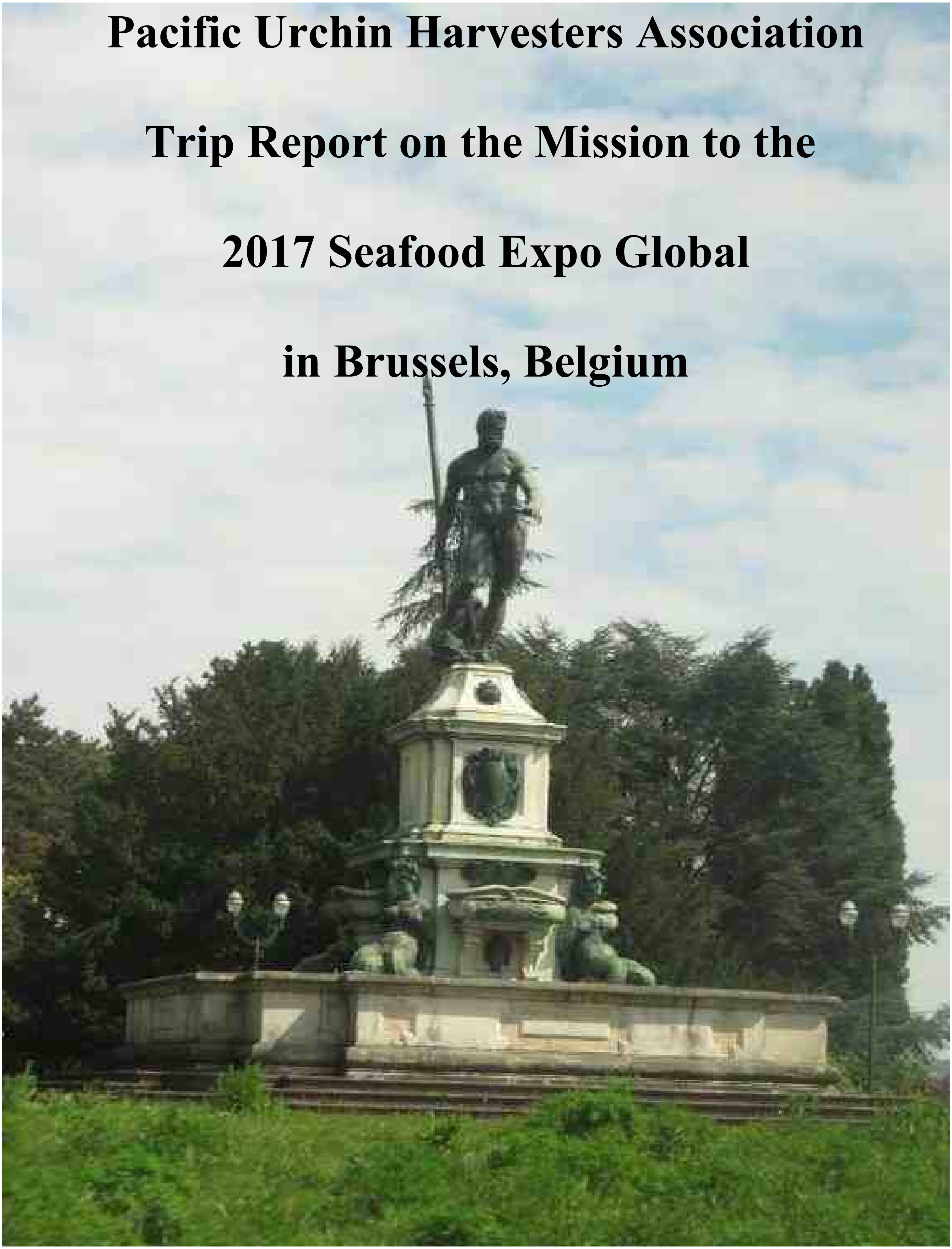
Pacific Urchin Harvesters Association

Trip Report on the Mission to the

2017 Seafood Expo Global

in Brussels, Belgium



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April 25 - 27, 2017

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Acknowledgements

This project was funded by the Agri-Marketing Program of Agriculture and Agri-Food Canada as part of the integrated International Marketing programs for the Pacific Urchin Harvesters Association. Ms. Julie Ferguson-Ceniti, the primary organizer of the Canadian presence at the SEG and many other staff, including Trade Commissioners from Canada and various trade missions throughout Eurasia, deserve commendation for putting together a very impressive pavilion for Canada seafood producers at this important European and world seafood showcase. We would also thank Ms. Solveig McLaren and staff(s) from the British Columbia Ministry of International Trade and Investment for arranging and providing space and support at the BC booth that allowed PUHA and the many other BC companies and representatives to showcase the many high quality seafood products they have to offer. The author also extends his thanks to the Agri- Marketing Program, to Mike Featherstone the President of PUHA and the rest of the PUHA executive and membership for their continuing support, advice and confidence.

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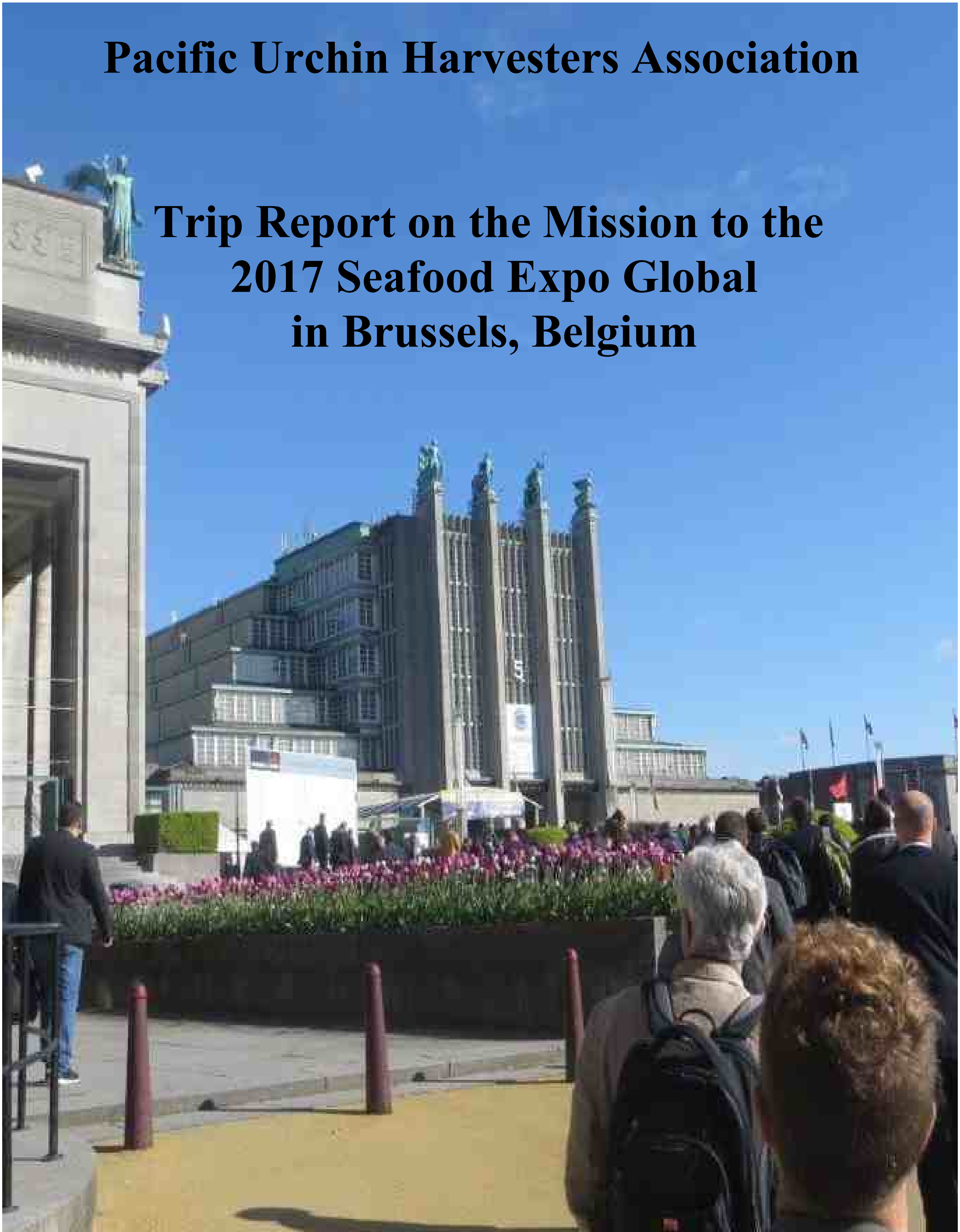

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Introduction

The Seafood Expo Global (SEG) takes place in Brussels, Belgium, one of the western world's most historic cities. Brussels is the seat of the European Union and as such has been at the heart of many of the events that have led to our modern world. It is an old city, first established around 950 AD but unlike many such centres in this part of the world, it still has many original examples of medieval architecture that were not damaged by either of the World Wars.

The SEG is considered one of the most important shows for Brussels and its tourism and hospitality industries because of the amount of business generated. Room rates respond to the demand for rooms in the city during the show and rates increase by as much as 400% during that week. There were some rumours that it was going to move to a different city because the room costs are so high, but the city has been doing a lot of upgrades to do its best to keep the show at the current venue.

This year's show was the 25th edition of the SEG. It is considered pretty much "the Cadillac" of seafood shows in the world. It is the biggest ever in terms of exhibit space with more than 1,800 companies from 79 countries around the world exhibiting products, equipment and services in 38,350 m^2 of exhibit space. The next largest show is the China Seafood and Fisheries Exposition in Qingdao China each November where 1,400 companies from almost 50 countries exhibit in about 32,000 square metres in 7 of the 10 halls available in the new Qingdao exhibition complex. Moving back to the SEG, the show attracts thousands of visitors from every sector of the fishing industry for 3+ days of meeting, greeting, doing business and gathering news at a global level. There were 79 national pavilions and buyers from restaurants, hotels, cruise lines, supermarkets, catering companies, importers, distributors seafood markets etc around the world cruised the space looking to renew and/or build new relationships with suppliers, similarly from all parts of the planet.

Background on Europe

The refugee crisis last year and the surprise vote on Brexit left many people around the world wondering if the European Union had any gas left in it's tank. A trend that also included the election of Donald Trump as President in the US was popularly put forward by those sceptical of globalism as evidence that the pendulum has swung from trade and cooperation to a more self-involved rush to secure economic advantage.

There is of course no greater proponent of this view than the Trump Administration which has taken the position that existing international trade deals of which the US is now part are unfairly asymmetrical in that they are organized as a way for the US to help other countries, apparently out of some sense of charitable concern for the downtrodden by previous administrations. It is true the US has been running trade deficits for many years, however, the conclusion that this is a detriment to the US economy is patently and outrageously false. In fact it has been the US and US negotiators which have for the most part planned, designed and directed every such enterprise since 1950. US negotiators are reported as relentless, ferocious and focussed and get the best possible deals for the US in all their trade negotiations. US companies remain among the strongest and largest in the world and have benefited as much as any from globalization and trade liberalization.

The US vision that drove the globalization agenda was truly inspired, so much so that it has, until now, drawn in other major economies around the world and provided benefits to all involved. For example, between 1950 and 2016 the proportion of our human population living in extreme poverty declined from 72% to 10%, average life expectancy has risen from 48 years to 71 and more than half of us now live under democratic rule compared with 30% in 1950. Even the demonization of NAFTA is misplaced: US exports to Mexico have increased by a factor of 5 to US$ 236 B since the agreement has come into force and while Mexico's gains have been even higher, the companies benefiting the most are US companies.

A reversion to the mercantilist policies proposed by the new US Administration are a step, and a big step at that, backwards and likely to lead to the type of world we had all hoped was behind us, namely one in which cooperation is subordinated to competition. The danger now is that as collaboration on large global threats withers, living conditions will worsen, refugee flows will increase and international rivalries are more likely to intensify. These all feed on each other so the end result is a self-reinforcing spiral that could see escalating conflicts becoming ever harder to contain- again. We have seen this movie before.

However reality in Europe at least is not following that script. Comprising 28 Member States with a total population of over 500 million and a GDP of €13.0 trillion in 2012,[27] the European Union (EU) is the world's largest single market, foreign investor and trader. Growth there is picking up nicely these days and after favourable election results in Holland and France which saw protectionist populists fall to more globalist liberals, general optimism is on the rise throughout most of the bloc. Economically, growth in the EU hit its fastest pace in 6 years according to a May survey of purchasing managers. The IHS Markit, an index measuring business activity has been positive (above 50) since mid-2013 and in May was 56.8, the same as recorded in April. Germany and France are driving the growth where demand is driving growth in manufacturing which is consequently resulting in job creation and hiring rising to the highest levels in the past decade. In fact, the EU has been on its best run in nearly a decade with millions of jobs created since the European Central Bank rolled out its quantitative easing (QE) program. The annualized growth rate for Q1 was 2.4% Inflation remains low so the QE will continue until at least September 2017 at which point the bank will decide whether or not to continue.

Europe is by no means out of the woods yet. There are any number of divergent opinions on how to move forward and prepare for the next crisis, which will without doubt come along sooner or later. There are a litany of trust issues holding back effective reform as various countries making up the bloc speak over, as opposed to with, each other. The elections of liberal leaders Mark Rutte and Emmanuel Macron election over isolationist/ populists Geert Wilders in Holland and Marine Le Pen in France respectively was an encouraging step in a more constructive direction.

Emmanuel Macron's rise from obscurity to French President carries special symbolic value far beyond the borders of France. With his success, France has shown that the country can favour youth over seniority and, more importantly, that pro-European liberalism can defeat populism and nationalism. His base is in the big cities with support evenly spread amongst all age groups and his strength correlated with greater income, education and optimism. He is zealously pro-European, wanting to reinforce ties with Germany, keeping France within the global trading system, supporting the transatlantic alliance and breaking the partisan gridlock holding back economic progress. The election has been called transformational and could lead to the breakup of the old party system dominated by the Socialists and the Republicans and is a welcome tonic to Brexit and the US election.

Next up are the Germans in September and Angela Merkel is again seen as the favourite. Intriguingly her recent call for Europeans to take control of their destiny is being seen as a sign that some hard compromises may be on the table to facilitate greater economic flexibility for countries in the bloc who need an option other than continuing bouts of austerity.

Comprehensive Economic and Trade Agreement

Canada and the EU have a long history of economic co-operation. As an integrated bloc, the EU represents Canada's second largest trading partner in goods and services. The Comprehensive Economic and Trade Agreement (CETA) is a free-trade agreement between Canada and the European Union which will eliminate 98% of the tariffs between Canada and the EU. This agreement is expected to open up new opportunities to Canadian companies, including seafood exporters, in this very substantial market.

Negotiations on the deal were concluded in August 2014 and all 28 European Union member states approved the final text of CETA for signature, with Belgium being the final country to give its approval. The major issue of contention revolves around the investor state dispute settlement provisions which some fear would compromise sovereign rights to regulate justifiable environmental and health concerns. These concerns seem to have been satisfactorily resolved as Justin Trudeau signed the deal on behalf of Canada in Brussels on 30 October 2016 and the European Parliament approved the deal on 15 February 2017. The remaining parts of the agreement are subject to ratification by national legislatures and the latest news has the deal coming into force, possibly on a provisional basis, around the 26 of September 2017.

Breakfast Briefing

We attended a breakfast briefing on Canada’s position on Marine Conservation Targets, the possible implications of Brexit for fisheries and an overview of the European Seafood Industry and CETA. There was nothing really pertinent to BC urchin fisheries or our markets in the latter two talks, so not a lot of notes were collected on them. However the former has huge potential to affect the development of the fishery and the fishing and ocean industries on the West Coast. I have therefore done some research on some of the things talked about using various government sources, including this talk. I mention it here as much to provide insight into how they are thinking about it as actually trying to figure out what it is they are saying.

First - some background. It is a government process, international at that, and also aided or possibly even driven by some fairly substantial private funding (eg. Moore Foundation, Packard Foundation, etc.) for groups working with their own agendas, some of which are good and some probably not so much. Transparency is one concern that government must always be concerned with because they are held to account on perceptions of fairness and equitability but this is not necessarily, or even generally, the case for private interests. Conflicting perceptions and agendas complicate the process but ignoring it and refusing to take part because it seems kind of abstract and maybe even kind of distant from reality is a recipe for getting run over.

Countries around the world agreed to conserve 10% of the globe’s ocean areas by 2020 using Marine Protected Areas (MPA’s) or other effective area-based conservation measures. Canada has designated various federal protection mechanisms, including Oceans Act MPA's, National Marine Conservation Areas and National Wildlife Areas. The government has also developed guidelines including certain fisheries closures which will provide the desired long term biodiversity outcomes according to scientific and technical advice.. In Canada this process is based on 3 key principles:

1. Science-based decision making;
2. Transparency; and
3. Advancing reconciliation with indigenous groups.

In reporting on these targets, area-based management measures (ABMM) implemented in Canadian coastal and marine waters (e.g. various types of fishery closures, critical habitat, etc.) are to be assessed to determine whether they provide biodiversity conservation benefits, whether they meet the intent of the target, and ultimately which ones can be considered "Other Effective Area Based Conservation Measures" (OEABCM).

A biodiversity conservation benefit (BCB) is the net positive change in biodiversity resulting from the implementation of an ABMM, where biodiversity is the variability among living organisms including the diversity within species, among species, and within and among ecosystems. Benefits can occur either directly or indirectly via measures adopted primarily for another purpose. There is a suite of characteristics and factors to assist in determining whether an ABMM is likely to provide biodiversity conservation benefits. These include : geographic location, location compared to preferred habitat, duration of implementation, management and conservation objectives, habitat heterogeneity, adjacent management practices, full vs. partial protection, size, and spatial relationships (i.e. connectivity). These characteristics and factors can help one make inferences regarding the likelihood of BCB's provided by an ABMM and it is important to consider the full suite of characteristics and factors. Geographic location and duration of implementation are considered to be minimum requirements for an ABMM to be considered as an OEABCM.

In most cases quantitative evaluations of ABMMs will not be possible and inferences will be required. This means uncertainty is inherent throughout the process of identifying OEABCM's which can only be reduced through appropriate monitoring focussed on documenting the extent of the BCB's that are inferred for the ABMM. (CSAS: Science Advisory Report 2016/002). BCB's are expected to increase as the number of species or habitats receiving benefits increase. In brief, Canada believes that if there is clear science-based evidence that a fisheries management measure protects habitat(s) and species of importance to benefit biodiversity over the long term, it should count as an "other measure" towards the Marine Conservation targets. In this regard, removing urchins by selectively fishing them on urchin barrens demonstrably improves habitat, biological productivity and biodiversity and logic therefore dictates that urchin fishing should count as an OEABCM. In our part of the world, purists would prefer to see the full return of sea otters to their full historical range and abundance, but this is going to have enormous impacts on the abundance of shellfish that we also value highly as food. Divers can provide much of the same service(s) but in a controlled fashion and as long as a profit can be generated, it can be sustainable and tailored to changing circumstances, something which is unavoidable these days if only because of global climate change.

At any rate, Canada has committed to host a technical expert Convention on Biological Diversity (CBD) workshop on marine “other measures” in October 2017. The government maintains that there are a number of opportunities between now and the October meeting, and beyond to the final CBD decision in November 2018 to influence the dialogue and promote agreement on a credible approach to global biodiversity targets resulting in world ocean conservation. Canada apparently stands ready to engage, hear others’ views and share knowledge and experience to further progress these aims, although they are still a bit foggy on how such exchanges might be best approached/achieved.

Show Report

Marek Ulanovski and Geoff Krause represented the Pacific Urchin Harvesters Association at the show. There has been ongoing interest in our urchins from European buyers for quite some time and with the imminent closing of the Comprehensive Economic and Trade Agreement (CETA) between Canada and the EU, it seemed a good opportunity warranting further investigation. Our first impressions of the show in comparison to others we have attended suggest it is indeed the largest, the most sophisticated and the most comprehensive seafood show in the world. The SEG takes place alongside the Seafood Processing Global show and between them they showcase every aspect of this very important global industry. The equipment occupies Halls 4 and 8 of the Brussels Expo complex while the SEG proper takes up halls 5 through 7, 9 and 11. The Canadian Pavilion was located in Hall 9, which is, because it is some distance from the main entrance(s), not the best location. However the organizers say there is a new entrance in the works for probably next year that will be much closer to where we were located this year.

We attended the show as part of the BC booth which provides very good value to us. Grand Hale Marine Products, UHA, Lobsterman, Aqualine Seafgoods, Pacific Rim Shellfish, Mariner

Seafoods, Canfisco, French Creek Seafoods also took part while others including North Delta Seafoods had their own booth. The BC booth also has Nathan Fong on hand to prepare samples from participating companies for distribution and sampling and Grand Hale generously supplied RSU product for him to prepare.

The set up requirements for the show were fairly minimal as all we had to do was get our models, brochures and business cards out and set up ourselves so we could chat with anybody wanting information or samples from us. We were right next to the Grand Hale information counter so any detailed enquiries or requests on pricing etc. were simply passed along to the company's representative, John Nishidata.

One little nugget we got over the course of the show provided some background to the fact that minimum shipping orders are basically 10 cases. The reason behind this is that airlines have a minimum order of 100 kg so even if only 1 case is taken the transport costs will still have to cover a 100 kg shipping weight. One case is 80 trays which at 110 g/tray adds up to about 8.8 kg net per carton, ergo the need to ship a minimum of 10 cases.


BRITISH COLUMBIA CANADA
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Canada
GOVERNMENT OF BRITISH COLUMBIA
Vietnam
Kl!on
group
NORTH DELTA

April 25, 2017

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	France	Paris	market	Stephane	Chauveliere	Kaviari (France)	8	market in Paris with e-site. sells caviar of many spp. looking for new sources
SC	Switzerland	Zaziwil	import/distributor	Aharon	Siani	Siani Food	5	trades mainly in mid-eastern veg products
SC	Reunion	Le Port	trader	Tugdual	Poirier	Cap Bourbon	2	website draws serious cyber threat warning from Norton
SU	Taiwan	Taipei	distributor	Albert	Laville	Mitsui (Taipei)	5	www check - comes up hiHosting, not Mitsui Taiwan so...
SU	Taiwan	Taipei	distributor	Ray	Huang	Mitsui (Taipei)	5	they have tried multiple times to connect via email- no luck; but see above
SU	Italy	Rome	import/distributor	Bernard Robert	Journo	Nipponia	8	dsitributor to sushi restaurants in Italy, e-site with delivery, many products
SU	Canada	Ottawa	government	Philippe	Morel	DFO- ADM Ecosystems & Fisheries Mngt	6	is briefed on urchins & barrens; reports recent progress with CHN negotiations
SU	Vietnam	HoChiMinh City	trader	Tran Quoc	Thi	T&O Trading Co. Ltd.	4	
SU	China	Gunagzhou	show organizer	Rose	Peng	China Int'l (Guangzhou) Seafood Expo	4	looking for exhibitors at 2017 show in late Aug. in Guangzhou
SU	Italy	Genova	trader	Ettore	Gagliardi	Njord	4	looks like they deal almost exlusively with Atlantic cod- maybe branching out?
SU	Tunisia	Keliba	trader	Zidi	Abderraouf	Mansoura Fish	5	will be sending email.
SU	Lebanon	Beirut	trader	Karl	Zacca	Seafresh	5	
SU	Italy		trader	Giampiero	Scanu	The Blue Tree Holding	3	site domain reserved, no features/content
SU	Italy	Rovigo	import/distributor	Antonio	Vasile	SelectA	6	looks like import with cold store. Many food products
SU	China	Shanghai	importer	Yetao	Zhu	unknown- in Chinese	4	Has QR code on card, result all chinese, looking for live into Shanghai
SU	Slovenia	Portorose	trade services	Irena	Fonda	Fonda	3	website unreachable, card in slovenian I'd guess
SU	Malta	Ta Qali	distributor	Roderick	Abela	Nectar	5	looks like a substantial distributor, large scale /volume(s)
SU	Greece	Heraklion	distributor (frozen)	Areti	Fradelaki	Atlantida	5	frozen food trader - wholesale and retail
SU	Kuwait	Dhajeej Farwaniya	import - retailer	Penny	Park	Singarea Foodstuff Company	5	
SU	China	Beijing	distributor	Yang	Jun	Billion Fish Co. Ltd	5	
SU	Holland	Scheveeningen	trader	Gerbrand	Voerman	Jac. Den Dulk & Zonen B.V.	5	website more visuals, less info- hard to say what they do
SU	Italy	Cagliari	trader	Davide	Secci	Secci Seafood srls	5	knows John

April 26, 2017

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	France	Boulogne-sur-mer	producer (GSU)	Francois	Ouisse	Iceland Seafood France	5	interested in RSU- generalities
SU	Germany	Hamburg	journalist	Bjorn	Marnau	Fischmagazin	7	thinking about doing a "generic" promotion for BC urchin
SU	Netherlands	Kruiningen	distributor (frozen)	SFM	Mes	Koel Vrieshuis Reimerswaal b.v.	4	frozen storage and distribution
SU	Canada	Halifax	producer	Jin	Zhou	Bayshore Lobster Ltd	4	ship live lobster to CHina so maybe have expertise to share
SU	Germany	Willich	import/distributor	Nakasugo	Kurisu	JIK GmbH Asian Food	5	distribute asian foods and drinks, especially Japanese, in Germany
SU	Chile	San Fernando	packaging	Jorge Garcia	Rodrigues	Cartone San Fernando	4	
SU	Poland	Warsaw	restauranteur	Andrzet	Frymar	Shrimp House	5	
SU	Oman	Oman	producer	Mohammed	Alawi	Sunrise Global marine	4	deals with lots of fresh and frozen fish, considering logistics entry
SU	Moldova	Chisinau	trader	Viorel	Iakim	S.C.Viocris-Impex S.R.L.	3	jsut curious about the product(s)
SU	Portugal	Peniche	prod'r (AqC feed)	Caterina	Correia	Penwave Altantic Activities	3	microalgae and copepod production as feed for AqC
SU	Taiwan	Taipei	trader	Edward	Peng	Poseidon Seafood Int'l Trading Ltd. Co.	7	does live lobsters off east coast, considering live RSU, suggests = popular
SU	Canada	Ottawa	government	Justion	Turple	DFO- sr. policy advisor- Int'l market access	6	DFO budget good for 1 Asian show- wants advice on SEA vs CFSE
SU	Papua New Guinea	Port Moresby	government	Alois Kinol	Kapin	National Fisheries Authority	4	
SU	France	Paris	trader	Marc	Harfouche	MT Group International Trade	4	commodity traders in all sorts of seafood and ag products
SU	Netherlands	The Hague	distributor	Jesse	van Groenigen	Mature Development	4	innovators, perhaps a bit idealistic,looking for new sustainable paths/products
SU	Jamaica	Kingston	producers	Joseph	Cooper	Rainforest Seafoods	4	produce retail-ready seafoods under their own label
SU	Spain	Madrid	producer	Alfonso Mozos	Garcia	Serpeska	4	producer fo a wide variety of seafood- delivered from sea to door in 24 hours
SC	Italy	Venice	traders	Stephania	Lazzarini	ittica Center S.R.L.	4	
SC	Greece	Chalastra	distributor	Georgios	Angelidis	Blue Crab PC	5	producers and ships live crab to China
SU	Japan	Osaka	logistics	Yasushi	Nawa	Trans Logistics Solutions Ltd.	4	international multi-mode logistics
SU	Canada	Dartmouth	logistics	Robert	Ironside	Flying Fresh Airfreight	5	
SU	Spain	Elche	unknown	Alfredo		Oceanart (Spain)	3	website under development so...
SU	Netherlands	Yerseke	logistics	Philip	Bresling	Ocean Perfect	6	got Maersk live shipping tech. experimenting with GSU Greenland to China
SU	Italy	Genola	distributor	Lamberto	Carlo	Granda Freschi	4	website under construction so...
SU	China	Xiamen	trader	Linda	Lu	Xiamen Black Peony Electronic Commerce	4	e-sales of various products, but no seafood at this point.

April 27, 2017

Product	Country	City	Business	First Name	Last Name	Company	Score	Comment(s)
SU	US	Ridgefield NJ	import/distributor	Tony	Barone	TRB Trading LLC	4	just curious
SU	US	Ridgefield NJ	trader	Sebastian	Francois	Pisces Trading LLC	4	again- just curicius
SU	Netherlands	Utrecht	certification	Roy	van Daatselaar	Aquaculture Stewardship Council	4	
SU	UK	London	certification	Koji	Yamamoto	Aquaculture Stewardship Council	4	
SU	Spain	Brivio	distributor	Corrado	Pedol	PrimeGroup International	4	
SU	US	Monterey CA	branding consulta	Polly	Legendre	Polished Brands	5	interested in branding RSU as signature WC seafood for CA and BC;
SU	Norway	Tromso	urchin AqC	Oyvind	Jorgensen	Uni Solution	6	active research into urchin feed/optimization (see note 1 in report)
SC	Morocco	Agadir	researcher	Youssef	Radi	Institut National de Researche Haleutique	6	extracting antibiotics from Korean sea cuckes, want to try same with BC cukes
SU	Canada	Ottawa	government (insp	Michael	Langlet	Canadian Foiod Inspection Agency	6	59 Camelot Dr.; Ottawa K1A 0Y9 (see note 2 in report)
SU	Italy	Magenta	producer	Armando	Tandoi	Oyster Oasis	6	gets 9 Euros/kg (~ CAD 13.50) for live wholesale
SU	Italy	Rome	gov't of Canada	Anna	Sacco	Trade Commissioner Service Canada	6	
SU	Ukraine	Khomiakivka	aquaculture	Frych	Vitalii	Tysmenytsia Fish Culture Co.	3	freshwater fish aquaculturist
SU	Ukraine	Kiev	gov't of Canada	George	Grushchenko	Trade Commissioner Service Canada	4	

As can be seen in the preceding tables, traffic over the first couple of days was steady-ish, although not record breaking, and even though there were a lot of tire kickers there were also some good to very good prospects showing up throughout. Still, we had very interesting visits from a couple of companies from France and Italy but spoke to people from all over the world, most especially on the first day. Traffic on the second day was a bit busier than the first, although the scores they got were less than the first day.

As always, not everyone who grabbed brochures or business cards did so on a trade basis- as often as not they did not have or leave a card behind when we finished chatting. The following table parallels the sort of the slowdown we saw between days one and two but showed a pretty good uptick on day 3 in relation to what we have experienced at other shows with our brochures. Interestingly we went through 10 traditional Chinese versions of our brochures and 13 of the simplified Chinese brochures. Given the inferred importance of the developing Chinese market to our future, it seems to make sense to provide them the courtesy of having brochures in their own language. The same might be said of Japanese and other languages as well.

Brochures and other give-aways SEG 2017

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Total Used	Returned
PUHA DVD #1 (Mandarin, Cantonese + English)	0	0	0	0	0	0	0	0
PUHA DVD #1 (Japanese + English)	0	0	0	0	0	0	0	0
PUHA DVD #2 (Mandarin)	0	0	0	0	0	0	0	0
PUHA DVD #2 (English)	0	0	0	0	0	0	0	0
PUHA Brochures: traditional*	50	50	0	3	6	1	10	40
PUHA Brochures: simplified*	100	100	0	5	8	0	13	87
PUHA Brochures: English	250	256	0	50	38	49	137	119
PUHA Brochures: Japanese	25	0	0	0	0	0	0	0
Uni samples (grams)	1,500	1,500	0	500	500	500	1,500	0
Smoked salmon (g)	0	0	0	0	0	0	0	0
PSCHA Brochures: simplified	0	0	0	0	0	0	0	0
PSCHA Brochures: English	100	100	0	9	18	8	35	65
Company Brochures		0	0	0	0	0	0	0
B'cards (500 for MF, DM, Seagate)		unknown	0	not	tracked			

One conversation of note involved a young fellow from Spain who stopped in for a chat when he saw the sea cucumber model. He mentioned that the gonads from sea cucumber are very popular in Spain. Marek does not feel he has ever seen any in our sea cucumber, but that may simply be a result of not looking or not even knowing it might be a good idea. It seems however that it just might be and that it could serve well to have a few guys looking at/for them during the next cuke season just in case. I understand our cukes are harvested during a time of the year when their guts are empty shells of what they are at other times of the year but in cases where fishing is delayed for some months, say into January as happened this year, it could be a new revenue stream for the fishery and not just part of the waste stream when the guts are stripped out. I provided the fellow with my personal email details in the hope that he might want to pass along more information on its value and use.

At any rate, a common theme we heard was that the Mediterranean basin has been badly depleted of all sorts of seafood, including urchins. Those that were left are generally small and skinny, even really skinny, and not really worth the effort anymore. They were often quite impressed with the size of our reds and interested in buying, although we generally passed off those parts of the discussion to John. They also seemed to like the samples we put out. As mentioned, Grand Hale supplied samples of their frozen product which were prepared by Nathan and used for sampling throughout the show. Samples were seldom turned down although on the last day the enthusiasm and the number of visitors was waning. There also did not see the same scramble by visitors for left-over product on the last day as we have often seen in China and Hong Kong.

We also had a visit from Uni Solution's Oyvind Jorgensen, a research expert in uni aquaculture. The wild fishery in Norway is very difficult because the weather and sea conditions are so bad for so much of the year. Oyvind knows the urchinomics strategy but concentrates instead on full cycle from fertilization to harvest as a way to reduce variability in quality and size in contrast to the ranching model where urchins collected from the wild inherently produce a much greater range of characteristics. Taste, colour and texture are way more consistent in more carefully selected and controlled animals, something which is desirable in a cultured product.

Uni Solution urchins are currently growing to market in 36 months but Oyvind feels a target of 24 months is doable within a couple of years. They are working with other researchers in Japan, Tasmania and Chile. They had buyers take cultured product in Japan about 7-8 years ago but the market had trouble pricing it and the effort was abandoned. You might recall that those were the years where we were having the greatest difficulty with the market and getting only about half of the TAC in and sold each year. Anyways- after they pulled up their stakes and bailed out they got calls from buyers lamenting the loss. That provided them with some encouragement and they have since moved on to optimizing the feed and growing conditions to shorten the culture period.

One research finding he shared was that temperature per se is not absolutely critical to green urchin survival once they are removed from the water- dehydration however is, even if caused by exposure to wind. Interestingly even urchins with their spines drooping will apparently pick them up when they are sprayed with water. This probably has something to do with the hydraulic system controlling the spines.

RSU appear to be more susceptible to mechanical shock and end up with drooping spines after experiencing the same "shocks" which do not similarly affect GSU. This may be because an internal membrane lining the inside of their shell has to cover a larger surface area so is more vulnerable to tearing stresses. These membranes are only partly permeable so it stands to reason that a tear is also going to affect the water loss for the animals. This may mean that culture techniques developed for GSU will not be entirely effective for RSU.

Oyvind has family in Vancouver and is hoping to visit the area a couple times each year. It might make sense to put him in touch with Chris Pearce, aquaculture research scientist at the Pacific Biological Station.

We also had a visit from a Canadian official with the Canadian Food Inspection Agency (CFIA) offices in Ottawa, Michael Langlet. CFIA deals with animal health import requirements from customer countries verifying their requirements are being met. Michael was also head of biotoxin testing for the Pacific Region for 7 years so is very familiar with that program. He is also familiar with the new European PSP testing requirement for urchins. He is willing to assist in directing enquiries in the right direction even though he has not been directly involved for some time.

He let us know that there is an electronic application for health certs coming in the next year, or perhaps the year after that, but they will still need to be picked up at the office because of the need to "crimp seal" the paper. They want to move to full electronic and understand industry's impatience but it is still going to take a while- it is a matter of international negotiations.

We all agreed at the end that this show was a success and that the European market is one of the most attractive in the world because of its size, breadth and sophistication. Based on the quantity and quality of leads we got it sits about midway between the Seafood Expo Asia and the China Fisheries and Seafood Expo, the other two main shows we have been taking in over the past few years.

	2017 SEG	2016 CFSE	2016 SEA
	# Visitors	# Visitors	# Visitors
Day 1	20	19	42
Day 2	23	17	31
Day 3	12	2	9
Total	55	38	82
Avg score	4.68	4.49	5.52

It is good to see interest in both urchins and cucumbers here as it adds to the aggregate world-wide demand and diversifying our market options remains a key component of our Long Term Strategy. It is not part of our next year's plan at this stage but we will be putting together another proposal and it seems reasonable to expect it will be part of our program if in fact the BC government continues to provide opportunities to resident companies at trade shows like Brussels, Qingdao and Busan through the BC booth. It gives us a great opportunity to let people try our product and meet the people who actually do the work.