

PUHA Marketing 2014-15



Activities 2014

Seafood Expo

ASIA

亞洲海鮮展

Hall 5BC
展覽廳

Registration
觀眾登記

Exhibit Hall
展覽廳

- Exhibited at 2014 Asia Seafood Expo in shared booth with PSCHA
 - 113 qualified contacts
 - Master Class presentation featuring Mike
 - great booth location/exposure
 - Note: marquee logo for show
- Attended and provided samples for reception held by Canada's Consul General in Hong Kong
- Got pricing information for BC product in HK

Activities 2014

- Attended 2014 China Fisheries and Seafood Expo, again sharing with PSCHA
 - 41 qualified contacts
- Met with established customer in Shenzhen
- Did a recon of Macau

Activities 2014

- Co-hosted incoming delegation from Shanghai
 - With the Canadian Seafood Marketers and Processors Ass'n and the Pacific Sea Cucumber Harvesters Ass'n



Activities 2014

- Mike and I did a trip to California in March to re-establish communication with harvesters there
 - they and we are the only producers of *S. fransicanus*
 - we share many concerns and interests
- Our Red Sea Urchin is –in fact - a Signature West Coast Seafood
- We got invitations to attend their annual Bar-B-Q and were hoping to get 2-5 guys down there to try it out
 - Unfortunately it didn't come together

Activities

- I also keep track of developments in markets and follow trends in them
 - Trade stats from Japan from 2000
 - Tsukiji stats back to 2000
 - Stats Canada back a few years for trade to China, Hong Kong, Taiwan and Japan

Results: Japan Customs summary

Canadian RSU

	Volume (kg)	CAD Xchange	Total value CAD
2000	461894	72.69	\$29,122,825
2001	411636	78.52	\$28,171,403
2002	393519	79.77	\$24,316,698
2003	367730	82.94	\$20,857,246
2004	373064	83.24	\$21,267,365
2005	339656	91.07	\$18,557,890
2006	269863	102.61	\$13,736,995
2007	200470	110.08	\$10,118,885
2008	165493	98.01	\$8,378,683
2009	160331	82.30	\$8,300,698
2010	244215	85.26	\$13,986,006
2011	297344	80.74	\$17,882,479
2012	277827	79.87	\$18,451,411
2013	280370	94.75	\$20,404,002
2014	306109	95.76	\$23,761,581
2015			

	Value ('000 Yen)	CAD Xchange	Unit Value (CAD/kg)
2000	2116828	72.69	\$63.05
2001	2054907	78.52	\$63.58
2002	1939737	79.77	\$61.79
2003	1729979	82.94	\$56.72
2004	1770222	83.24	\$57.01
2005	1690067	91.07	\$54.64
2006	1409528	102.61	\$50.90
2007	1113922	110.08	\$50.48
2008	821194	98.01	\$50.63
2009	683122	82.30	\$51.77
2010	1192447	85.26	\$57.27
2011	1443835	80.74	\$60.14
2012	1473742	79.87	\$66.41
2013	1933340	94.75	\$72.78
2014	2275492	95.76	\$77.62
2015			

US RSU

	Volume (kg)	CAD Xchange	Total value CAD
2000	1,704,544	72.69	\$134,694,680
2001	1,406,784	78.52	\$107,897,773
2002	1,130,139	79.77	\$82,958,674
2003	912,111	82.94	\$64,631,459
2004	893,902	83.24	\$56,988,922
2005	693,163	91.07	\$42,975,449
2006	682,895	102.61	\$36,692,932
2007	588,681	110.08	\$31,244,701
2008	549,007	98.01	\$31,959,001
2009	598,313	82.30	\$34,798,197
2010	410,230	85.26	\$25,517,121
2011	359,622	80.74	\$21,778,084
2012	261,515	79.87	\$17,618,060
2013	287,790	94.75	\$19,792,676
2014	207,416	95.76	\$16,452,793

	Value ('000 Yen)	CAD Xchange	Unit Value (CAD/kg)
2000	9,790,447	72.69	\$79.02
2001	8,471,838	78.52	\$76.70
2002	6,617,593	79.77	\$73.41
2003	5,360,778	82.94	\$70.86
2004	4,743,561	83.24	\$63.75
2005	3,913,774	91.07	\$62.00
2006	3,764,995	102.61	\$53.73
2007	3,439,525	110.08	\$53.08
2008	3,132,299	98.01	\$58.21
2009	2,863,785	82.30	\$58.16
2010	2,175,590	85.26	\$62.20
2011	1,758,367	80.74	\$60.56
2012	1,407,181	79.87	\$67.37
2013	1,875,415	94.75	\$68.77
2014	1,575,577	95.76	\$79.32

Results

USA uni from RSU (used as a surrogate for Canadian product as no price per se on Canadian product is available)

USA		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg for yr	Weighted Avg
Price	07/08	4.35	6.80	7.26	8.05	5.78	6.38	6.95	8.72	7.17	4.96	4.61	6.00	6.42	¥6.33
(yen/g)	08/09	3.50	4.93	7.92	7.37	4.42	6.60	5.73	4.82	5.04	5.78	4.94	3.19	5.35	¥4.99
	09/10	3.21	3.34	5.74	6.63	5.83	6.69	7.05	6.61	6.67	5.96	5.27	2.98	5.50	¥5.10
	10/11	2.84	3.17	5.17	5.28	4.90	6.86	4.50	5.61	6.52	3.94	4.82	2.71	4.69	¥4.86
	11/12	3.00	2.90	5.53	4.54	4.16	6.30	6.88	6.15	7.03	6.28	5.44	5.37	5.30	¥5.05
	12/13	3.81	5.38	6.21	6.67	5.47	7.78	7.35	7.17	7.37	5.42	6.01	8.05	6.39	¥6.55
	13/14	5.76	6.45	8.19	8.99	7.05	8.53	7.68	7.41	8.42	9.73	8.31	12.85	8.28	¥7.37
	14/15	5.97	6.32	8.40	9.37	8.53	10.08	7.66	9.45	9.34	8.42	8.41	4.35	8.02	¥8.65
avg		4.06	4.91	6.80	7.11	5.77	7.40	6.73	6.99	7.20	6.31	5.98	5.69		
St.Dev		1.21	1.59	1.29	1.69	1.44	1.33	1.09	1.54	1.28	1.88	1.53	3.41		
CV		30.0%	32.4%	19.0%	23.7%	25.0%	17.9%	16.2%	22.1%	17.9%	29.8%	25.6%	59.9%		
														Sum for Yr	Total Sales
Volume	07/08	587.9	1,072.5	2,787.6	8,540.4	10,030.7	8,047.8	7,607.0	4,985.0	5,639.6	5,373.1	1,733.7	407.7	56,813.0	¥359,717,720
	08/09	1,271.7	3,958.8	3,496.4	8,803.1	6,949.3	4,675.0	8,064.6	4,984.6	4,739.1	2,673.5	3,525.2	3,718.3	56,859.5	¥283,591,940
	09/10	2,626.4	3,753.9	4,003.7	5,946.4	6,492.1	6,967.7	4,463.6	1,931.0	2,574.4	942.6	1,321.4	816.1	41,839.2	¥213,516,970
	10/11	2,547.0	5,012.7	4,051.7	9,060.4	8,141.9	8,258.9	5,596.5	3,324.5	2,153.6	3,066.7	1,776.2	580.3	53,570.6	¥260,579,550
	11/12	1,862.0	3,223.6	4,164.9	6,256.8	8,132.5	5,682.8	2,388.9	2,121.0	3,525.9	2,938.0	2,001.9	453.9	42,752.2	¥215,890,900
	12/13	979.7	1,670.9	4,409.5	5,408.3	8,764.1	6,720.6	5,864.1	3,814.3	5,164.3	4,934.6	2,963.9	611.4	51,305.7	¥335,994,350
	13/14	370.8	2,255.7	3,631.5	6,744.5	7,163.0	7,812.9	4,289.4	3,739.8	4,917.2	2,171.9	1,336.2	284.7	44,717.6	¥329,550,900
	14/15	521.6	538.4	2,158.2	4,278.4	4,456.0	5,374.0	3,389.2	4,265.5	4,540.7	2,016.0	532.5	60.6	32,131.1	¥277,917,530
avg		1345.89	2685.80	3587.93	6879.79	7516.22	6692.47	5207.92	3645.73	4156.84	3014.54	1898.87	866.63		
St.Dev		901.84	1553.53	764.45	1749.37	1669.52	1333.65	1969.40	1157.32	1264.54	1482.01	952.37	1174.19		
CV		67.0%	57.8%	21.3%	25.4%	22.2%	19.9%	37.8%	31.7%	30.4%	49.2%	50.2%	135.5%		

	Yen/kg	YEN:USD	USD/kg	USD/lb	YEN:CAD	CAD/kg	CAD/lb
07/08	¥6,332	110.34	\$57.38	\$26.02	109.27	\$57.94	\$26.28
08/09	¥4,988	98.88	\$50.44	\$22.88	85.86	\$58.09	\$26.35
09/10	¥5,103	91.69	\$55.66	\$25.24	86.76	\$58.82	\$26.68
10/11	¥4,864	83.21	\$58.46	\$26.51	83.04	\$58.58	\$26.57
11/12	¥5,050	78.67	\$64.19	\$29.11	78.49	\$64.34	\$29.18
12/13	¥6,549	87.47	\$74.87	\$33.95	86.99	\$75.28	\$34.14
13/14	¥7,370	101.03	\$72.94	\$33.08	94.43	\$78.04	\$35.39
14/15	¥8,649	114.50	\$75.54	\$34.26	97.72	\$88.51	\$40.14
	Standardized Trend - base = 2007 value						
07/08	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
08/09	78.8%	89.6%	87.9%	87.9%	78.6%	100.3%	100.3%
09/10	80.6%	83.1%	97.0%	97.0%	79.4%	101.5%	101.5%
10/11	76.8%	75.4%	101.9%	101.9%	76.0%	101.1%	101.1%
11/12	79.8%	71.3%	111.9%	111.9%	71.8%	111.0%	111.0%
12/13	103.4%	79.3%	130.5%	130.5%	79.6%	129.9%	129.9%
13/14	116.4%	91.6%	127.1%	127.1%	86.4%	134.7%	134.7%
14/15	136.6%	103.8%	131.7%	131.7%	89.4%	152.8%	152.8%

The US has been shipping less “A” and more “C” and “B” grade as their domestic market develops. The key thing to look at is the standardized price trends. In those terms, as well as in absolute USD and CAD terms, wholesale prices have increased every year since 2007.

Plans

- Basically- we are doing more of the same
 - Assisting exporters where possible
 - in Japan
 - in China, Hong Kong and Taiwan
 - And developing better relationships with US producers, especially in California, so we can move into new markets there as demand develops without dislocating domestic production
- A new proposal is again needed after this year