

PUHA "NEW SEASON" NEWSLETTER



Presidents Report Mike Featherstone

The new season opens for Reds August 1st and for Greens on Sept 1st. You can find the new IFMP here: <https://waves-vagues.dfo-mpo.gc.ca/library-bibliotheque/41295961.pdf>

There are a number of changes which can all be found on page 3 and 4 of the Appendix. Most changes are quota tweaks and minor. Some of the significant changes are, first, the harvest size reduction of 5 mm for

reds to 85 mm and greens to 50 mm.



PRESIDENTS REPORT



MARKETING REPORT



D&D PACIFIC REPORT



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PUHA is recommending divers do not adjust their rake size, the reduction will provide a safety valve against harvesting undersize and hopefully provide more harvest opportunities in urchin barren areas.

The quotas for south reds are down 132,000lbs, mostly due to the loss of Port McNeil to Otters, although there is a slight increase in some of the Gulf areas. The south red quota is 36,541 lbs. The north coast red quota is 162,408 lbs. Green quotas are up again this season to 16,306 lbs.

With the loss of Port McNeil, PUHA directors have set aside new south coast areas for the Dec window, replacing Port McNeil. The areas held back until Dec 8 will be, Discovery Pass (100K), Half of Mayne Saturna (35,000K, provides opportunity to fish in whale closure at that time) and Half of Campbell River north (115K). Port McNeil area will now be included in the otter area 12M, Southern Queen Charlotte Strait, which is the special protocol now totally 450k lbs.



This year D&D fees increased slightly, fees have not increased in the previous 2 years, and there is also a new one time surcharge of \$500 for any live market offloads. This reflects the more than double validation requirements for the live market smaller loads. PUHA fees have remained the same this year, although the budget is very tight due to less validations than anticipated last season.

The PUHA AGM is scheduled for 9 am Sept 3rd and is a Virtual Meeting. PUHA has continued with virtual meetings for cost savings, convenience and better attendance than in person meetings. The meeting link is: <https://us02web.zoom.us/j/86506342336?pwd=p21hJOwXyTDL03ShaXoH74jrDz3a7Z.1>

The AGM notification, proxy and agenda information will be sent out August 1st.

Landings this past season were only 36% of the TAC, a total of only 3.7 million lbs. PUHA is working with the processors to increase landings. This was the lowest landings in over 8 years. This year an idea is to start in Haida Gwaii in September to hit those areas twice. Finding ways to keep divers on the grounds has also been discussed.

The urchin market itself is healthy and prices are reasonably strong. Even with the lower catch number, the total export value of the fishery was \$19.7 million, a similar value as 20 years ago when 10 million lbs was being harvested. Geoff has the market and export summary in his market report.

PUHA will continue with the International trade promotions in Singapore, Hong Kong, Korea, US and EU. AS well Lawrence Andersen has been busy with new Domestic market promotions, particularly with the Divers Catch Gala being held Sept 20th in collaboration with both Geoduck and Cucumber Associations. Tickets are available for anyone wishing to attend. Lawrence has more information in his report as well as updates on the Health and Safety file.

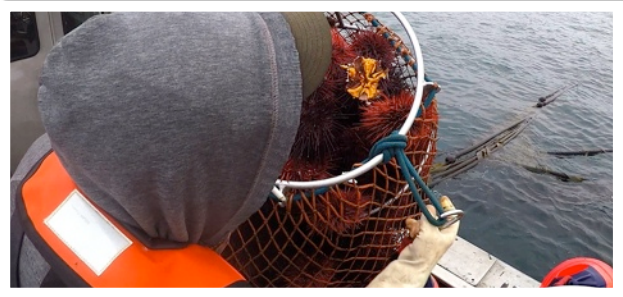


Presidents Report / Continued Page 3

The PUHA financials are at the accountant, but the draft report shows a deficit, for the first time in many years. This is due to the decrease in validations and some extra spending on trade show travel. For this coming season PUHA has adjusted the revenue down and made some adjustments to come in close to a balanced budget, with a small deficit of a few \$100. PUHA directors opted to not increase any fees or cut any programs this coming season.

The biggest challenge the industry faces is landing more lbs. The decrease in landings could be related to quality and of course the weather plays a bigger role in shutting down fishing than it has in the past. The closure to urchin fishing in the MPA's and Parks, which is proven detrimental to the ecosystem, is also disadvantageous to the fishing in many previously productive areas.

PUHA is collaborating on some initiatives to improve kelp production and has letters of support for 2 Ocean Wise projects as well as the Biochar Kelp project. It is harder and harder to get vessels out fishing, lack of divers is another challenge. The market is stable and prices overall are good.



Each year there are new challenges, and we will always keep working towards improving the industry. At times you wonder when will things turn around. Reset, restart and keep going, it's a new season, let's make the best of it!

LINKS:

Kelp farming: <https://www.seafoodnews.com/Story/1308307/OPINION%2DMaine%2DLeading%2Dthe%2DWay%2Din%2DSeaweed%2DFarming%2Dthe%2DNew%2DFrontier%2Dof%2DAmerican%2DAgriculture>

Tariffs:

<https://www.seafoodnews.com/Story/1308621/Alaska-Seafood-Industry-Uniquely-Vulnerable-to-Tariff-Impacts-Trade-Groups-Say>

Interesting:

<https://www.seafoodnews.com/Story/1314393/Massive-Algal-Bloom-Threatens-South-Australias-Seafood-Exports>

Deep Diving <https://share.google/1ZxBvHMksGd9j1GEP>

Government:

<https://www.seafoodnews.com/Story/1314241/European-Fishermen-Denounce-Existential-Threat-Posed-by-Creating-Marine-Protected-Areas>

<https://www.seafoodnews.com/Story/1314252/No-Longer-Viewed-as-Good-Partners-BC-Salmon-Exports-Sink-Amid-Supply-Struggles>

<https://www.seafoodnews.com/Story/1314305/Alaska-Sea-Grant-Funds-New-Workforce-Programs-for-Seafood-Industry>

<https://www.cbc.ca/news/canada/british-columbia/scott-steer-sentencedillegal-fishing-1.7596672>

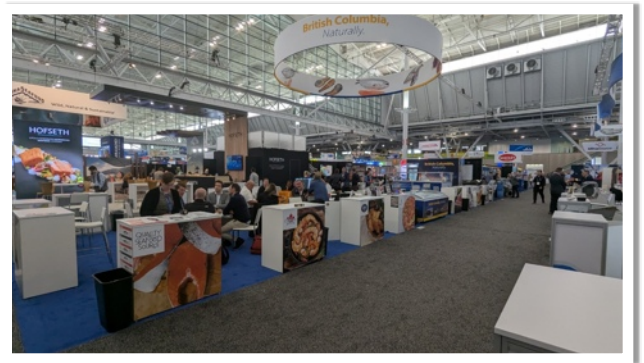


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It has again been pretty busy this past year and because, things look more uncertain now than they have for quite some time - courtesy of the “new approach” of Trump II- staying busy for a while yet is recommended. I will start this report with a quick summary of sales results that I gleaned off the Canadian Trade stats this past year, and then summarize the activities and trade shows we attended last year and are planning this year before finishing off with a quick overview of the new proposal I submitted to the Agri-Marketing Program (AMP) to cover off another 2 years- 2026 - 2028. We are now in the last year of our approved 3 year program so have funding in place until March 31, 2026. That covers us up to next year's Seafood Expo North America in Boston.

On markets, sales were up to \$19.7 M, our best showing since 2018 and in large part because sales of Live product were up to \$7.9 M, up from \$4.3 M last year. Japan remains our largest single market, accounting for about 32% of sales when all products are included, though they account for less than 20% when live sales are not included. At \$3.5 M, Japan is still our largest market for Live product but China is not far behind at \$2.9 M. I think it is worth noting that the proportion of our sales to Japan has declined steadily since 2012, even though this past year saw a slight increase in the absolute numbers.

Despite bracing for the worst, Hong Kong, with sales of ~\$3M, remains our largest market for fresh product even though they declined a bit. They were followed by South Korea (stable) and the US (increasing) at \$2.6M and \$2.2 M respectively while Japan (down by 50% last year) is #4 at \$1.4 M. Taiwan and China basically round out things at the top with sales of ~\$610 and \$267 K respectively. Sales of frozen product are also picking up, rising from about \$400 K in 2019 to over \$2 M last year with Japan accounting for just under half of these with the EU and South Korea taking up the rest. The calculated unit prices are stable for frozen and live products at ~\$16-17/kg while fresh is up by about 15-20% from \$63 to \$79/kg. since 2018. It will be interesting to see if these trends continue, especially given the new trading environment we are facing.



Moving on to our plans- we are basically doing the same round of shows this year as last, with probably the addition of Busan after the China show. I was at the SEG back in April and the plan this year includes exhibiting at the SEA, the CFSE and the SENA with side trips to Hong Kong and as mentioned, Busan, South Korea. On all these, we have approved funding in place and I'd just note that the Agri-Marketing Program really appreciates it when we use what has been approved. I will be reporting in detail on all the shows including the last SENA and SEG in coming months. I am intending on doing them in aggregate so I can maybe capture the almost unprecedented uncertainty we see on a day to day basis from the whirlwind coming out of Washington these days.

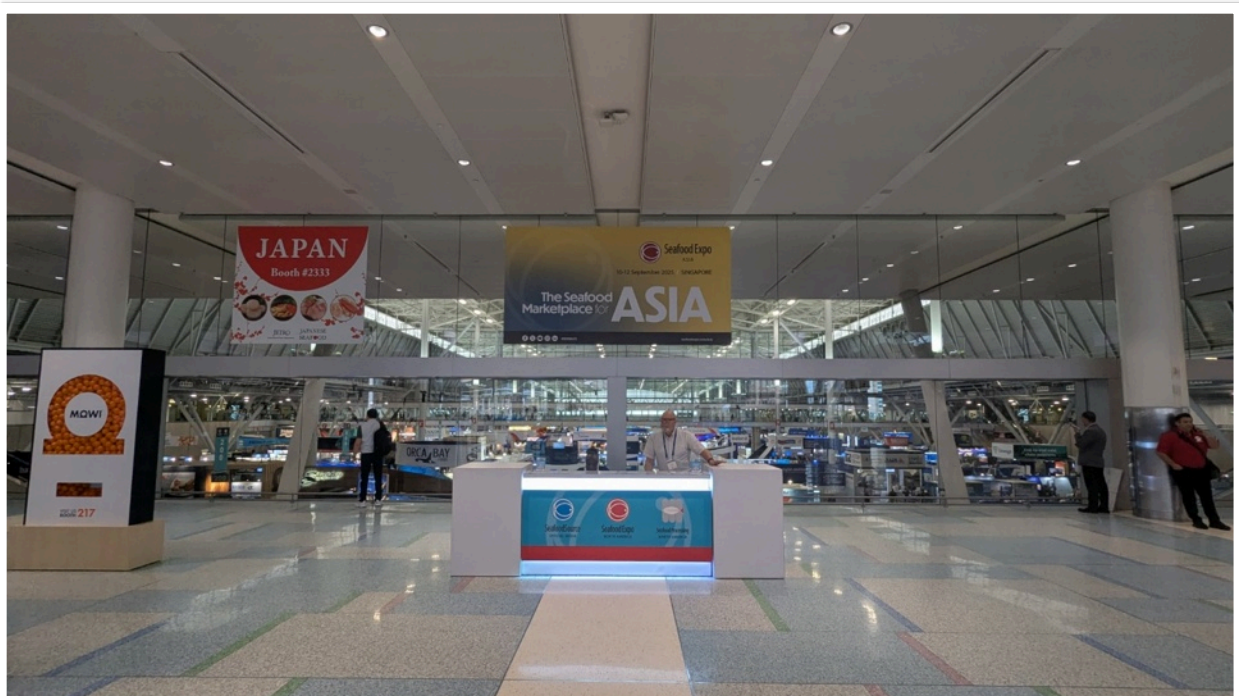




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I would just reiterate that having exporters along is key to our success at these shows so it would be great to have more exporters along. I am just putting together arrangements for the Singapore show in September and have Kitty Ko working on a Taste of Canada event in Hong Kong for just after- the 16th of September. The BC Crab association is joining us in Singapore this year but will not be joining us in Hong Kong though word is out with their exporters in case they want to. We are looking for assistance from you guys on this as well- even if it is only supplying product. We have not done much in HK since 2018 but now they are finding their stride again and we should.

I developed and submitted a new proposal to the Agri-Marketing Program for another 2 years of funding to carry on with what we have been doing. The proposed project includes basically the same elements of what we have been doing for the last few years but includes side trips to Japan and South Korea both years and to the UK, France and Taiwan in 2026 and Italy in 2027. I got the proposal in and accepted prior to the deadline and am hoping we will have a decision sometime in September or October so we will have plenty of time to design our subsequent plan around what is actually approved. I know the federal government is looking pretty hard for savings starting a couple of weeks ago, but I am hoping that since this “program” was funded as a 5 year envelope 3 years ago this next round is safe. I have a feeling though that it might not get another extension. It is way above my pay grade- but I’m thinking other priorities are going to be getting their way.





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LINKS:

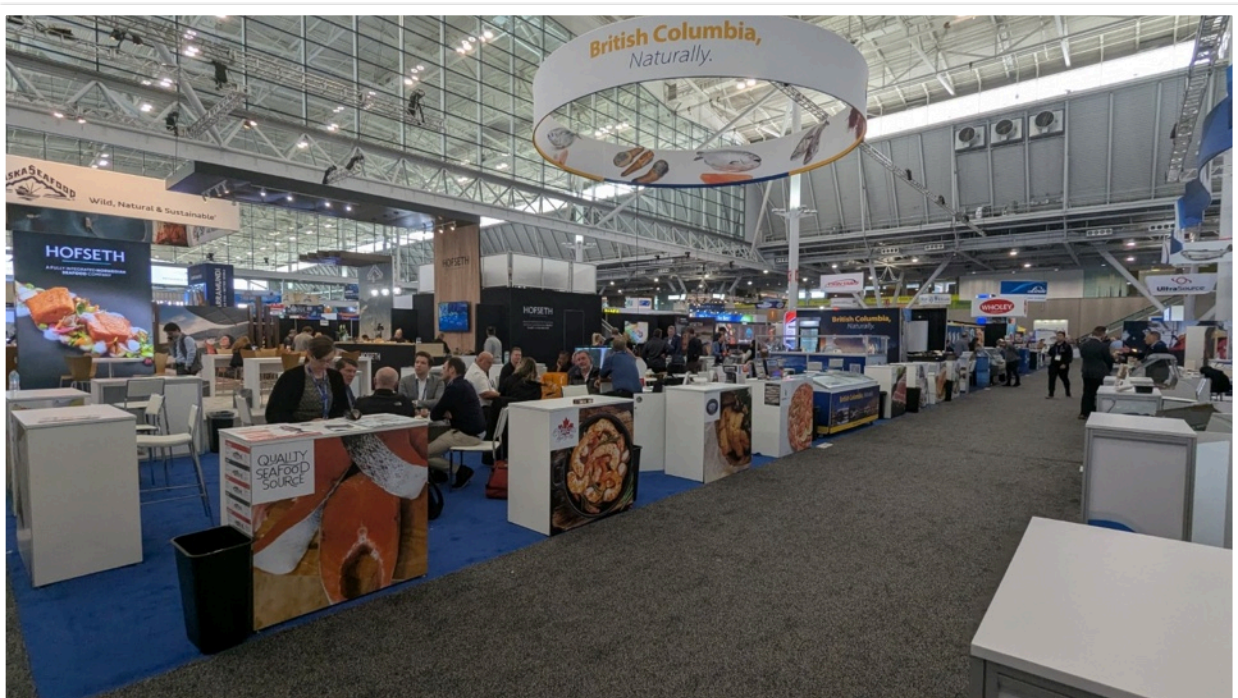
2025_02_06- VN Express: [Asia's most loved country- Malaysia](#)
2025_02_17- The Atlantic: [Trump eradicating US science capacity](#)
2025_02_20- Foreign Affairs: [The real China Trump card](#)
2025_02_21- PV Mag Int'l: [PV for sea cucumber aquaculture](#)
2025_02_23- VinExpress: [Kuala Lumpur seconds fastest growing SE Asia destination](#)
2025_02_24- Foreign Affairs: [Productivity is everything.](#)
2025_02_25- Foreign Affairs: [The World Trump Wants](#)
2025_02_27- The Economist: [America has never had state media like it does today](#)
2025_02_27- G&M: [Trump's misguided approach to trade ignores uncomfortable truths](#)
2025_02_27- Foreign Affairs: [The Renegade Order](#)
2025_03_05- Independent: [Sea otters help recover the kelp forests they depend on](#)
2025_03_12- NYT: [A Great Unraveling Is Underway](#)
2025_03_13- PhysOrg: [Overfishing urchins: A paradoxical path to marine sustainability](#)
2025_03_21- G&M: [Canada's seafood producers seek to cast wider net at SENA](#)
2025_04_05- Guardian: [Climate crisis on track to destroy capitalism, warns top insurer](#)
2025_04_05- NYT: [Globalization Is Collapsing. Brace Yourselves.](#)
2025_04_05- Foreign Affairs: [The Economic Consequences of State Capture](#)
2025_04_11- G&M: [Why the world is better than you think](#)
2025_04_13- NYT: [Be not afraid](#)
2025_04_15- Economist: [Trump's approach to geo-economics carries dark echoes](#)
2025_04_17- Economist: [The trade war may reverse Hong Kong's commercial decline](#)
2025_04_17- Foreign Affairs: [Trade Wars Are Easy to Lose](#)
2025_04_19- Economist: [Spanish business thrives while bigger European economies stall](#)
2025_05_20- Guardian: [Trump cannot stop his own economic mess](#)
2025_05_22- G&M: [U.S. 're-industrialization' could haunt Treasuries](#)
2025_05_23- G&M: [The future of American soft power](#)
2025_05_25- SCMP: [Singapore offers foreign tech start-ups unparalleled growth potential](#)
2025_05_29- Economist: [American finance, always unique, is now uniquely dangerous](#)
2025_05_29- Economist: [China's carbon emissions may have peaked](#)





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2025_05_31- Economist: [Can Korea Inc step up?](#)
2025_06_03- G&M: [Canada's EDC in a changing world](#)
2025_06_03- CTV: [Carney to work at removing Chinese tariffs on Canadian agriculture](#)
2025_06_03- Korea news: [Korea's consumption drops amid aging population, subdued growth](#)
2025_06_03- Foreign Affairs: [The Frightening Fusion of Tech Power and State Power](#)
2025_06_14- Economist: [The rise of the loner consumer](#)
2025_06_16- TorStar: [As hell-fires rage, Canada sees national unity in pipelines](#)
2025_06_20- Economist: [Chinese consumers are splurging—but probably not for long](#)
2025_06_21- Sustainability Times: [Scientists Forge Next-Gen Cancer Therapies from Sea Cukes](#)
2025_06_22- Economic Times: [Breakthrough in cancer treatment, from deep within the ocean](#)
2025_06_22- Telegraph: [The West must rediscover its ruthless competitive streak in business](#)
2025_06_23- Economist: [Hong Kong's stockmarket revival](#)
2025_06_26- Foreign Affairs: [Absent at the Creation?](#)
2025_06_26- Foreign Affairs: [Might Unmakes Right](#)
2025_06_28- Economist: [Chinese brands are sweeping the world. Good](#)
2025_07_04- NYT: [Why China Isn't Lecturing Trump About His Costly Bill](#)
2025_07_05- Google share: [Malaysia sustains tourism growth thanks to Chinese tourists](#)
2025_07_06- NYT: [Europe Stuck Between Xi's China and Trump's America](#)
2025_07_10- Google share: [Singapore's 240,000 millionaires spur spending on luxury brands](#)
2025_07_12- Foreign Affairs: [The Real AI Race](#)
2025_07_12- Foreign Affairs: [AI and the Trust Revolution](#)
2025_07_13- The Diplomat: [Canada, Japan and Australia: Swing States or Pawns for China?](#)
2025_07_13- Guardian: [It's only a few people ruining the internet for the rest of us](#)
2025_07_13- The Economist: [Japan has been hit by investing fever](#)
2025_07_14- NYT: [We Warned About the First China Shock. The Next One Will Be Worse](#)
2025_07_15- Economist: [To understand America today, study the zero-sum mindset](#)
2025_07_16- Economist: [Mahathir Mohamad, the leader who transformed Malaysia](#)
2025_07_16- Economist: [Japan's politics is entering a messy new era](#)
2025_07_19- Economist: [Tamaki Yuichiro, Japan's populist upstart who wants to be PM](#)





D&D Pacific Report/Darin Macey Page 8

RED SEA URCHIN FISHERY – 2024-2025 Season Summary

South Coast Fleet

- The south is still active with Live Market sales out of QMA 13g as QMA 17 runs its course
- The Live Market program had 3 vessels participate
- The Otter presence in Port McNeill reduced our harvest to just over 55%
- PUHA has restructured the South Coast in efforts to replace the December quota reserve

North Coast Fleet

- Weather was consistent with low vessel numbers throughout the season
- January was our best month in the north in a long time
- Weather proves itself again as the fleet ran through the westside of Haida Gwaii trying to escape the swell from constant weather
- A couple of vessels harvested into the first week of July in attempts to keep the harvest active

General

- Harvest chart delivery fell back to previous seasons with outstanding charts for some vessel master's back to October
 - Delayed charts increase costs
- CoL infractions overall have improved
- Average landing per vessel has dropped again this season, indicating an increase in effort / cost
- The number of validations of product increased due to micro markets and export rules
- Fourteen buyers this season (up from 12). The additional buyers relate to First Nation and Public sales





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Figure 1 – RSU Landings by Season by Month to Date 5-Year Trend

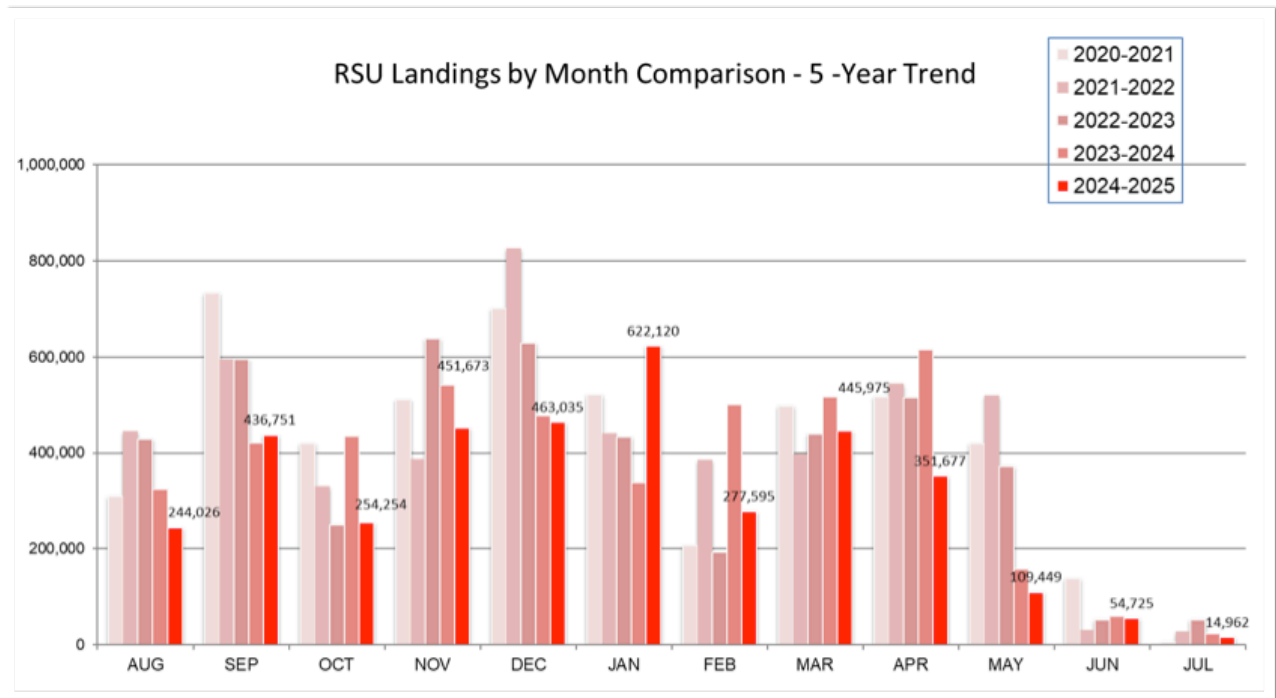
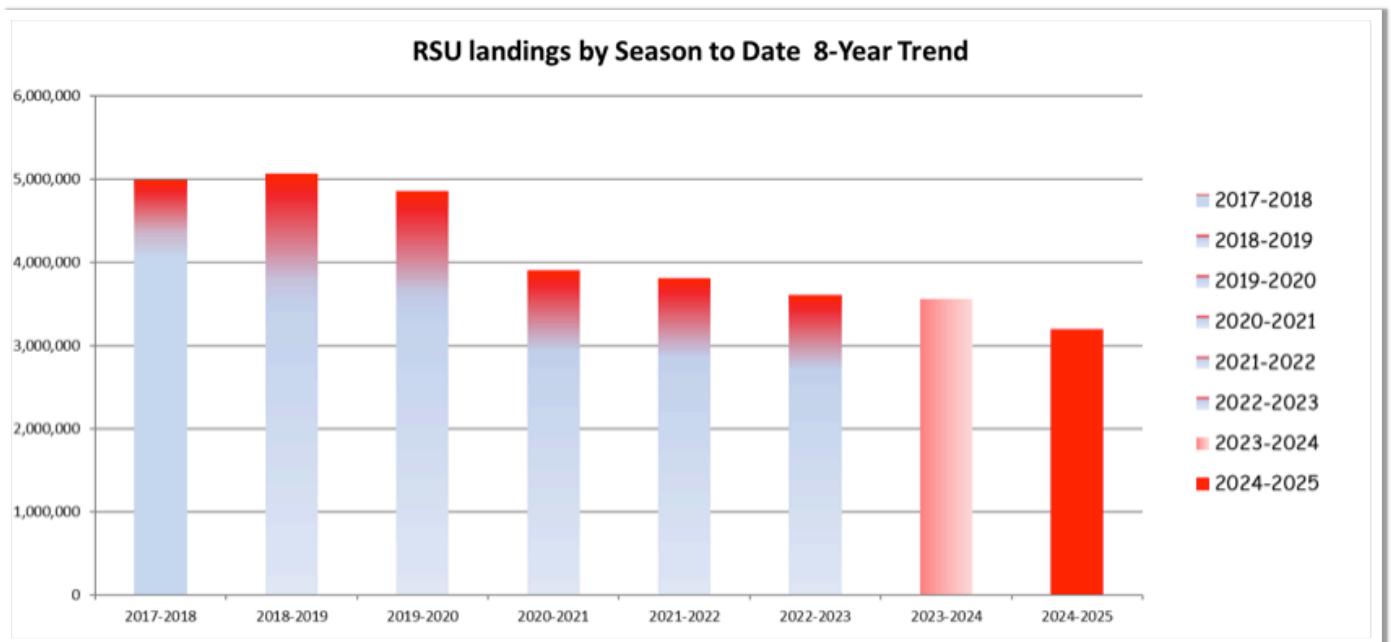


Figure 2 – RSU Landings by Season to Date 8-Year Trend





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Figure 3 – RSU North Coast Catch Comparison by Month – 6-Year Trend

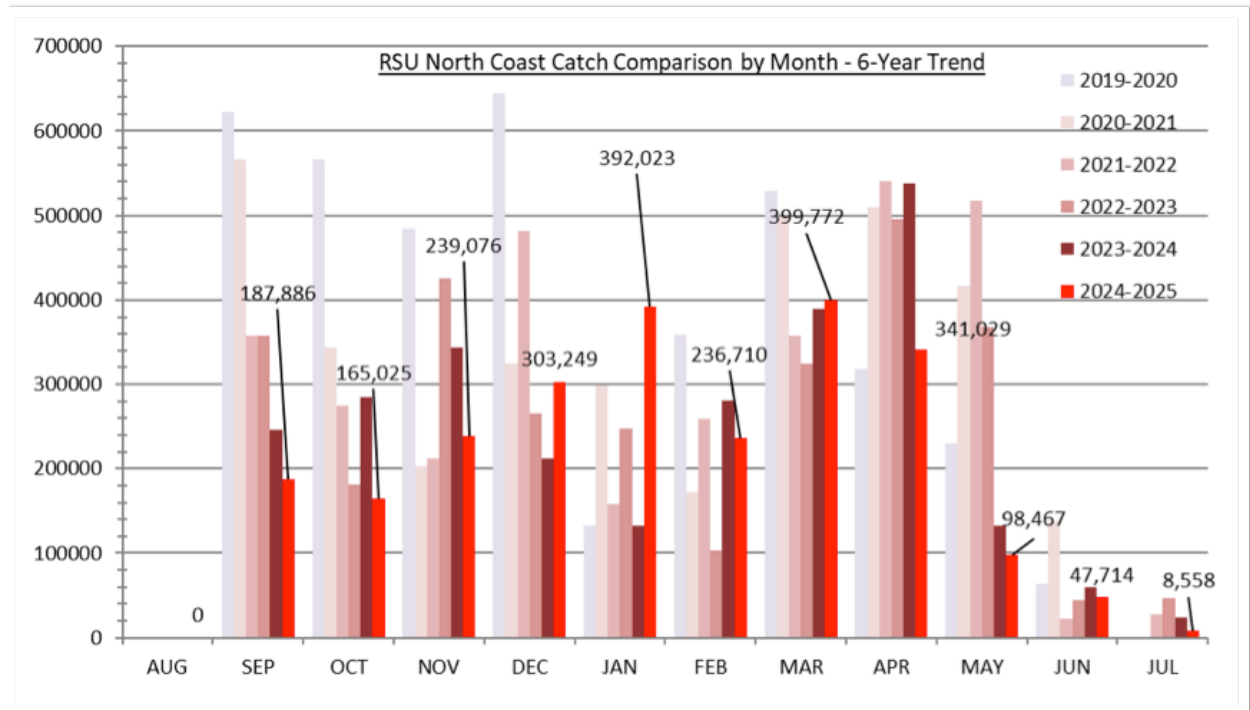
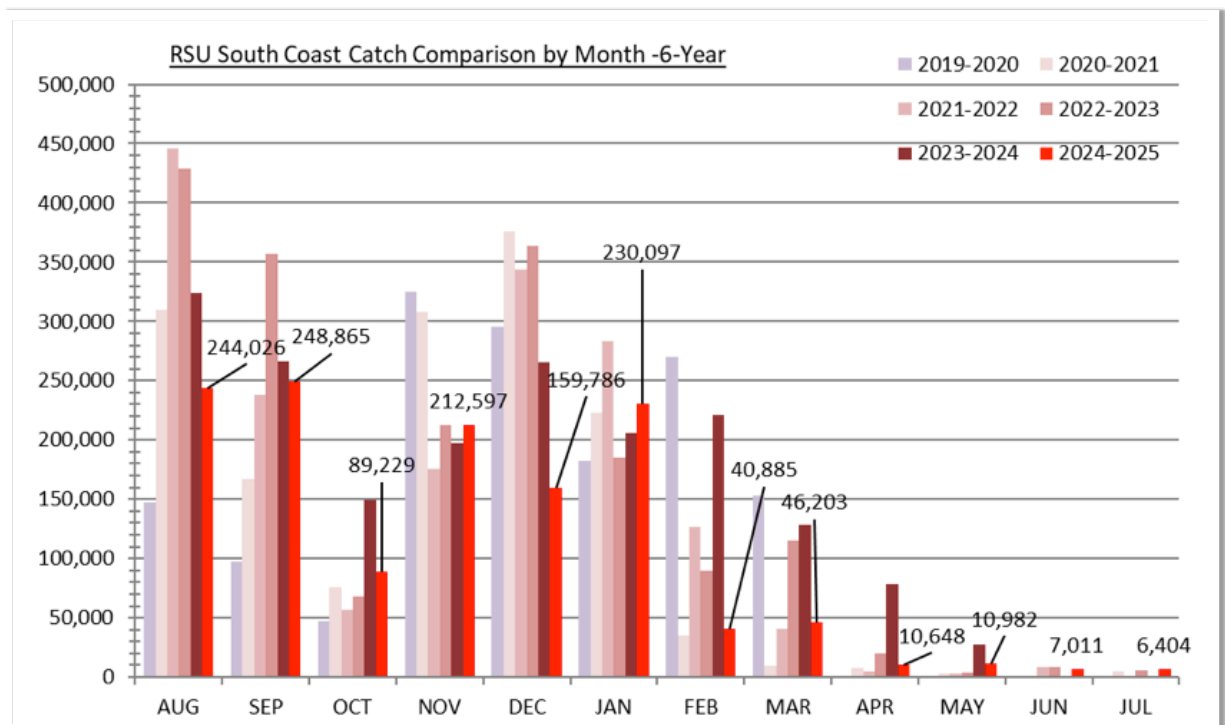


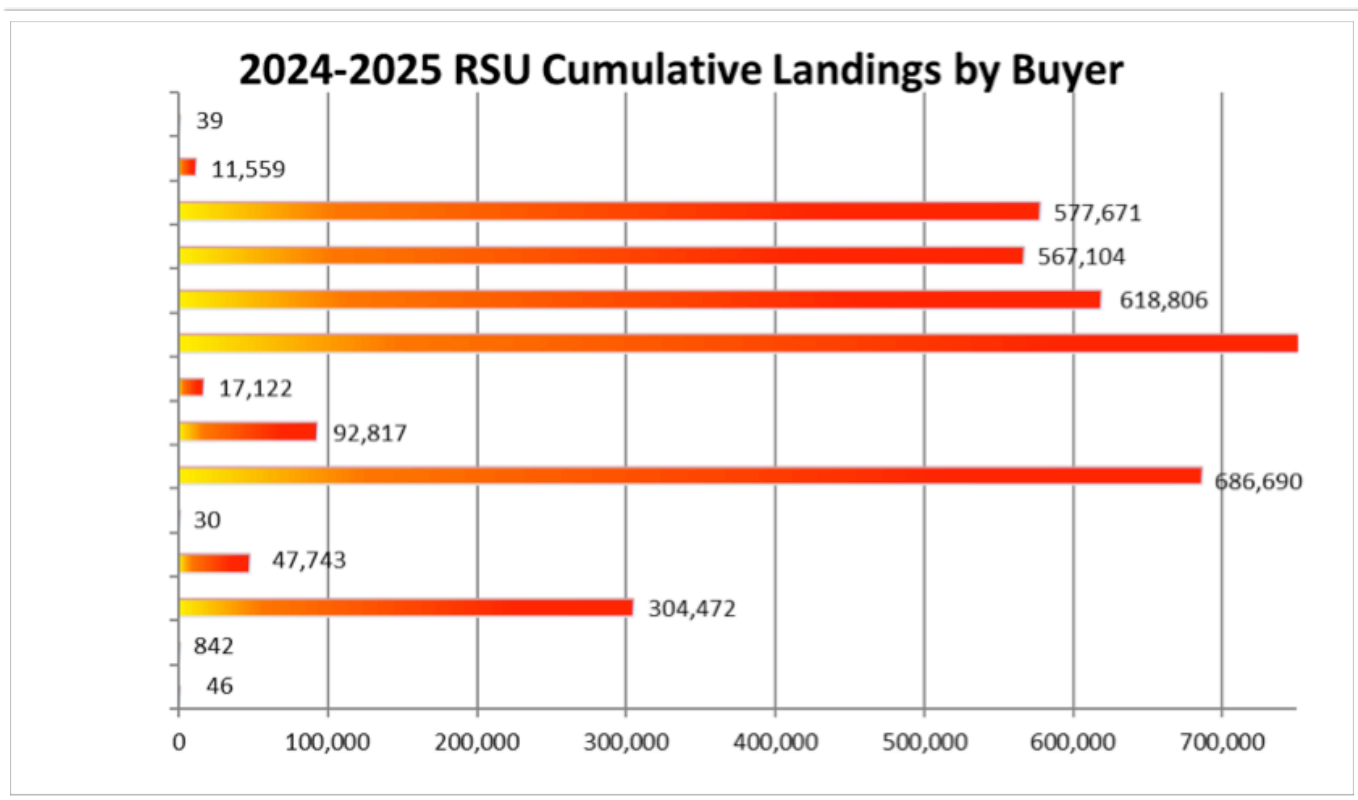
Figure 4 – RSU South Coast Catch Comparison by Month – 6-Year Trend





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Figure 5 – RSU Cumulative Landings by Buyer



GSU FISHERY- 2024-2025 Season Summary

- Minimal activity after January
- Vessels cleaning up their tabs and testing live market which became a weekly for Greens until the end of the season
- Average landing per vessel has dropped again this season, indicating an increase in effort / cost
- The number of validations of product increase due to micro markets and export rules
- Harvest chart delivery good
- No major infractions
- No negative comments on bio-mass, although discussions on quality noted throughout the season
- 10 buyers total this season to date



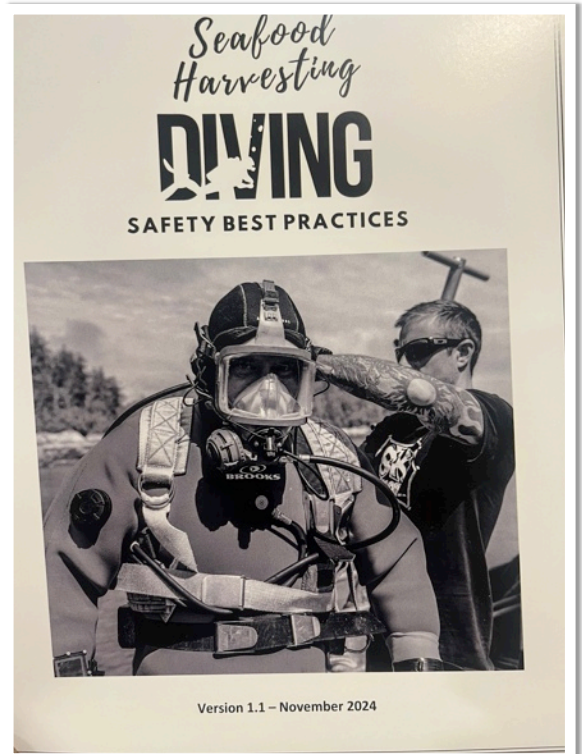
Domestic Marketing News

I have been attending various Seafood festivals this Spring and Summer promoting all B.C. dive fisheries in Vancouver, Richmond and Victoria. It has been very successful for engagement with the general public and helping raise the profile of the Dive Fisheries. The spot prawn and crab festivals have been up and running for three years plus and the attendance at these seafood festivals is very impressive. Interest in buying and consuming Uni is very high. We sent lots of folks to Steveston and also a lot of people were aware of the dockside sales in Steveston with many of them devoted fans who go down to the docks and purchase live Urchins. We are looking to expand our local domestic marketing plan for the upcoming season with participation in more seafood and trade related shows. I am hoping to share more of the strategy in upcoming newsletters.



Safety- Best Practices Dive Manuals

All manuals have been handed out to various operators, license holders and divers in December and January. If you did not receive a manual you can download one off the PUHA, FishsafeBC, and D and D websites. Currently I have been handing out a one page addendum on PTSD. This was prompted by the very unfortunate passing of Steve Langford. I am wishing everyone a SAFE and prosperous season. I will be handing this PTSD page out in the South Coast at the start of the season in Victoria. For those I will not see I will make sure that the dock side monitors from D and D distribute them.





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PUHA, PSCHA, UHA and BuyBC are several of many sponsors to our inaugural event that showcases the various sustainably caught seafood species by our local divers. Divers Catch Gala is an opportunity to educate the general public on the various dive fisheries in B.C. waters. This event is to celebrate all involved in the supply chain of getting these products to market and the eventual end use consumer. We will have a top end chefs curated by Chef Ned Bell preparing sea urchins, sea cucumbers, and geoducks in a multitude of dishes for patrons of the event. The eventual goal is to get chefs and the general public to become more familiar with these wonderful products and hopefully be added to more local restaurant menus in the future. We need to build up a domestic demand for the dive fisheries product.

Hope to see everyone there supporting this event. Many other B.C. seafood Associations have events showcasing their product and educating the public. Look out for future updates about B.C. dive fisheries swag to order such as T shirts, ball caps, toques, stickers.

For more information and ticket sales readers can go to www.diverscatchbc.ca and/or follow on instagram @Diverscatchbc

