



# PUHA NEWSLETTER

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## RESIDENT'S REPORT—MIKE FEATHERSTONE

The season started early in September with 2 boats working in the North. Unfortunately there was a protest (abalone) from the North Coast native bands which resulted in the boats fishing Area 3 (known for poor quality at this time of year). Following that, market problems, resulting from product being detained in Europe, resulted in the boats shutting down.

The Europe market is small but valuable for the Canadian exporters. This new restriction will cause serious problems this season if it is not resolved. PUHA and the BC Seafood Alliance have raised the issue with the Director General of CFIA in Ottawa. The issue resolves around the water held in live bi-valves but has somehow been interpreted to include processed echinoderms. Unfortunately these inter-governmental discussions do not take place quickly but we are urging CFIA to urgently pursue this matter.

After a disappointing September it looks like October will be better than in past years. The market looks steady and at least 1 processor has committed to a regular fishing program. Most processors are focusing on sea cucumbers for October and will not start sea urchin until early November.

The domestic marketing program started September 17<sup>th</sup> with one boat selling fresh whole at the dock. The response was overwhelming and Ron Ross from Response Productions captured all the action. The video clips will be used in the Domestic marketing video which will educate consumers in processing, handling and preparing fresh sea urchin. Most of the processors joined in with the promotion as well as Executive Chef Robert Clarke and Chef Quang Dang of "C" restaurant. On Saturday Dave McRae took the Karoshio over to Lonsdale Quay where Kosta the Fishmonger and Phillip Till of CKNW "over-dosed" on uni. Check out the audio clip on CKNW Audio vault Sept. 23 at 6:18 am or at [kostathefishmonger.com](http://kostathefishmonger.com)

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## MARKETING—GEOFF KRAUSE

Our international marketing efforts have again been given a boost by Agriculture and AgriFood Canada as they approved the funding proposal we put together this year. The total budget for the marketing this year came to about \$80,000 and included a trip to the Hong Kong Seafood show in August as well as to China's International show in Qingdao in early November and a subsequent side trip to Japan. The focus this year is on the development of a new and more effective Long Term International International Strategy (LTIS), a priority identified for essentially all groups by the new AgriMarketing Secretariat.

Ross Morris and I attended a meeting in Ottawa in early October called by the Secretariat along with representatives from a many organisations participating in the program. The meeting was valuable in a number of respects, not the least of which was the realization that many organisations are having problems managing the competitive impulses of their members so they can work together effectively. I don't think anyone has got this one quite figured out yet, not in a systematic way anyways, and all groups are doing their ad hoc best to cope with the issue, apparently some more successfully than others as reflected by the effectiveness of their LTIS

The other thing that became much clearer over the course of these meetings was the wide range of resources being brought by the secretariat to the effort. These are substantial but are going to require some careful thought and planning to use them effectively. Unfortunately the initial growing pains as the group was put together has meant that this year's time-lines are really quite compressed and there is not going to be a lot of time for reflection and planning. The next call for proposals is due out very shortly and the deadline for next year's proposal's, and including the completed revamped LTIS, is expected to be around mid-January even though many contribution agreements, including ours, were not signed off at the time of the meeting. Hopefully things will progress more easily this next year and we will be able to more deliberately link and leverage more of the experience, expertise, knowledge, lessons etc. available through the program as it becomes more familiar.

The arrival of the contribution agreement basically allowed us to pull the trigger on committing to our trips and getting our planned activities under way. We had to de-commit on the Hong Kong show, quickly organize the November Asian tour and are still finalizing details on a visit to California where we will try to find areas of mutual interest where we might collaborate with RSU producers. The focus of these trips is to gather information so we can identify unmet needs and/or limitations that we might address as opportunities to serve new markets.

It isn't going to be one thing that saves the day, it's going to depend on a whole suite of options that together can provide supplemental stability and flexibility. That includes stuff we can do here at home too, for example, tie optimized costs, quality and availability of supply, product differentiation including for example differentiating urchins by area and products by processing particulars, and access to distinct markets into the equation. For example, on top of everything else he does, Mike is working on a domestic market initiative that could be key to bringing everything together. Key because it should, or at least may well, lead to de-commodification of the products as more diverse and specialized users come into the picture. It's just a gut feeling but maybe we have to do that here before we can export them as something other than a commodity.

## PRESIDENT'S REPORT—continued

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Robert Clarke ©, Quang Dang ©, Kosta (Lonsdale Quay), ToJo(ToJo's) and Frank Pabst (Blue Water) have agreed to provide recipes and cooking ideas for the video.

Kosta and Phillip promoted sea urchin on Wednesday morning on CKNW and kostathe fishmonger.com garnered 839 hits on the website, normally the site gets around 200 hits after a show.

Since the first weekend (Sept. 18) there have been at least one boat and sometimes two boats selling at the fish sales dock in Steveston. I think everyone involved has been nicely surprised by the continued turn out each weekend. PUHA has also started regular Friday deliveries to Angel Seafoods, the Lobster Man, Seaside Marketing and the Salmon Shoppe. Thanks to Dave McRae and Tim Joys and their crews for all their help and support.

At the end of the month a small delegation will travel to Qingdao for the China Seafood Show to promote the international marketing initiative. The show is Nov 3-5<sup>th</sup> and then the following day on the 6<sup>th</sup> Agri-Food Canada will host a special event in Beijing presenting Canadian Seafood to a select group of high end chefs. PUHA will supply sea urchin for this event. Interestingly there have been 2 new China importers who have been introduced to BC Sea Urchins by seeing the product in Steveston.

The domestic market program has been a real eye opener as far as unlocking the potential for sea urchin. PUHA hopes to build on that success in the lead up to the Olympics and a media event is planned for late November to introduce the new video and introduce more people and chefs to the product.

## D. & D. PACIFIC—DON & DARIN

This season there have been very little in terms of changes to the fishing plan. The overall TAC increased minimally by 40K in the south coast, and there are no changes to any of the quota area boundary descriptions. The licence distribution by region and quota per licence has changed this season;

North has 61 licences and an IQ of 139,688 lb/lic.;

South has 49 licences with an IQ of 32,306 lb /lic.

Fishery monitoring protocols are much the same as last year; in lieu of the OGM in the north coast fishers will follow the same protocol as last year by assigning one vessel per fleet, maximum of two fleets at any time, to act as an On Ground Coordinator (OGC). The OGC will then contact D&D every morning to confirm if it is a fishing day and every evening with catch estimates. It is not the responsibility of the OGC to track vessel movement and hails, it is the sole responsibility of the individual vessel to comply with the hail requirements as set out in the conditions of licence. D&D updates DFO every morning with hail records and the level of compliance with this protocol and will close all areas if either is not adhered to.

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## D. & D. PACIFIC—CONTINUED

As anticipated the 2009/10 season has started off similar to last season, with minor landings from both the north and south coast regions. As of early November there have been a total of 304,888 pounds landed (268,459 in the north & 36,429 in the south). Most of the fishing activity has been in the Upper Banks and Beaver Pass areas in the north and in the south it has been around the southern Gulf Islands with a recent focus in northern Vancouver Island. Below are areas that have been active.

<b>RSU North Coast 2009/10</b>				
Quota Area		Quota Allowed	Remaining Quota	% Taken
RU13c	Melville Island	35,000	3,501	90%
RU21	Willis Bay	90,000	70,904	21%
RU22 a	Hankin Rock	60,000	49,288	18%
RU22 b	Beaver Pass.	40,000	4,441	89%
RU26	Larsen Harbour	123,000	1,068	99%
RU27 a	Upper Banks Island	130,000	92,070	29%
RU28	Bonilla Island	187,000	175,269	6%



<b>RSU South Coast 2009/10</b>				
Quota Area		Quota Allowed	Remaining Quota	% Taken
12 C	Pt. Hardy	60,000	56,028	7%
12 E	Blackfish Sound	50,000	48,593	3%
18 A	Gulf Islands (Sidney)	34,000	32,345	5%
19	Victoria	40,000	10,605	73%

\* Please note that fishers are required to register with the P.U.H.A. prior to fishing and will not be issued a validation log until D&D receives clearance from the association. Fishers will again have the option of registering half a north coast licence at a time starting Jan.01, 2010.

