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MARKETING—GEOFF KRAUSE

We are now getting back into the busy time of year for both the fishing and marketing of the product. The international marketing program this year included our second attendance at the Asia Seafood Expo in Hong Kong in early September. We shared a booth with two other BC dive fishery associations, the Pacific Sea Cucumber Harvesters and the Underwater Harvesters associations. By working together, everybody's costs were down and it also allowed us to pool our efforts when it came to manning the booth, talking to potential customers and just generally demonstrating what a good, competent bunch BC's dive fisheries actually are. Total booth costs came in at around \$12 K including the booth, a few bits of furniture, a TV/DVD setup, a display freezer and a live tank. Mike Featherstone and David McRae were there representing PUHA while Ken Ridgway and his wife Darlene and Gary Grant were representing the PSCHA and Tim Joys and Ruth-Ellen Robichaud were representing the UHA. Paddy and Alfa Wong and Pat Fantillo were also along for Paladin and RBS respectively while yours truly was along doing what I could to help.

I arranged for some live green and red sea urchins and a sea cucumber which I carried over to Hong Kong for the display. The greens and the cuke arrived in good nick but the reds were looking a bit weak right from the time they were liberated from their transport case. The box had been mistreated by the check-in clerk in Vancouver, dropped from nearly 2 feet up and smacked around and over on the different sides, and probably by the baggage handling system so it is likely that some of the RSU's inner tissues were torn (herniated) and the hydraulic system disrupted. Oh well - put it down to lessons learned- it really demonstrated the extra care that is needed by the reds if they are to arrive in good shape and this is something we need to work out for a live RSU trade to really have a chance. We also had a life-sized model red sea urchin made by an artist on Quadra Island that turned out to be a pretty big attraction.

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SURVEY'S — DAN LEUS

The science initiative in 2011 saw PUHA and DFO conduct survey's in Kelsey Bay, Tofino and the Haida Gwaii. Unfortunately the survey scheduled for Skincuttle Inlet was cancelled as the Coast Guard ship Vector was retasked for our time period. Another opportunity has come up to make use of the Coast Guard ship Neocaligus for late November where biologists from red sea urchins and sea cucumbers will be teaming up for a short survey of the southern Gulf Islands. Priorities for the upcoming winter include generating reports to document significant work completed over the past few years.

The Federal Government has recently announced a major restructuring at DFO over the new few years to meet the budget savings target of \$56.8 million. Priorities include multi year planning for management, decommissioning of the LORAN C navigation system, online web-based licence renewal, greater focus on ecosystem based science and a host of other major changes. Science is still unsure as to how this will affect us, but will answer/direct your questions as best as we can during the transition.

MARKETING — GEOFF KRAUSE

We picked up a bunch of uni from Seagate for the booth. It was a good thing we had it too as once we started handing out samples, a bit of uni with some wasabi and soy, it started looking like a feeding frenzy in front of the booth. Like all feeding frenzies, this only attracted more people to sample the product and generated more discussion and enthusiasm all round. That is definitely a good way to get a bunch of good attention and it is highly recommended that it be repeated whenever the occasion arises.

There were a few problems with getting some of the other products to the show, both for the display and for a luncheon hosted by the local Canadian consulate in Hong Kong to showcase uni, cukes and geoduck from Canada. The most difficult turned out to be the geoduck as no product actually made it over from Canada and we were forced to rely on the local knowledge of Paddy to get even a couple of small ducks for show in the tank. There are a number of possible explanations for this but suffice it to say that these sorts of miss-steps, whether through circumstance or conscious deliberation, do not enhance our reputations as professionals.

Anyways- all the groups were apparently happy with the way things went. The urchins made about 55 business contacts, including about 10 really solid, well qualified potential customers from China and Hong Kong some of which were very interested in new innovative products. The cukes came in with the next highest number of contacts while the ducks only pulled about half as much interest as the urchins. One might speculate that being the new guys in town means that we do not have an established network of buyers and distributors already dominating the trade both in Hong Kong and into China but that might be kind of difficult to defend under pressure. Still...We are just now heading to the China Fisheries and Seafood Expo, the fourth that we have attended. Again Mike, David, Ken and Geoff are along and are being joined by Letisha Joys. The show in Qingdao is going to feature a larger BC presence this year with a good sized contingent representing about 15 companies in the extra large BC booth, which incidentally is going to be right across the aisle from us at the show. After the show there is a signing ceremony taking place between the Provinces of BC and Guangdong on fisheries cooperation and trade. This is an extension of the meetings we had last year with the Guangzhou Fisheries Association and the Guangdong Fisheries Administration that were arranged by Paddy and it sounds like it is going to be a pretty big deal.

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Red Sea Urchin Summary for 2011/2012

There are a number of updates for the 2011/12 season, a few of the highlighted changes are listed below; however, fishers are advised to review their management plan prior to fishing.

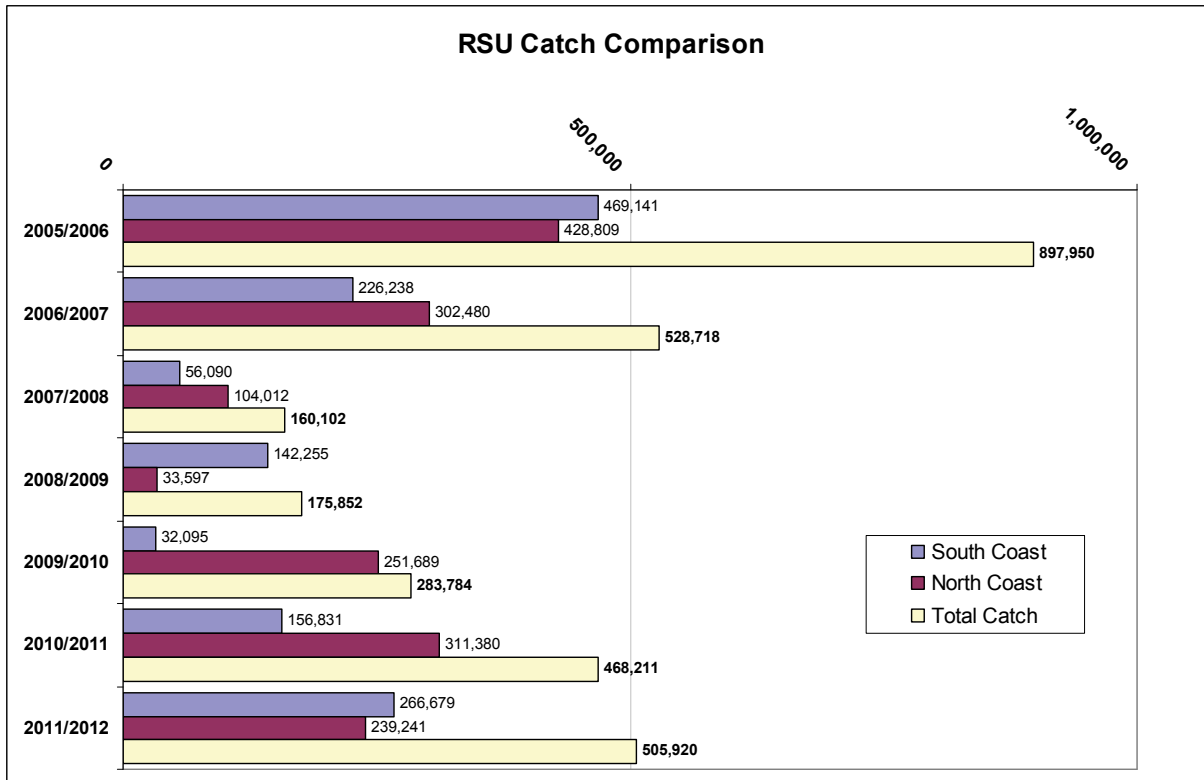
- **Area Licensing:** North Coast: **58**, South Coast: **52**.
- **Licence Stacking:** Maximum of five active licences per vessel.
- **Total Allowable Catch:** 4,543.2 tonnes (10,016,000 lbs.).
- **Individual Quota:** Individual quotas in the north and south coast will differ. The IQ for each area was determined by dividing the total allowable catch for the licence area by the number of licences. **North Coast IQ = 145,052 lb. South Coast IQ = 30,827 lb.**
- **Quota Area Boundaries:** There are no changes to Quota Area boundaries for the 2011/12 season; however, several Quota Areas in the north coast have had their quotas combined.
RU22a Hankin Rock & RU22b Beaver Passage
RU37 Rennison Is. & RU39 Upper West Aristazabal
RU43 Upper Laredo & RU44 Lower Laredo
- **VMS (Vessel Monitoring System):** DFO has required that the red urchin fishery implement vessel monitoring system pilot program for the 2011 season.

VMS Pilot Program Requirements:

1. The VMS must be the DFO approved Iridium system by ROM communications and set to transmit positional Information once every hour. This system has the most reliable satellite coverage and is accepted by the DFO VMS data system.
2. The vessel(s) equipped with the VMS must be a vessel actively engaged in fishing (not a live-aboard).
3. Both North Coast fleets must have at least one vessel equipped with a VMS. Exception: Designated Non-VMS areas; RU55, RU56A, RU56B, RU57A, RU57B, RU58.
4. Vessels equipped with the VMS must check that the system is operational prior to commencing fishing activity.
5. If the VMS stops working for any reason, the fleet must cease fishing activity unless there is another vessel in the fleet with a VMS. When a VMS stops transmitting, email alerts are sent to fishery managers and fishery officers.
6. If a fleet does not have at least one vessel with a functioning VMS, fishing activity may be suspended by closing the area.
7. The VMS unit must stay on for the entire red urchin season unless the vessel has ceased fishing for the remainder of the season.
8. For the pilot program the VMS unit may be installed by the vessel owner/operator.

D. & D. PACIFIC—CONTINUED

Catch Comparison to Date (Oct.26, 2011)



North Coast:

In the north coast fishing was initiated mid August in the lower portions of the Central Coast; three areas were harvested, RU57b, RU57c, & RU58. Harvest activity in these areas lasted until mid September at which point the vessels moved into the south coast. Presently, activity has been in proximity to the sea cucumber fleet in order to utilize the same packer. Whilst following the sea cucumber fleet, up to four vessels have been active in RU43, 44, 14, 13b & 13d. Currently, there are three vessels active in RU14 Tree Nob.

South Coast:

The south coast is off to a great start, already exceeding last seasons catch. So far, there have been six vessels active completing two quota areas, 12F Deserters, and 12E Blackfish Sound. Since the commencement of the sea cucumber fishery, many vessels have switched over and red landings in the south have declined.



MARKETING—CONTINUED

There will course be a trip report generated for the trip which will be published on the PUHA website- so stay tuned. More details on the September Hong Kong trip are already there so check it out. A big key to making sure this effort works for everybody is to keep everybody in the loop and working on the same page. I am hoping you will help out with your ideas, comments and even criticisms and look forward to hearing them. There seems to be considerable optimism that the market situation might be turning around and that prices and demand are on the mend. Being that we're in a small world with more people all the time, it is only a matter of when for producers of high quality products like BC seafood and BC uni in particular.

We have again been funded through the Agri-Marketing Program (AMP), a crucial source of support for our efforts to date. Ross Morris and Geoff Krause attended the annual AMP meetings in Ottawa and got the round-up on how and where the program is going. Next year is the final year with guaranteed funding levels but all involved are anticipating it will continue, albeit at possibly lower levels. We will be putting together another proposal for next year and are of course looking for ideas that we might adopt. The deadline for the proposal this year is January 6 and I hope to be largely complete by mid-December but of course some sense of panic will probably be setting in about the end of that month. Please forward any ideas, comments etc.

STEVESTON URCHIN LIVE SALES

P.U.H.A. has been selling live red sea urchin's which have been harvested daily most week-ends from the Steveston docks. The hours of operation are:

Friday 4:00—5:00 p.m. Telephone Steveston Harbour Authority before 4:30 on Friday's only to establish if sea urchins are being sold

Saturday 8:00—5:00 p.m.

Sunday 8:00—5:00 p.m.

