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PRESIDENT'S REPORT —MIKE FEATHERSTONE

The season is officially over in the North Coast and by all accounts it went well excepting for the weather. PUHA has been working on controlling the weather but all our efforts have not yielded any results. Never the less, landings are up again this year continuing the positive trend. Unfortunately the Japanese tsunami upset the planned QCC Island fishery and due to the market uncertainty the fishery was canceled. If not for this disaster the landings would have been even better. There was fishing in the central coast near the end of the season and the stocks were positive. Unfortunately many of the areas had started spawning. The 2 fleet system, which has evolved and matured in the past years is running smoothly. As with the weather, PUHA has not had any success facilitating the processors working together to optimize transportation costs and logistics. This has resulted in increased costs, not only for the transportation, but also for the validation.

The biggest challenge for fishermen is complying with the DFO requirements for self management. Some take our self management for granted, however, it is a privilege which all divers and tenders need to take very seriously. There was an unfortunate incident this year where a bag of abalone was found under an active sea urchin harvest vessel. Who was responsible is a moot point. The fact is that as soon as the abalone was found the credibility of the whole fleet and our industry was destroyed. Not a year goes by where I don't have to defend our industry against these accusations and I strongly believe that it is a very rare occurrence. None the less this is a sorry blemish on an almost perfect record.

PUHA has worked extremely hard to keep costs down particularly with respect to on grounds monitoring. As a result of this particular incident, compounded with other concerns regarding vessels fishing out of area or not properly reporting the fishing area all vessels will be required to have a Vessel Monitoring System (VMS) installed and operating by the 2012/13 season. The system will be tested with 3 vessels during the 2011/12 season. Concurrently, vessels in the sea cucumber and south coast geoduck fishery will test the system. The cost of the equipment is approximately \$1,700, monitoring and recording will be provided by DFO and there will be a monthly cost while the vessel is operating. Further details will be provided and discussed in future newsletters and at the upcoming general meetings.

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MARKETING — GEOFF KRAUSE

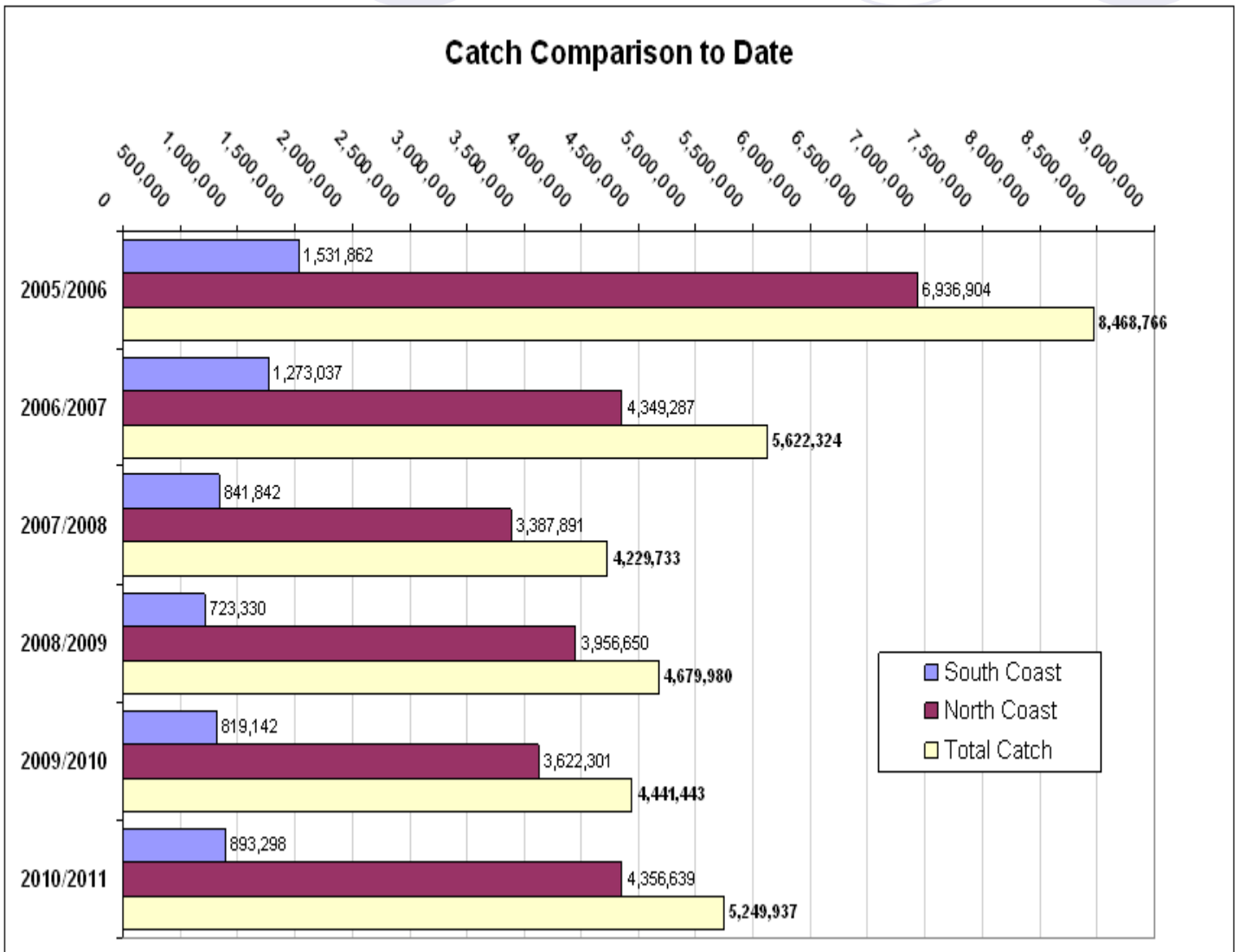
There has been quite a bit going on in the last while that will be affecting sales and marketing efforts into next year but not a whole lot that is real new. On the encouraging side, the AgriMarketing Program proposal was pretty fully funded this year so we have about \$ 46K in approved assistance for the coming year. There is also going to be some Small and Medium Enterprise (SME) funding for the proposals put together by Paladin and Grand Hale but the amount(s) have still not been announced but these will help them cover company-specific products at shows and/or other venues where the Association is not in attendance. As mentioned in the previous newsletter, the plan this year includes a visit to the Asian Seafood Expo in September in Hong Kong and the November China Fisheries and Seafood Expo in November. There is enough in the budget that side trips to say Guangzhou and/or Japan can be put on the agenda but the plans in this regard are still to be worked out.

In late March, Mike Featherstone and I travelled to Los Angeles, California to attend a meeting of the California Sea Urchin Commission, a body representing sea urchin fishermen in that state. This is part of our effort to work together with other Red Sea Urchin producers to establish Red Sea Urchin as a signature seafood for the West Coast and jointly pursue other issues and projects to the benefit of both groups. The meeting went very well and in general it is probably safe to say that the industry both there and here is dealing with basically the same problems. They are probably a few years ahead on some issues- most notably on conservationist pressures, domestic market development and impacts from otters but they have also concluded that working together is going to be a lot more beneficial to California and BC fishermen than going head to head. We are hoping to have one or two of their guys up here for the PUHA AGM this summer so we can make sure most everybody is on board.

The other really big news has to be the earthquake and tsunami in Japan a couple of months back. This disaster not only had an immediate effect on sales to Japan but will likely have longer term impacts as well as a number of seafood manufacturing plants and enterprises in Sendai were badly affected. This includes some re-packing and re-packaging capacity used by Canadian uni users which implies lower demand for our product(s) until they can rebuild at least some of their facilities. The tsunami also pretty much devastated a lot of the inshore seafood production area along about, according to one report I read, 400 - 500 km of coastline. It is hard to say how this (most likely temporary) supply constraint is going to affect the uni business over the medium to longer term but the effects are likely to be mixed. I am sure that the Association speaks for all members with best wishes for a fast and effective recovery. I know there have been some discussions on how the Association can lend assistance to those affected but am unsure about what has actually been decided.

Other than that- about all that's left is to hope things are in general looking up for everybody and everybody has a good summer.





The landings are slightly ahead of previous season. It is expected to go up even more, but, only by a small margin as the south coast will be active throughout the spring and summer with public sales in Steveston. It appears as though the north coast has shut down with the most recent delivered May 11, 2011.



2011 Field Season

Kelsey Bay was successfully surveyed from April 21-28 with 54 transects completed covering ~130km of shoreline. Data is currently being entered with results expected to be incorporated into 2012/2013 quotas.

Four more field surveys are planned for the 2011 field season. Based on harvest pressure and lack of survey data, Campbell River East will be surveyed in the south coast and Skincuttle Inlet will be surveyed in the north coast. Annual research surveys are also planned for Tofino and Louise Island.

Substantial habitat modeling was completed in 2010 which affects the shoreline lengths used in quota estimations. Integration and documentation of these analyses are underway and implementation into the 2012/2013 quota recommendations is expected.

Live Market Validation

PUHA has requested the ability to land submersed product with the weight of urchins calculated from tote volume rather than measured on a scale. A live market/submersed product pilot validation program is planned for 2011 with a target for full implementation in the 2012/2013 fishing season. More details will be available in the coming months.

Want to get involved in urchin dive surveys and make \$1300/day?

If you have a vessel and crew that meet WCB standards (i.e. vessel has current air compressor test, crew are WCB certified shellfish harvester/SCUBA and have current medicals and first aid etc.) you can earn money in the off season conducting red sea urchin surveys. Dive survey contracts are with PUHA and require you to provide a crewed (skipper and one diver) vessel that can sleep 3, food and transportation from port to the survey site and back. Pay for 2011 is \$1300 for each working dive day plus one paid travel day (full day rate) for North Coast surveys and two paid travel days for surveys in the Haida Gwaii (no travel days for South Coast surveys).

Questions/Comments to: Dan Leus at DFO: 250 756-7147 office, 250 739-DIVE cell.

PRESIDENT'S REPORT—CONTINUED

There will be a meeting in June (date to be announced) in Nanaimo to review the past season, provide any quota recommendations, discuss the VMS, and review any other fishing issues. The AGM will be held in early September in Steveston, the agenda and related documents will be sent out in August.

The marketing efforts have been positive over the past year. The main focus has been on China with 3 trips completed, resulting in growing interest from China for both tray and live product. At least 2 buyers have been shipping small amounts of live reds and greens to China. The feeling is this trend will continue to grow. PUHA is collaborating with the California Sea Urchin Harvesters sharing information on MPA's, sea otters, fisheries management and marketing. The initiatives for the 2011/2012 season will be very similar to this past season. The website is updated and PUHA is now on Facebook and Twitter.

This is the final year for science funding under Larocque program. There are a number of surveys planned. Any interested vessels please contact Dan Leus at 250 756 7141.

Please review the Transport Canada requirements to operate your vessel. New certificates are required, if you are not certified you will not be allowed to operate. This summer is a good time to get your required certificates. Have a safe, productive and enjoyable summer and I look forward to seeing you at the upcoming meetings

