- [New cheap route from YVR to Singapore](#)  
2024\_04\_04- Economist: [Xi Jinping's misguided plan to escape economic stagnation](#)  
2024\_04\_04- Economist: [The mind-bending new rules for doing business in China](#)  
2024\_04\_16- G&M: [Humanizing the U.S.-China relationship](#)  
2024\_04\_24- Nikkei Asia: [Yen's decline will inevitably affect confidence in Japan's economy](#)  
2024\_05\_08- Economist: [Singapore has achieved astounding economic success](#)  
2024\_05\_10- Foreign Affairs: [China's coming population collapse](#)  
2024\_05\_11- NYT: [China's Dead-End Economy Is Bad News for Everyone](#)  
2024\_05\_12- Economist: [Singapore- The world's most improbable success still needs to evolve](#)  
2024\_05\_13- G&M: [South Korea, once the leading Asian Tiger, sees tough times on the horizon](#)  
2024\_05\_13-G&M: [The economy we have taken for granted is not coming back](#)  
2024\_05\_15- NYT: [Singapore's Riches Grew Under Its Leader. So Did Discontent](#)  
2024\_05\_18- Economist: [America is in the midst of an extraordinary startup boom](#)  
2024\_05\_24- SCMP: [China welcomes foreigners. It just needs policies to make that clear](#)  
2024\_05\_25- PhysOrg: [Rise in sea urchins damage to kelp forests impacts OR's gray whales](#)  
2024\_05\_25- NYT: Xi [Jinping's Recipe for Total Control: An Army of Eyes and Ears](#)  
2024\_05\_26- G&M: [When trade partners go dark, seek out the bright parts](#)  
2024\_05\_28- NYT: [Business-First Hong Kong Now Comes With a Catch: Qeijing Politics](#)  
2024\_05\_28- Economist: [How the financial system would respond to a superpower war](#)  
2024\_05\_29- Nikkei Asia: [Vietnam's leadership upheaval signals regime's security focus](#)  
2024\_05\_30- Guardian: [Meet the First Nations guardians protecting Canada's shores](#)  
2024\_06\_02- EuroNews: [Barcelona grapples with the future of tourism](#)  
2024\_06\_02- Economist: [Xi Jinping's surprising new source of economic advice](#)  
2024\_06\_07- G&M: [Canada's \(hawker\) food halls on track for growth as concept catches on](#)







## RED SEA URCHIN FISHERY – 2023-2024 Season

### North Coast Fleet

- The fleet moved into Haida Gwaii QMAs in March following the Kelp Project and proceeded to harvest from QMAs around Flamingo Inlet and work their way north
  - The on-grounds Coordinator worked the fleet through daily harvest efforts but weather restricted harvest from Flamingo inlet
  - 2 vessels moved out of the Rose harbour QMAs moving north and that started the run to port as vessels moved quickly through QMAs
  - RSU divers rarely interact with herring spawns in BC as proven decades ago, but Parks Canada was on the grounds this year surveying and had concerns. Fleet representatives / coordinators discussed the issue with Park Canada Reps and the issue resolved
  - The fleet worked through weather, quality, and had difficulty working as a group
  - Langara QMA was the last fished before the fleet headed back to Prince Rupert
- The on-ground Coordinators volunteer to help the fleet move through the fishery, maintaining
  - DFO requirements on a daily basis
  - Packer logistics
  - Buyer interactions
  - Trucking logistics
  - Vessel Hails
  - D&D requirements
  - The effort of Coordinators keeps the cost of the fishery low
    - The alternative is a paid on-grounds monitor the RSU fishery used to have and the Geoduck still has
    - We have people in the fleet who make the job of the Coordinator very hard by means of a verbal diatribe that is all negative
    - DFO is letting PUHA make daily harvest decisions, but with the difficulty on-grounds this season, D&D may have to take back the day to day operations of the fleet.
    - To sum this up – the north fleet has to resolve this issue before DFO does. PUHA has developed a great program with DFO and this kind of negativity will end it
- The fleet resumed fishing after weather and started in Dundas QMAs looking for quality
- This took the fleet down to Otter Pass and currently in Port.





## South Coast Fleet

- Vessels in March and April grinded out harvest on both sides of Vancouver Island
- Harvest from Barkley Sound and Campbell River QMAs including Port McNeill were active into April
- Live Market in Steveston ramped up with 3 vessels active with minimal quota left in QMA 17

## General

- Harvest charts outstanding (past 30 day timeline) is still an issue with only certain vessel masters
  - DFO is handing out tickets (similar to traffic fines) for breaches in the conditions of licence: dockside and from a desk - examples
    - Chart not filled in by midnight of dive date
    - Chart not submitted within 30 days of dive date
    - QMA / Subarea corrections by chart
  - D&D is calling everyone in efforts to eliminate this issue but we are getting blown off by certain people and will cease efforts.
    - D&D has requested charts from 6 vessel masters over 12 times each
  - The Whale closure zones in the Gulf Islands is in effect now

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

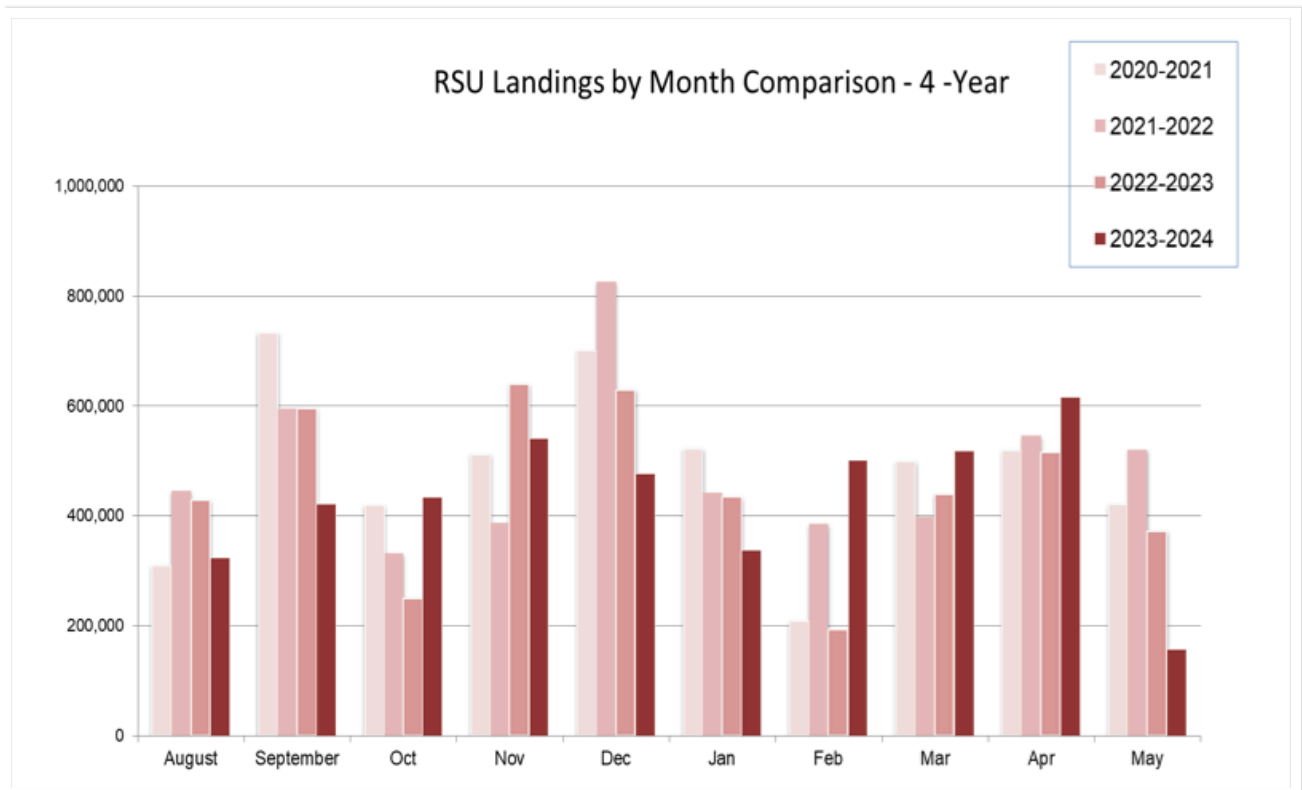
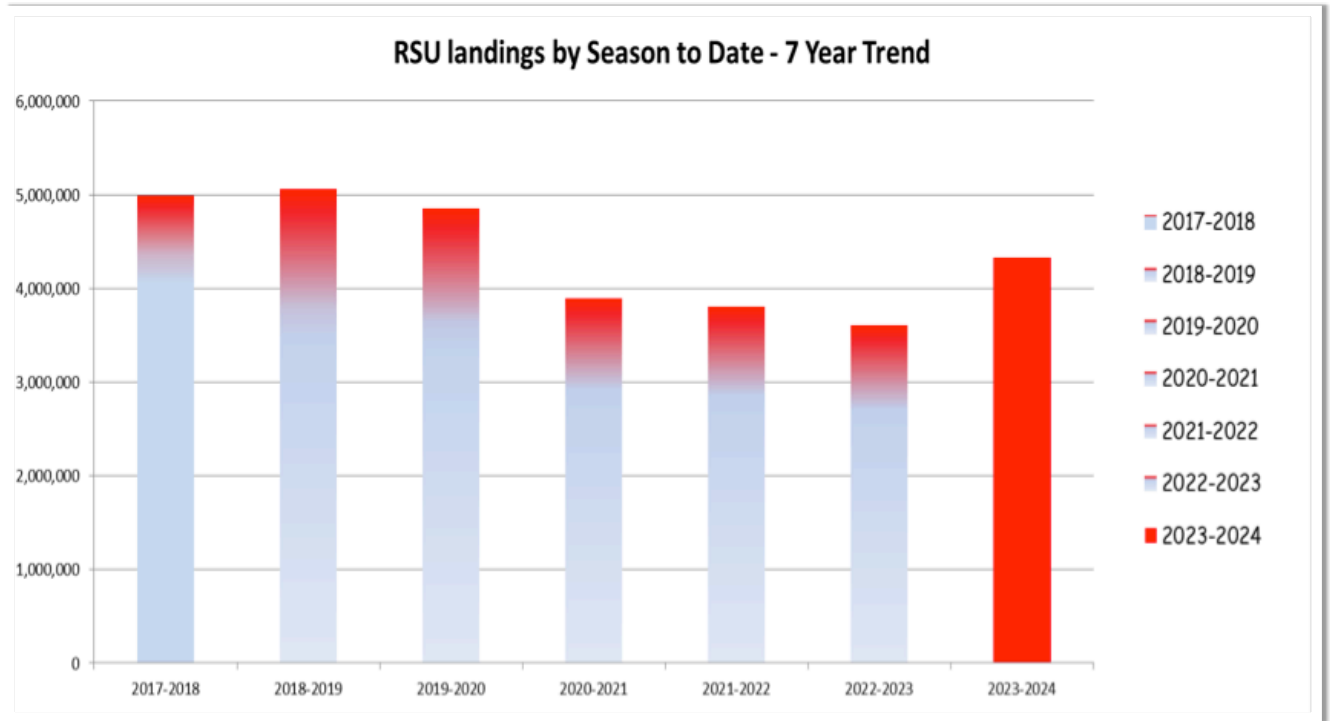




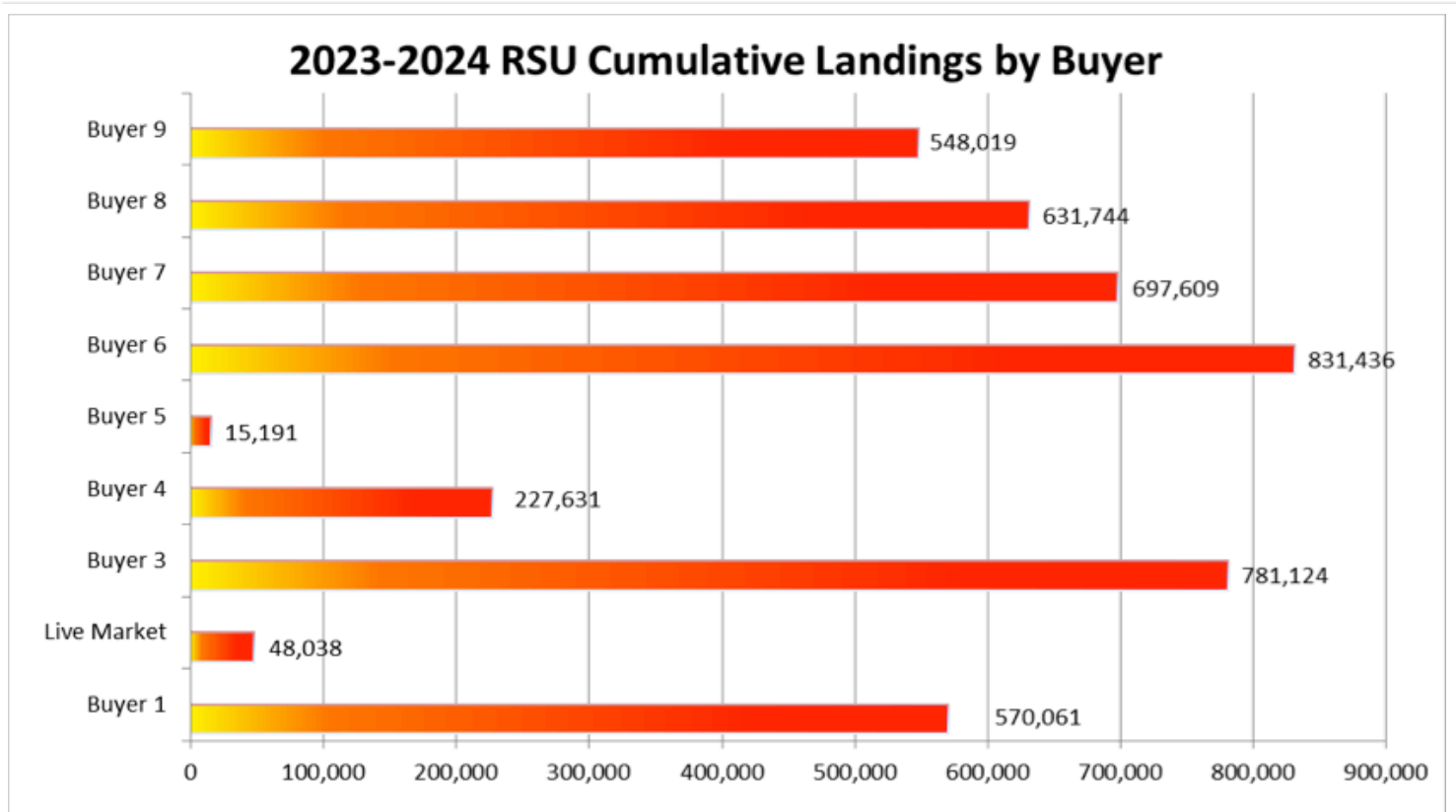


Figure 2 – RSU Landings by Season to Date 6-Year Trend



Great to see we surpassed the last 3 seasons as it looked like we would not

Figure 3 – RSU Cumulative Landings by Buyer





## GSU FISHERY- 2023-2024 Season – May 31<sup>st</sup>, 2023

- No landings since February
- Currently, we have achieved 93.2% of the TAC
- We have vessels scouting QMA 17 to 19 trying to find quality

Figure 4 – GSU Historical Landings by Month 6-SeasonTrend

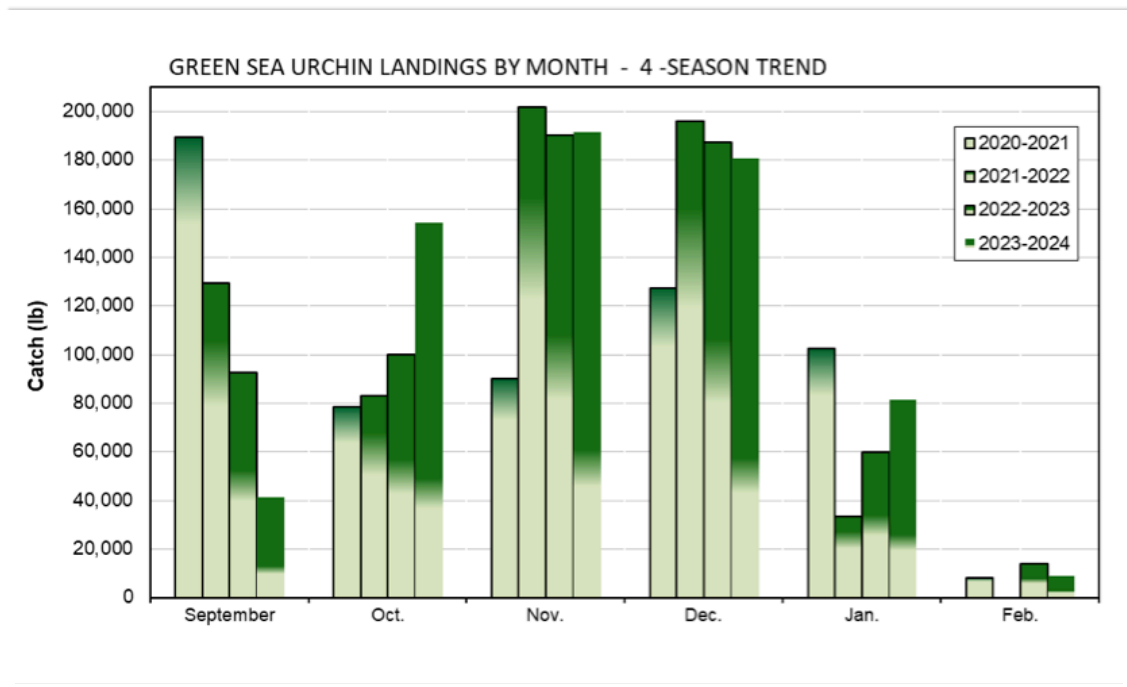


Figure 5 – GSU Landings by Buyer

