



PUHA NEWSLETTER



Presidents Report Mike Featherstone

The onset of the new season has brought renewed optimism to the Pacific Urchin Harvesters Association (PUHA) community. With both red and green sea urchin fisheries now open, our members are back on

the water, ready to make the most of what everyone is hoping to be a more productive and rewarding season. The opening of the fisheries is always an exciting time, marked by anticipation and the

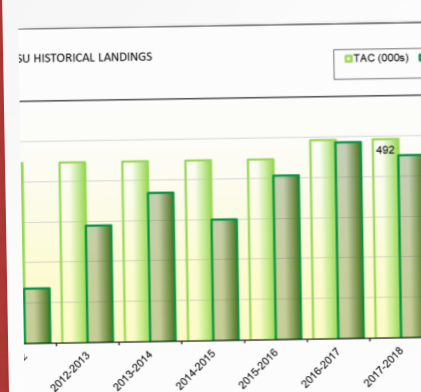
shared commitment to responsible, sustainable harvesting.



PRESIDENTS REPORT



MARKETING REPORT



D&D PACIFIC REPORT



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The red sea urchin season opened August 1st, the market was slow, and fishing was measured in response to the current market conditions. Typically, in August, Mexico is very active, although this season the Mexican product has been of lower quality, it still is a strong influence. Other global competitors are also active and the Japan market issues persist.

The green season opened September 1st and is off to a ok start. Landings in the Campbell River area and in the Gulf have been steady and market response has been mixed. China has plenty of it's own domestic product currently and as a result the buyers are fussy about quality. The market does seem to be gaining momentum as we head into October, which is positive..

Prices are similar to the opening of last season.

Annual General Meeting Recap

September 3, PUHA held its Annual General Meeting (AGM), bringing together members from across the coast. The meeting featured comprehensive presentations on PUHA's financial position, marketing strategies, social media, updates from area representatives, and an overall summary of last season and what to look forward too with the President's report. These reports highlighted both our recent achievements and the challenges we continue to face in an evolving marketplace. Unfortunately, due to the reduced validations and fishing landings, PUHA ran a deficit for the first time in memory. Efforts to increase landings have been developed in collaboration with the Processors, including saving new areas for December in the south coast, to replace the loss of Port McNeil due to sea otters.

The afternoon session was particularly informative, with valuable contributions from our partners at the Department of Fisheries and Oceans (DFO) and the Canadian Food Inspection Agency (CFIA). In addition, we heard updates on ongoing kelp restoration projects—initiatives that are vital for the long-term health of our marine ecosystems and the sustainability of our fishery. The collaboration between PUHA, government agencies, and environmental partners underscores our commitment to stewardship and innovation.





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International Trade Missions

Following a busy summer, several PUHA members participated in successful trade missions to Singapore and Hong Kong. These international efforts, despite the current challenges in the global sea urchin market, have allowed us to strengthen existing relationships and explore new opportunities for Pacific urchin products. The interest generated in both markets bodes well for the future, and we are optimistic about expanding our reach and building new partnerships in Asia.

One company, with the Uni Fresco brand, entered a competition for new products was a finalist, out of over 25 entrants. The Uni paste product is an innovation to add value to lower quality sea urchins, which have been a growing challenge for PUHA fishers. See more in Geoff's Marketing Report

Domestic Marketing Highlights: Divers Gala

On the home front, the Divers Gala proved to be a resounding success. The event was sold out and received enthusiastic praise from all who attended. It was a wonderful opportunity to celebrate the dedication and accomplishments of our divers, while also raising awareness of the quality and sustainability of Pacific sea urchins. The positive feedback from the Gala speaks volumes about the strength of our community and the pride we take in our industry. Thanks to Lawrence for his efforts in promoting the Gala. See more in Lawrence's Report.

Looking Ahead

As we move further into the season, I want to extend my sincere thanks to all PUHA members, staff, and partners for your continued hard work and support. Your commitment to excellence and to each other is what makes our association strong. Let's look forward to a safe, prosperous, and collaborative season ahead.

Thank you for being a part of PUHA, and for everything you do to support our industry and our coastal communities.

Links

<https://vancouversun.com/life/food/big-push-get-locals-try-bc-bounty-of-geoducks-sea-urchins-and-sea-cucumbers>

Kelp Restoration - <https://thenarwhal.ca/haida-gwaiis-kelp-forests-disappeared-heres-how-theyre-being-brought-back-to-life>

First Nations to harvest sea otters <https://search.app/PYarR>

Divers Catch Gala - <https://ediblevancouver.ediblecommunities.com/stories/deep-diving-for-local-seafood/>

Seafood Asia Excellence Awards - <https://www.seafoodexpo.com/asia/product-showcase/>

Southern Killer Whales - <https://www.seafoodnews.com/Story/1319827/Southern%2DResident%2DOrcas%2Din%2DPuget%2DSound%2DMay%2DMean%2DGood%2DNews%2Dfor%2DSalmon%2DPopulation>

Pacific Urchin Harvesters Association

We are UNique



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The Pacific Urchin Harvesters, Pacific Sea Cucumber Harvesters and Underwater Harvesters associations were joined by the BC Crab Fisherman's Association at the 2025 edition of the Seafood Expo Asia (SEA) at the Marina Bay Sands Expo and Convention Centre in Singapore. Fraser Rieche, John Parkin, Jenice Yu and Geoff Krause represented PUHA and PSCHA while Lawrence Anderson took care of the UHA and Megan Eadie the BC Crab Association.

The SEA is billed as a premier trade event and is organized by Diversified Communications, the same group that takes care of the Seafood Global and the Seafood Expo North America. It is a boutique kind of show in comparison, smaller than the others, but it works for us because it allows us to stand out as opposed to simply getting lost in the bubub as to easily happens at the larger shows. Advertising for the show featured more strongly at the SEG and SENA this past year and it grew modestly from last year, featuring more than 360 exhibitors from 41 countries and attracting over 4,000 visitors from 77 countries. The show is restricted to industry professionals so there are not a lot of tire kickers around meaning that while traffic is slower, those who do stop by to make enquiries often have more to offer than just simple small talk.

The show also includes the Seafood Excellence Asia Awards, culinary demonstrations and seminars covering a range of topics. Fraser entered a new uni paste into the Seafood Excellence Asia Awards competition. These sorts of events recognize innovations and product leaders at the shows and are helpful because they attract attention from attendees just by the act of entering. UniFresco entered their new uni paste product, and though unfortunately it did not make the cut for top 3, the attention from the contest brought some folks around the booth to check out the UniFresco paste. We have seen that sort of attention arise from entries into these contests at other shows so are recommending even just entering products as an effective strategy to attract more visitors.

There was also a fairly comprehensive conference program featuring expert-led sessions on industry challenges, emerging trends, and global economic factors impacting the seafood market at these shows, but that Murphy guy is well known for throwing wrenches into plans to attend sessions. These are interesting times in the world of international trade and unfortunately traffic at the booth prevented attendance a few of these that were exploring Asian perspectives on these times that would have been informative.





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Overall, traffic seemed kind of subdued, even in comparison to previous editions. This show has generally been our most successful show in terms of contacts made but the trends we saw here more or less followed what we have seen at the other shows we have exhibited over the past year. All the numbers are declining. There is lots of uncertainty out there and nobody it seems is wanting to stand up and take big risks in the current climate. We collected a total of 21 contacts, but these comprised 15 private sector business types and 6 government types. This is down considerably from the 45 we got last year and way down from the 80-100+ we caught at each show prior to the pandemic.

This does not mean it was a waste of time and effort. There were, as mentioned, some very interesting prospects that presented themselves and we are waiting to see how they develop. Life is what is and I believe this situation is temporary. The demonstrated hostility of what used to be probably the biggest proponent of the global trading system, the United States of America, to that very system it in essence created has people and businesses everywhere wondering what is coming and there is general agreement that the changes are even now profound. It is impossible to say where things are going, but at the same time there is still a majority of people everywhere looking to make things better for others as well as themselves, and I believe it is important to keep up our faith so when the tides change we, and they, know who can be trusted - Trust in the view of many being an essential currency in successful living. But I digress.

This year the SEA included national pavilions from Singapore, China, Estonia, South Korea, and Taiwan. I mention this because there are hopefully moves afoot to establish a Canadian Pavilion at the show, one that includes not just the Seafood From Canada guys from the Maritimes but one that includes BC and a BC booth as part of a substantial pan-Canadian presence. We are really hoping this works out as it would provide significant advantages at what we feel is a reasonable cost. The Federal Government had a delegation at the show looking at that possibility and we are hoping negotiations between the interested parties can wrap up before we actually have to make our reserve payment for a booth we reserved in a prominent location at the entrance to the hall. We got a verbal commitment from the organizer that we would be able to move into a BC booth and play a role as part of the Canadian Pavilion without suffering a financial penalty if negotiations are successful.

There were some very interesting meetings at the booth on significant opportunities, but of course the year is young and we will have to wait and see what develops. It helps terrifically when we have representatives like Fraser Rieche along who can negotiate directly with visitors looking to source new supplies and Fraser again was the busiest of all of us at the booth. We are getting some traction at this show because of our consistent support, but we count on assistance from company representatives for those real breakthroughs that are probably only going to happen with the participation of companies that can talk turkey. As Association representatives, we can introduce and talk up the products but we cannot make any commitments on much of anything that requires party to party business negotiations.



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We followed up this event with a Taste of Canada event at the Canadian Consulate in Hong Kong. We have not visited Hong Kong much since the pandemic and they remain our largest single market for processed uni so we were all thinking it has to be important to put in the effort to visit. There has been a lot of angst over the past few years after the demonstrations shook the City back in 2019 and the Central Government clamped down on what it saw as unacceptable dissent but while things there are now different, the dynamism of the place seems to be reviving. The IPO market in Hong Kong is now top in the world and is still building while people there are still working whatever angles they can to get ahead. According to many reports- it is working and Hong Kong is regaining its role as a Global City of note. Note as well that they still really like our uni. We observed nice looking 100 g trays of BC uni at City Super priced at 388 HKD, the same as back in 2023. Just so you know- that works out to about CAD \$688/kg.

Anyways- we were anticipating about 50 guests for the event- but in the end ended up with closer to 75, so it was well attended. I presented a PowerPoint outlining the state of the industry for the urchins and the cukes while Lawrence did the same for the geoducks. We got a bunch of samples for the guests to try out, I just want to give a big shout out to Alfa over at Paladin/Premium for coming through with uni, as well as cucumber meats and skins - that took a lot of stress out of how things came together. Mike and Fraser also brought some UniFresco that went over well. The products all looked and tasted great and we were all impressed with the results we saw. I have a list of participants that I will soon share with any members interested in reviewing.

Next up is a trip to the China Fisheries and Seafood Expo at the end of October. It will be interesting to see if the mood at that show is paralleling that of the other shows we have been attending this year but I am hoping we will get some good on-the-ground insights into how people there are feeling and how they see the future unfolding. It sounds like I will be joined there by Pat Fantillo from RBS working on sea cucumber and Ross Bailey and Crystal Gao working on moving more green urchin,

I am hoping we will be getting word on how our new project proposal is fairing over this next month. We are funded up to the end of this fiscal (March 31, 2026) so are covered for the Seafood Expo North America in Boston, but we are going to be needing to commit to the Seafood Expo Global 2026 and to the Seafood Expo Asia probably by early to mid November. It would be nice to hear one way or the other before we make those jumps.

I am also anticipating putting together a mid-year progress report on what we have been doing for the Program and including a claim for expenditures to date. I think we have been doing alright on the budget so far this year and the only thing we are likely to fall short on is a trip to South Korea. We tentatively planned to attend the Busan International Seafood and Fisheries Expo after the China show but the timing turned out to be not-quite-right. We'll see how things develop over the next while and then go from where we are.

That's about it for now Stay Safe and Good Fishing eh.



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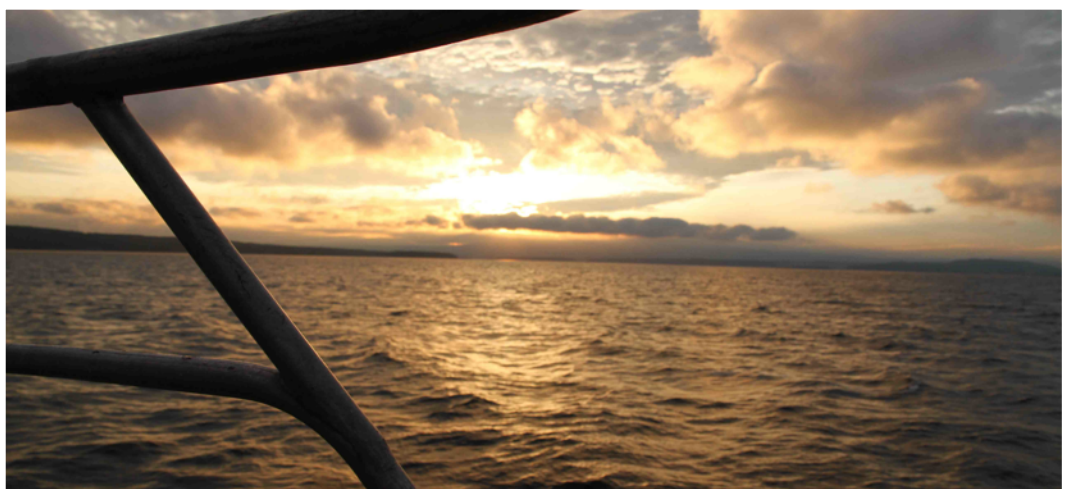
RED SEA URCHIN FISHERY – 2025-2026 Season Update

South Coast Fleet

- The south started slowly out in QMAs around Victoria and Gulf Islands
 - Two packers were utilized landing in Sooke and Steveston
- One group continued with a packer in QMAs up the coast to Campbell River
- The other packer moved to the north coast and random vessel landings occurred in the Sidney to Steveston ports
- QMA 18b had half of its' quota achieved, and the balance will open after the whale closures in an effort to harvest from grounds consistently closed during the fleet harvest – August / September
- The Live Market program started in August with 1 vessel active
- 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 from the loss of Port McNeill to Otters
 - 13J Discovery Pass is closed until December
 - 13C Campbell River North has half of the quota reserved for December

North Coast Fleet

- The fleet started in September, but one vessel landing product in August
- Weather is consistent, as when the main fleet showed up – weather came in and shut them down
- With the market soft, the fleet is taking a day off between packer loads
- Currently, the fleet is on West Banks Island and may split into two groups as the fleet works through vessel limits and truck space



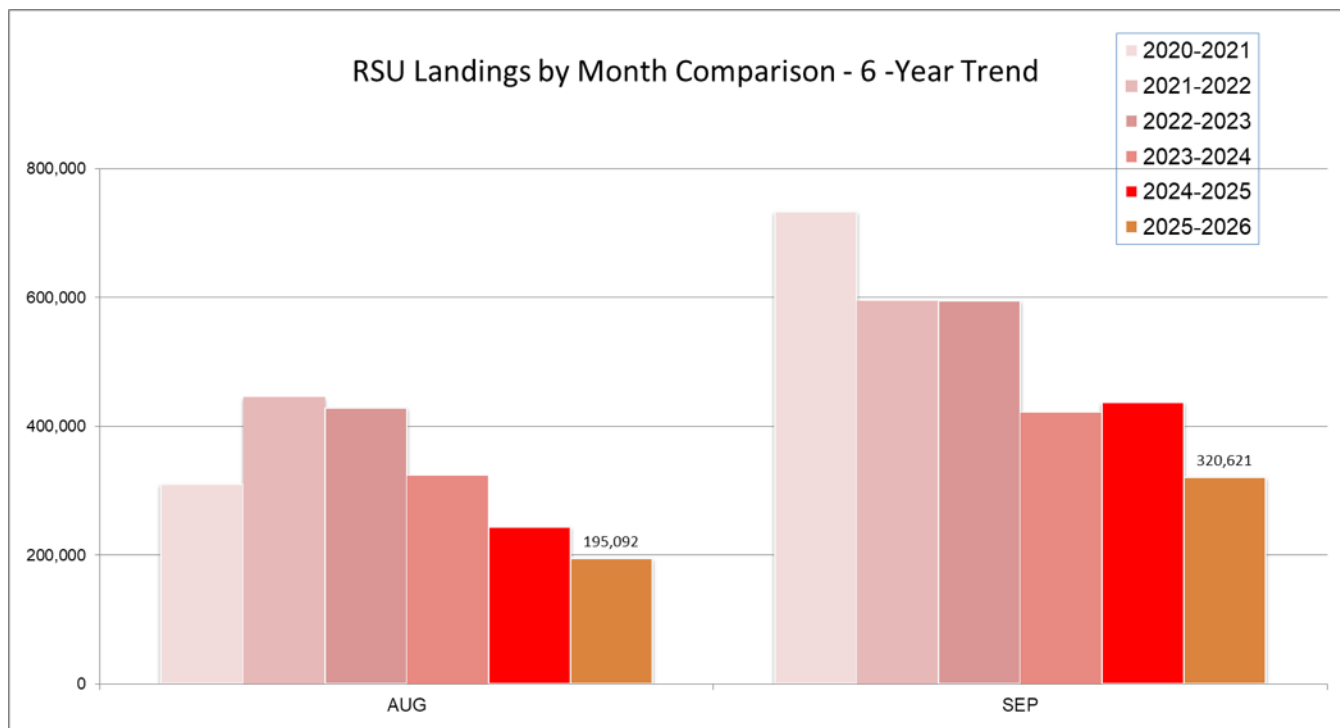


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General

- In efforts not to replay last season's Harvest Chart delivery with outstanding charts for some vessel master's back to October of 2024, D&D will be updating DFO on 30 day breach of Conditions relating to chart delivery
 - 30 day delivery deadline in the CoL has not changed in decades
 - Majority of vessels submitting charts via email daily now
 - Delayed charts increase costs
- CoL infractions overall have improved

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





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

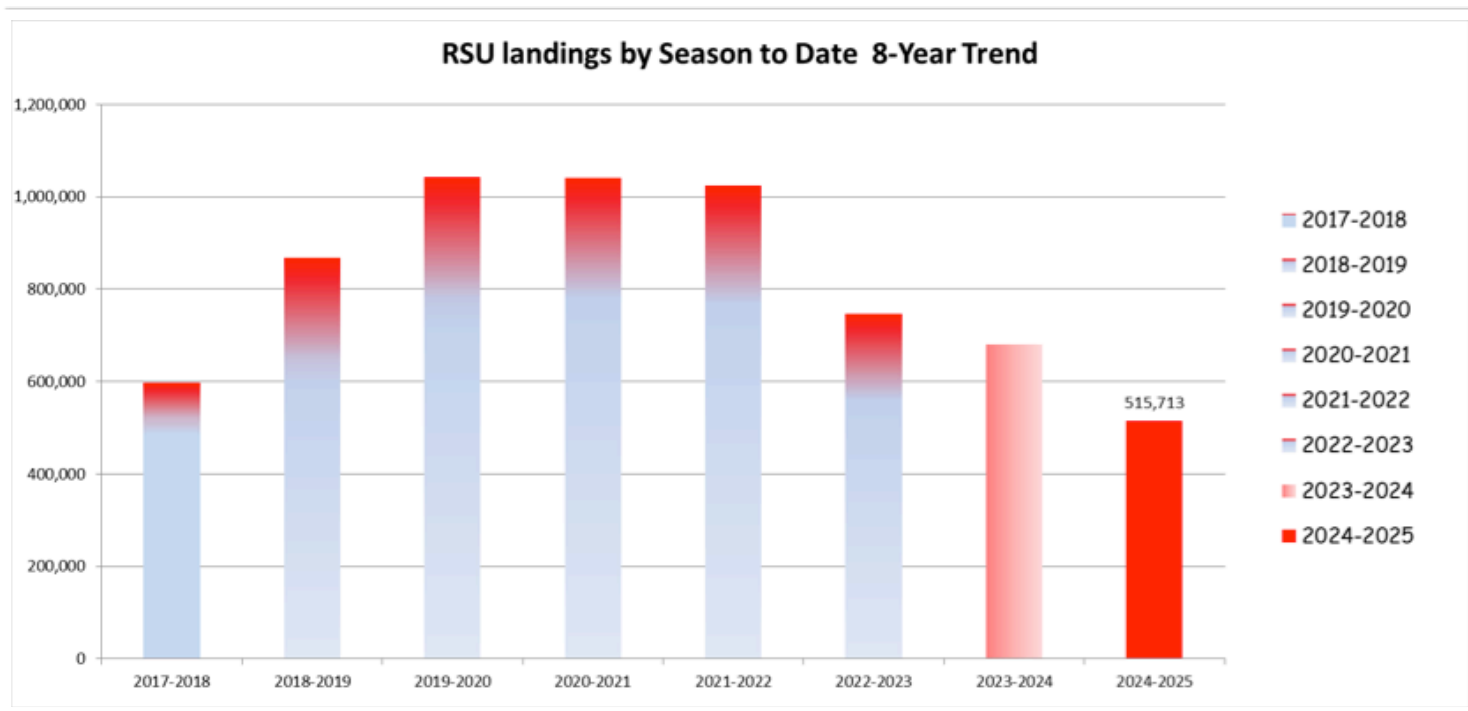
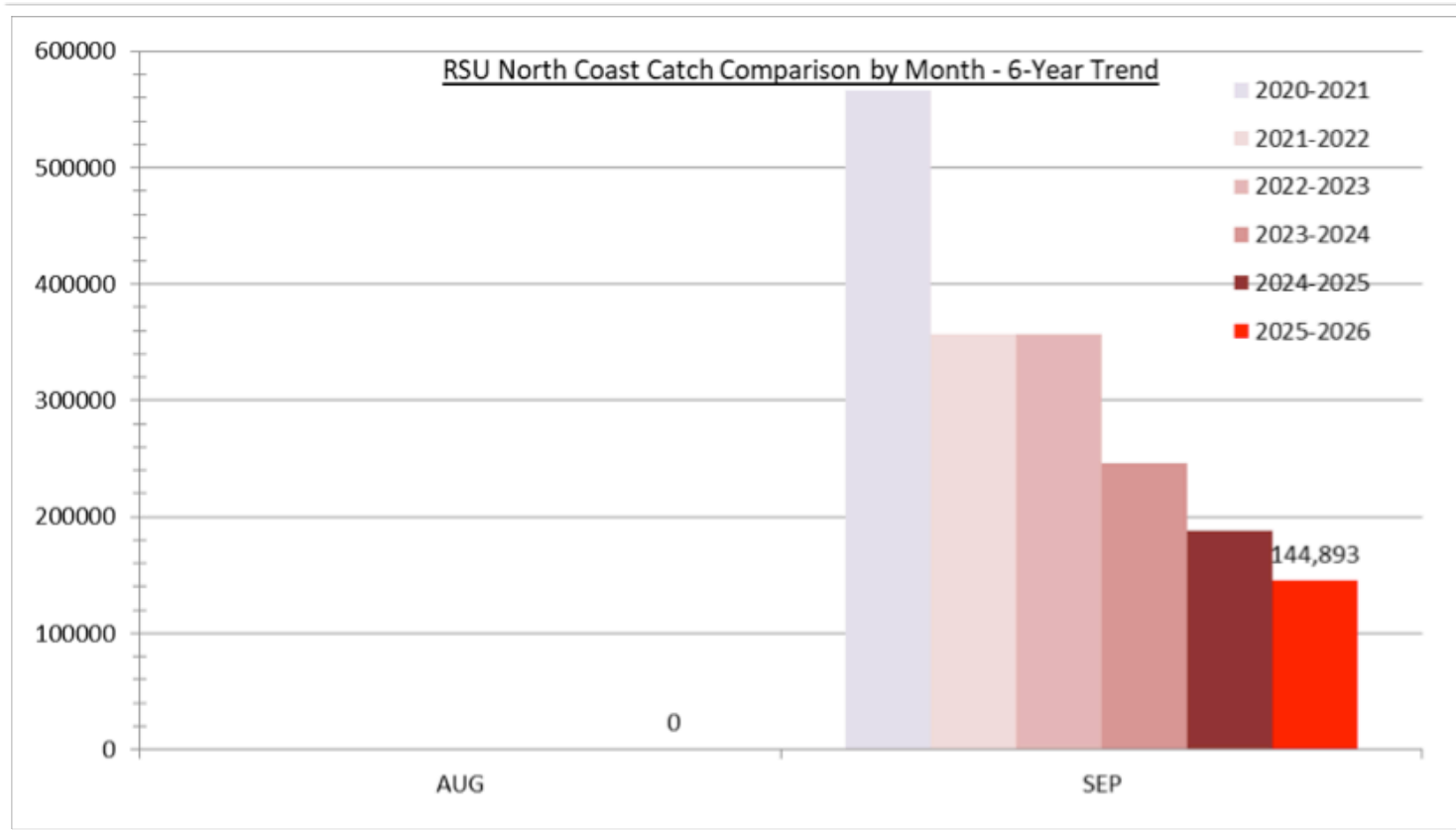


Figure 3 – RSU North Coast Catch Comparison by Month – 6-Year Trend





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

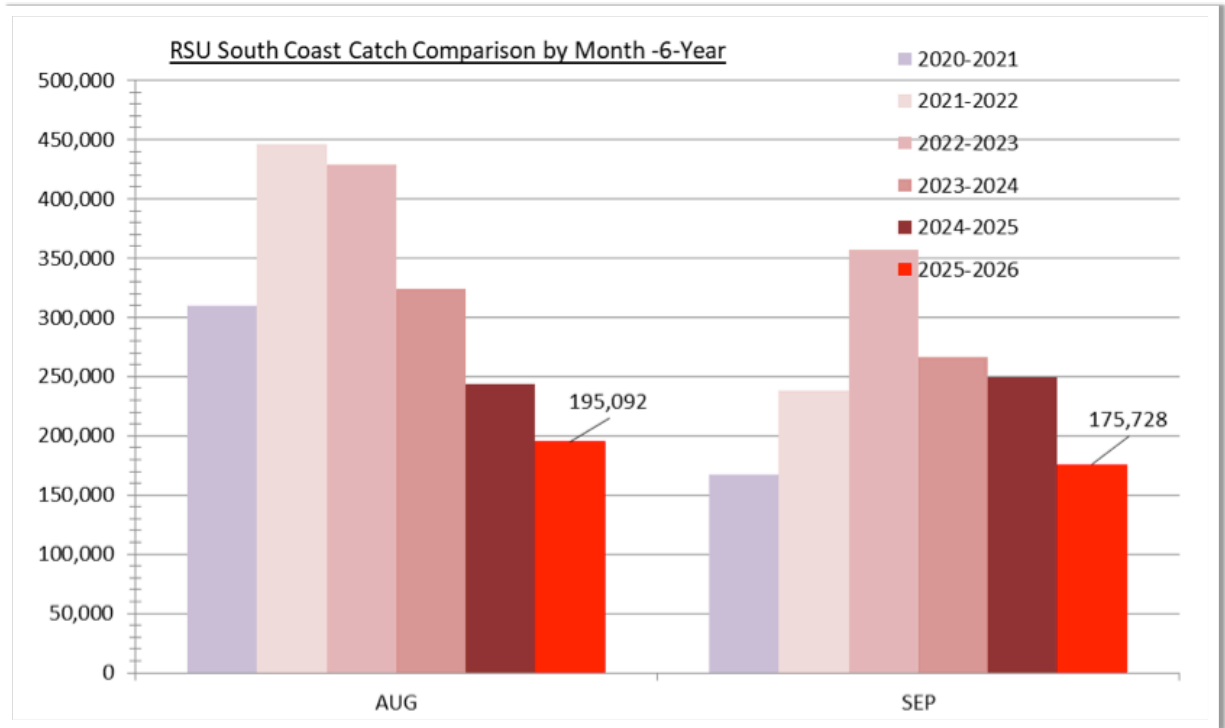
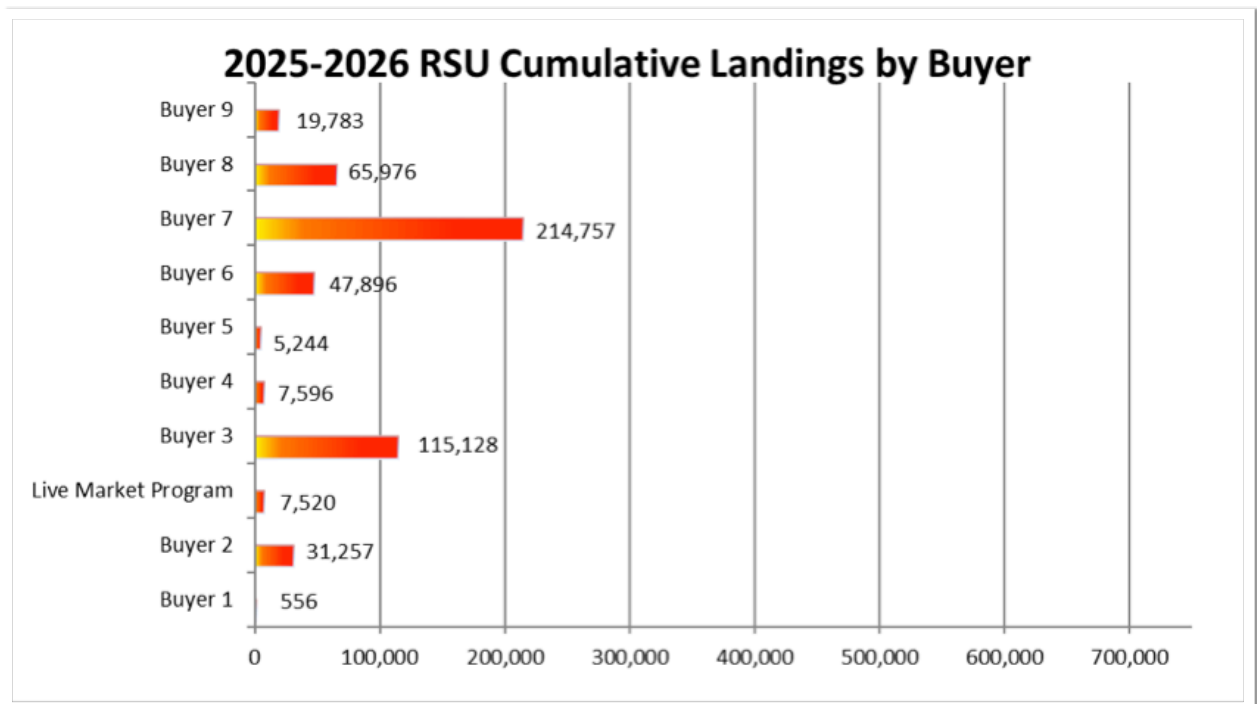


Figure 5 – RSU Cumulative Landings by Buyer





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GSU FISHERY- 2025-2026 Season Update

- Minimal activity at the September 01 opening
- Harvest effort looked low earlier in the month, but the last week of harvest increased the numbers landed
- Steveston, Sidney, Sooke and Campbell River recorded landings in September
- Campbell River is the primary active port at this time
- Bio-mass large in all areas fished to date

Figure 4 – GSU Historical Landings by Month 5-SeasonTrend

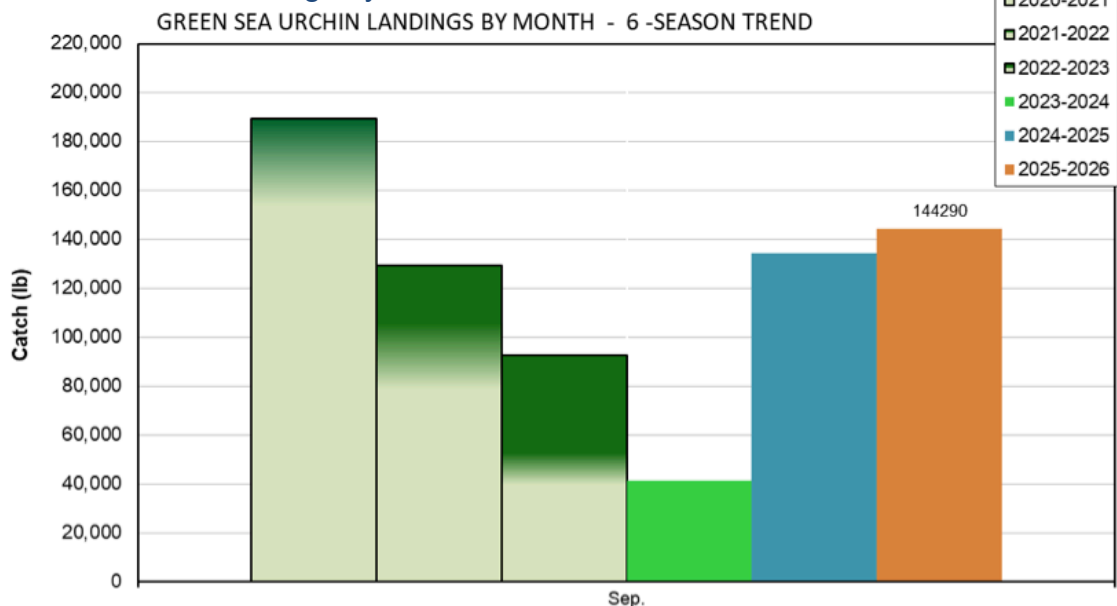
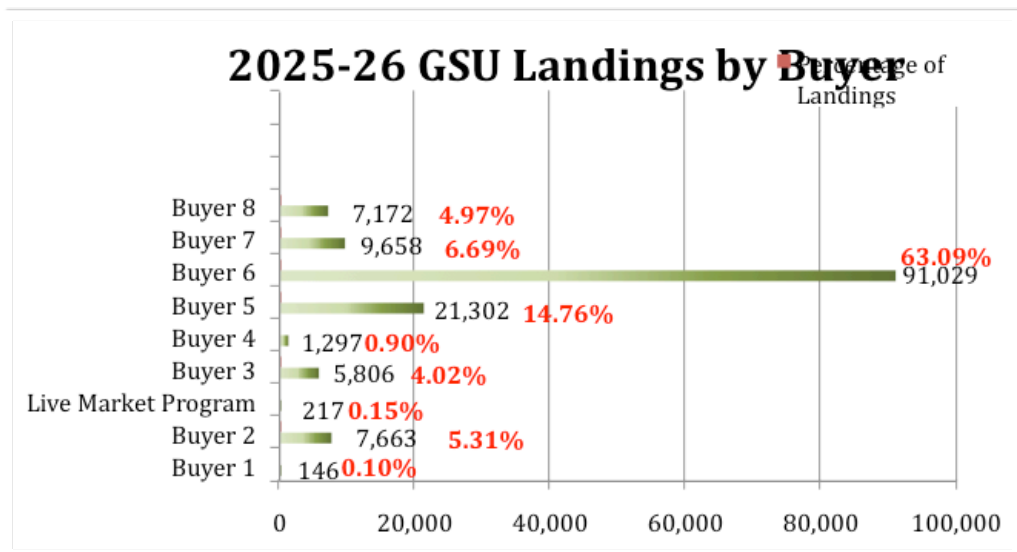


Figure 5 – GSU Landings by Buyer





Domestic Marketing

The inaugural Divers' Catch Gala was very successful for its first of a kind seafood showcase. It was a great event bringing together industry, chefs and foodies. Lots of stories were exchanged and the general public and chefs have a better understanding of the trials and tribulations associated with the seafood harvest dive industry. It was so well received that plans are in the works to make it an annual event. We are planning for Saturday, September 19th 2026 in Richmond again. The culinary artistry that the chefs showcased, geoducks, sea cucumbers and sea urchins were world class. Patrons were completely blown away with the delicious options of dishes. I strongly encourage all to make it out next year. Thanks to the PUHA members that did attend the event, who mingled and educated the guests about our unique and sustainable hand harvested fisheries. It was nice to see both new and old industry members fully engaged with the chefs and general public throughout the evening. Through this event we were able to capture some significant social media and traditional media attention. With this event and others we plan to target and attend through the next 12 months we hope that our domestic awareness will certainly increase and most importantly that domestic sales will be positively impacted.



Workplace safety

The Seafood Harvesting best practices dive manuals came be downloaded from the PUHA website. All 50 have been distributed to vessel captains and vessel owners. In addition some have been left with D and D dockside representatives for distribution. Of note the UHA and PSCHA have ordered a second printing of the manual. So if you also participate in those fisheries contact the respective Association for a printed manual. WorkSafeBC boarded a dive boat and had asked if the manual was onboard and if the crew were familiar with the contents. Just giving folks the heads up. Another thing that they emphasized was having and maintaining the divers personal dive log. Lastly the three dive Associations are currently working with and requesting a variance with WorksafeBC for the use of DCIEM dive computers. I wish everyone a safe and successful fishing season. Please don't hesitate to reach out if you have any concerns or thoughts on how we can better manage any safety issues within our industry.

