

PUHA NEWSLETTER



Presidents Report Mike Featherstone

The 2019 season red urchin season is off to a better start than the previous 2 seasons and the same is holding true of green urchins. As usual, finding decent quality is a challenge. The boats are

spending more time to find decent quality, and in some cases have moved on when the decent quality became sparse. Reds in the south started out quite well in August and into September

but then the harvesting dropped off until recently when the boats started returning from cuc fishing.



PRESIDENTS REPORT



MARKETING REPORT



D&D PACIFIC REPORT



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In the past few weeks there have been landings in Campbell, Kelsey and McNeil although the reports are that it is taking time to locate good product and it seems to be patchy. In the south the live market is continuing to grow although slowly. The schedule for logistics has been a challenge at times as for both reds and greens the buyers have been opting to drain the product overnight and off load in the morning. This works ok for processing but does not work for live market which prefers freshness over water loss.

Reds in the north have been slow but steady with each company generally having just a few boats. All the companies have been working together with 2 packers alternating and alternating off loaders as well. This cooperation has been beneficial from both the economic side as well as the freshness side.

Greens have been steady and are picking up as we move towards December. So far landings are comparable to 3 years ago, which is the similar trend as we have seen in reds. Overall it is expected the green TAC will be completed again this year. Meetings will be held with DFO early in 2020 to begin planning for the new plan as this is the last year of the current program. Divers are asked to provide feedback to D&D and PUHA on areas where the quotas could increase. As we know there has been an explosion of greens after the devastation of sea stars by the star fish wasting disease so the stocks are quite healthy.

With the fishing generally going well, there are concerns from D&D and DFO regarding the completion of harvest charts in a timely fashion. Apparently, the situation has become critical, and the work D&D is required to complete for DFO is being greatly delayed. A reminder to all skippers and licence holders please make sure your harvest charts are submitted within the required 30 days of the harvest date.

On the research front, we have received a positive update from Parks Canada, regarding the Kelp Reforestation Project in Gwaii Haanas. In the area where the urchins were removed there has been good recruitment of new kelp and the few remaining urchins are showing signs of increased roe recovery. There are some urchins recruiting from the deeper water so that situation will have to be monitored. Overall the preliminary results are seemingly positive. The next step is a meeting with DFO managers and science, PUHA reps, Haida members and Parks Canada to update on the current results and prepare an ongoing maintenance plan. This is one of the first ecosystem restoration projects in Canada where an Indigenous group, federal government and the commercial fishing sector are collaborating to achieve conservation goals.

Another conservation initiative PUHA is participating in the Northern Bioshelf MPA Network Marine Planning Team mapping program. This process is in full swing and thank you the divers and licence holders who have taken time to provide their expertise into the process to find a balance – to meet the MPA goals while balancing the fish industry needs to support their families and coastal communities. Much thanks to Mike Atkins, Bruce Turriss Grant Dovey and Brian Mose for facilitating the whole process!

There are scheduled meetings for December 3, 4, and 5 at the Coast Bastion Hotel in Nanaimo with commercial fishing representatives from all the shellfish, groundfish, tuna, herring and salmon fisheries to merge the "Offshore" and "Inshore" layers into a singular Commercial Fishery Map. This map will balance the need for important fishing access with protection of valuable ecological and cultural targets and will be the product of the collective knowledge and expertise of hundreds of commercial fishermen. Please stay tuned for the date of the shellfish meeting and we encourage everyone who can attend to please take the time to do so. Updates are available on PUHA Facebook, on our website and by e-mail mail outs.



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PUHA representatives just returned from a long 2 weeks in China and Singapore attending Seafood showcase events in Guangzhou and Singapore sponsored and organized by the BC Gov trade reps. Between the seafood showcases, the marketing team attended the China Seafood Exhibition in Qingdao.

The BC Gov Showcases were well attended by a variety of industry reps and seafood buyers from the local area in Guangzhou and Singapore. Geoff will provide a more detailed report later in the newsletter.

All in all 2019/20 seems to be shaping up to be better than the previous two seasons, hopefully this trend continues through to the end, weather and quality and market allowing!

Finally, as many will already know, Sung Kim passed away peacefully with his sons and daughter by his side on October 22, 2019. Sung was 71 years young. Many will have fond memories of Sung and some good stories. Sung was a founder of the sea urchin industry in British Columbia and icon. He will be missed. There is a memorial page at Dignity Memorial where you can share memories.

Please log in and share your memories: God Bless!

<https://dignitymemorial.com/obituaries/vancouver-bc/sung-in-kim->



OTHER NEWS:

<https://dailyhive.com/mapped/hong-kong-protests-tourism-impact>

<https://www.seafoodnews.com/Story/1154858/Seafood-Does-Make-You-Smart-New-Study-Links-Consumption-to-Higher-IQ-in-Children>

<https://www.biographic.com/restoring-harmony-in-haida-gwaii/>

<https://www.seafoodnews.com/Story/1156760/Scientists-Breathe-Easier-as-Marine-Heat-Wave-Off-West-Coast-Weakens>

<https://www.seafoodnews.com/Story/1157746/Fisheries-Oceans-are-Near-and-Dear-to-my-Heart-Says-Bernadette-Jordan>

<https://www.seafoodnews.com/Story/1157644/Jordan-to-Oversee-Fisheries-Coast-Guard-in-New-Federal-Cabinet>



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Fall is generally our busy season for the international marketing and while things did switch up a bit this year, we have been working to bridge gaps in our knowledge of what is going on even as we get the products out in front of people who are interested in them. We did not get to Hong Kong this year, but we did get to the First Annual Canadian Seafood Show, the China Fisheries and Seafood Expo and a couple of seafood showcase events in Guangzhou and Singapore- all of which will be summarized in this version of the newsletter.

As I mentioned in the last newsletter, Hong Kong was looking a bit iffy around the time of the show. The organizers agreed and cancelled the show about 10 days before it was set to go off because they had word that there were big demonstrations planned for that time that were likely to shut down public services - like the airport and the MTR- so figured it just made sense to call it off for this year. As a quick note on next year's show: we had submitted all our orders and payments prior to cancellation, but in the interests of keeping things simple, we rolled them over for next year so we are all set to go.



Interestingly the accompanying Bar and Restaurant show that happens at the same time as the Seafood Expo Asia (SEA) is in many ways a more local show so it carried on as per normal. I think though the organizers of the SEA were correct in their caution, especially as a lot of the "action" looked to be happening right around the corner and/or down the street from our usual hotel, but we have heard directly from people on the ground there that things are not as bad as they appear on news. Still- I have not yet had occasion to be tear-gassed, and remain hopeful it is something I can avoid. Fact is the news indicated that the demonstrations continued growing in ferocity and the city's continuing descent into disorder looked to be picking up speed until very recently.

As a result, food service and hospitality in Hong Kong has been suffering - a lot. Rooms that generally cost upwards of a couple hundred US per night were going for less than \$20, and one can only imagine what the restaurant business is like when 60% of your tourist traffic has left town. We do not have a lot of hard data to go on at this point, but according to the latest StatsCanada numbers available, they look to be importing about \$250K worth per month for July through September so we are at least avoiding a Wile-E Coyote puff of dust re-enactment so far.

Still- there is no guarantee on how it will end, especially with the police exercising their authority more forcefully, but it is worth noting that the pro-democratic side won overwhelmingly in the local elections last weekend (Nov. 23) and that things have apparently settled down since. It is fairly common knowledge that the key to peaceably resolving profound disagreements like this involves finding room for dialogue between the two perspectives. The Central government has been quite restrained, though uncompromising, to date so depending on what sort of reaction(s) the election results draw, most particularly from the Hong Kong government and Beijing, they may yet discover constructive compromises that are palatable to all involved.

This year saw the first iteration of the Canadian Seafood Show in Montreal. It was pretty tiny compared to other shows we have attended, and it lasted only 2 days as compared to 3 seen for others, but we still had some interesting discussions and meetings with people that made it worthwhile. We were located close to the front entrance to the show and we manage to present a pretty good profile to any and all visitors.



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This first edition brought together 35 exhibitors and 250 visitors and Canadian importers, wholesalers and processors, including the likes of Marine Hunter, a Montreal-based seafood importer, and Sogelco, a processor and exporter based in Prince Edward Island were prominent among the visitors. Representatives for some of North America's largest general retailers and food service wholesalers Sysco, Costco and Metro (a Canadian retail chain) were also in attendance.

The most active day at the show was, unsurprisingly, the first day when we met with some 26 visitors covering a range of sectors from wholesale, retail, logistics, international trading and government. As a quick summary, over the course of the show we met a couple representatives from US companies, 2 from Chinese, 1 Peruvian and 1 Iranian, all the rest (~20) were from Canada, primarily Montreal and Toronto. Traffic was fairly solid the first day and we got a fairly good first impression of the "promising" possibilities that we have to work with in eastern Canada. It is just worth noting that seeking better understanding of the potential in Canada's big eastern cities makes sense even if only as a hedge because of the still mounting trade uncertainties the world is facing.

Moving on, we followed through this year with the China Fisheries and Seafood Expo ((CFSE) in November. The Province of BC put on a bit of a seafood showcase in Guangzhou a few days before the show which Mike and I both attended. Guangdong remains China's wealthiest province in terms of per capita GDP and with a population in excess of 110 M. it presents a compelling opportunity for high value seafood sales. Guangzhou (pop. 14.5 M) is the main urban and business centre for the Province.



We attended a reception event featuring BC seafood along with BC and Canadian government and other BC fisheries representatives. The list included 12-14 BC fisheries rep's, a half dozen BC government representatives, a couple from the Federal Consulate and Trade Commissioner office and probably another 50 guests drawn from seafood trading, distribution, food service and retail concerns as well as a small number from local media. There was good interest in the product and the fishery but of course it is always kind of hard for us to quantitatively gauge exactly what the success of the event is because we are an association and do not and cannot negotiate on or book orders etc. We do however continue to set the stage and build the interest so our exporters might better find success in places where we have been. That we get to meet a lot of nice people and gain better firsthand insight into and knowledge of the market(s) that we can share with members are side benefits for us - and major ones at that.

The CFSE itself was again the most significant event of the trip. This was the 11th year we have exhibited at the show and again I believe it bears mentioning that last year was the first year we broke the 1 Million CAD sales mark there. Sales to date this year look on track to match results in 2017, which came in at just under \$800 K, but there is still room to surprise on the upside. There was some worry about China's reaction(s) to events unfolding in Hong Kong and the ongoing deterioration in relations with Canada, but everybody seemed entirely and typically hospitable and generous.



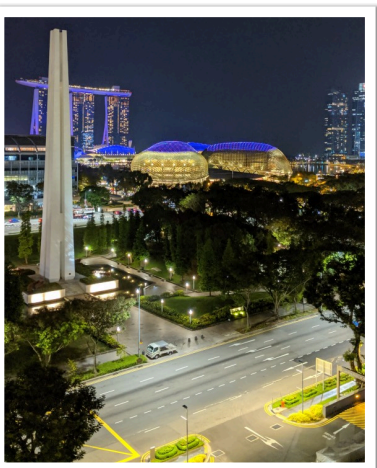
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One might also add that this is one case where “with Chinese characteristics” seems to fit. China is a renowned communist, or some would say socialist country, but people here are well versed in the arts of effective trading. Just trying to get a cab, for example, to actually start their meter so you are not left with an exorbitant fare; or even trying to extract a receipt from them reveals them as the full-on capitalists they really are. They generally maintain an air of general humour about it all though and I suspect easily fall into seeing us as babes in the woods so to speak when it comes to bartering for the best deal. Suffice it to say that capitalist sentiment remains strong whenever you have to deal with the real people of China.

One other bit of news of note on the nature of China: the show was again held at the large to very large purpose-built facility at Jimo City about 50 km NE of Qingdao. The show has grown over the past couple of years sufficiently that they feel justified in moving to an even larger venue. So now it seems that a new facility has been built about 30 km to the west of town to accommodate continuing growth. There is no word what is going to happen with the “old”, approximately 5 years old, facility, but that is just the way they roll in China. At any rate- it also means the show next year promises to be a whole new adventure.

Getting back on track here- this year we again shared a booth with the PSCHA within the Canadian Pavilion, In past years we have been located close to the BC booth which hosts something in the neighbourhood of 15 BC companies, but recently we seem to be getting more remote from the BC centre. It felt this year that we were not getting the same traffic even though I see with my initial look at the numbers that we got contact information from 58 visitors, about the same as last year. I have yet to assess and qualify them all but we were feeling kind of cut off. Despite this, we all again felt the show was a success and well worth the effort.

Given that though, one option we are considering for future shows is the idea that being part of the BC booth would work better for us. That way we get the synergies and cross-overs from and with the other fisher-folks from BC. The cost savings will be substantial as well- probably to the tune of about \$ 3 - 4 K each for PUHA and PSCHA. We have already tried the BC booth out successfully at the Boston and the Brussels shows so it seems like a bit of a no-brainer . There are advantages with having our own space as a more exclusive venue where multiple members and companies can meet with their customers, but there are lots of meeting tables and spaces in the BC booth where this is also possible.. We will have to run it past the companies which attend with us before we decide -as it might crimp their style a bit- but it does, as above, make sense on a number of levels..



We extended our trip after the CFSE concluded to take part in another BC government sponsored seafood showcase event in Singapore. We have not been to Singapore before but is a highly sophisticated and wealthy market that looks very promising. Like Hong Kong, one of the main advantages holding forth there is, at least from the point of view from this particular monolingual dinosaur, everybody speaks English. It is also a highly diverse city with people from just about everywhere living harmoniously in a modern, clean and safe city considered an admirable exemplar for the multicultural world of our future.



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Singaporeans apparently like to eat out - a lot- and cook - possibly not so much. The food service options around town are very diverse and well attended. They range from large informal open air seafood joints, food court type establishments which offer a diverse range of foods including varied ethnic and fusion cuisines in informal through formal settings to your standard kinds stand-alone Indian, Thai, sushi, Chinese, fast food, Italian, etc. restaurants in all formats and price ranges. Some of these are located in their own "towns"- Indian town, Arab town, etc. while others are scattered throughout the city.

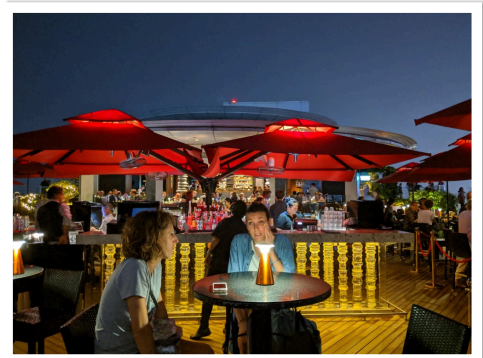


In short, Singapore looks like a promising prospect as a new market for BC sea urchin. The showcase again involved BC seafoods being presented and sampled by an invited cross-section of businesses importing, distributing, retailing and using seafood. We had some meetings with a couple of importers before the event and then followed up the showcase with meetings the next day with a couple-four others where we discussed their interest in and the potential for BC sea urchin in more detail. It turns out that there is quite a bit of interest in what we have to offer, and they are willing to pay a good dollar for good quality. Seafood is very popular there and they are very proud of their culinary traditions.

And for now I am going to leave it at that.

Well- almost-

Link to an update on Urchinomics: <https://shar.es/a3s5Sp>





PUHA NEWSLETTER – NOVEMBER 2019 – D&D RED & GREEN SEA URCHIN FISHERY



2019-20 RSU FISHERY – to November 1st 2019

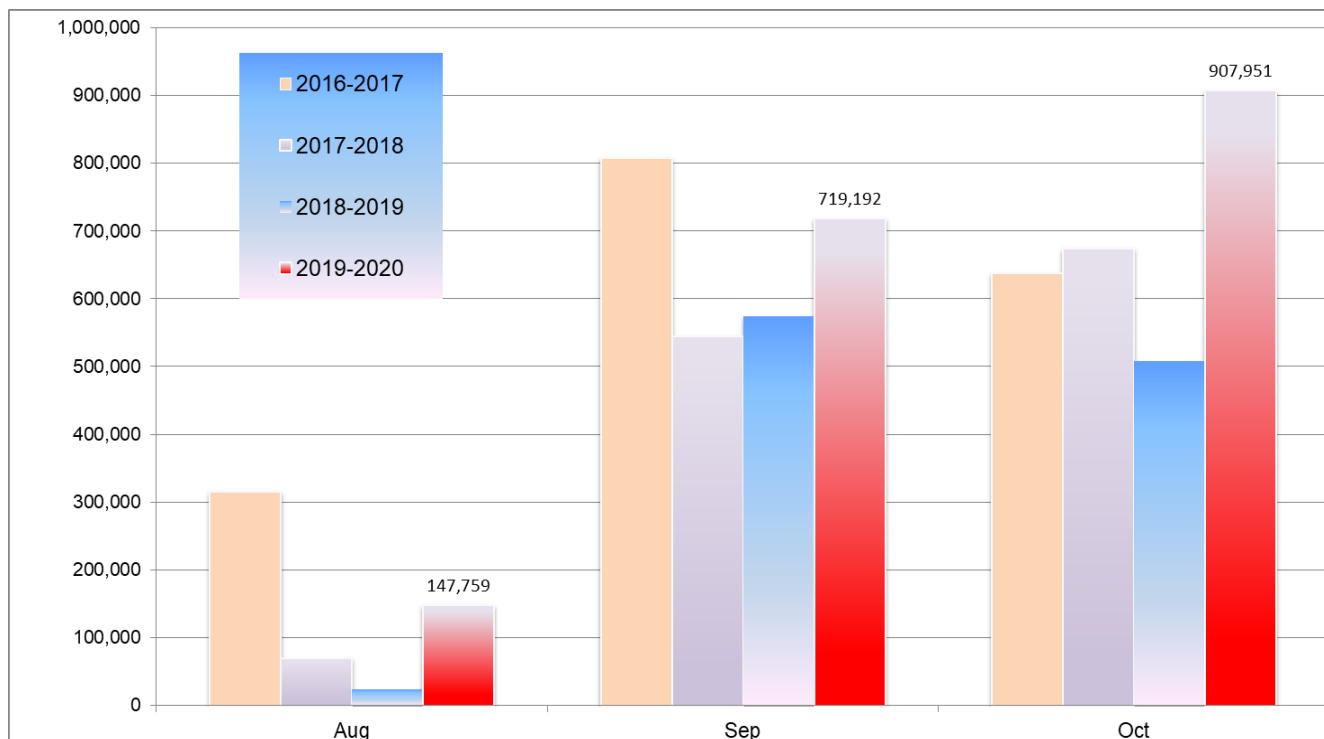
North Coast Fleet

- Weather an issue most of the season to date
- Quality an issue as the fleet moved south during October to Central Coast
- Average fleet size by buyer low to start
- All fleets using one packer daily had fresh product daily to the dock

South Coast Fleet

- Quality an issue
- Average number of vessels active per port still low
- Landings occurring weekly for Live Market in Steveston
- Victoria & Sooke QMAs completed first
- Sydney also completed

Figure 1 – RSU Comparison by Month 3-Year Trend





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Harvest Charts

Overdue charts increased dramatically this past season, a requirement prior to 1994:

- Charts completed by midnight of the harvest day
- 30 day requirement for submission to D&D
- These conditions are not being met by multiple Vessel Masters
- DFO contacting licence holders from history of last year
- D&D just cleared the last outstanding chart for 2018-2019 season
- Digitizing the harvest data will run into March of 2020 due to outstanding chart data into November from last season

Figure 2 – Landings by Buyer

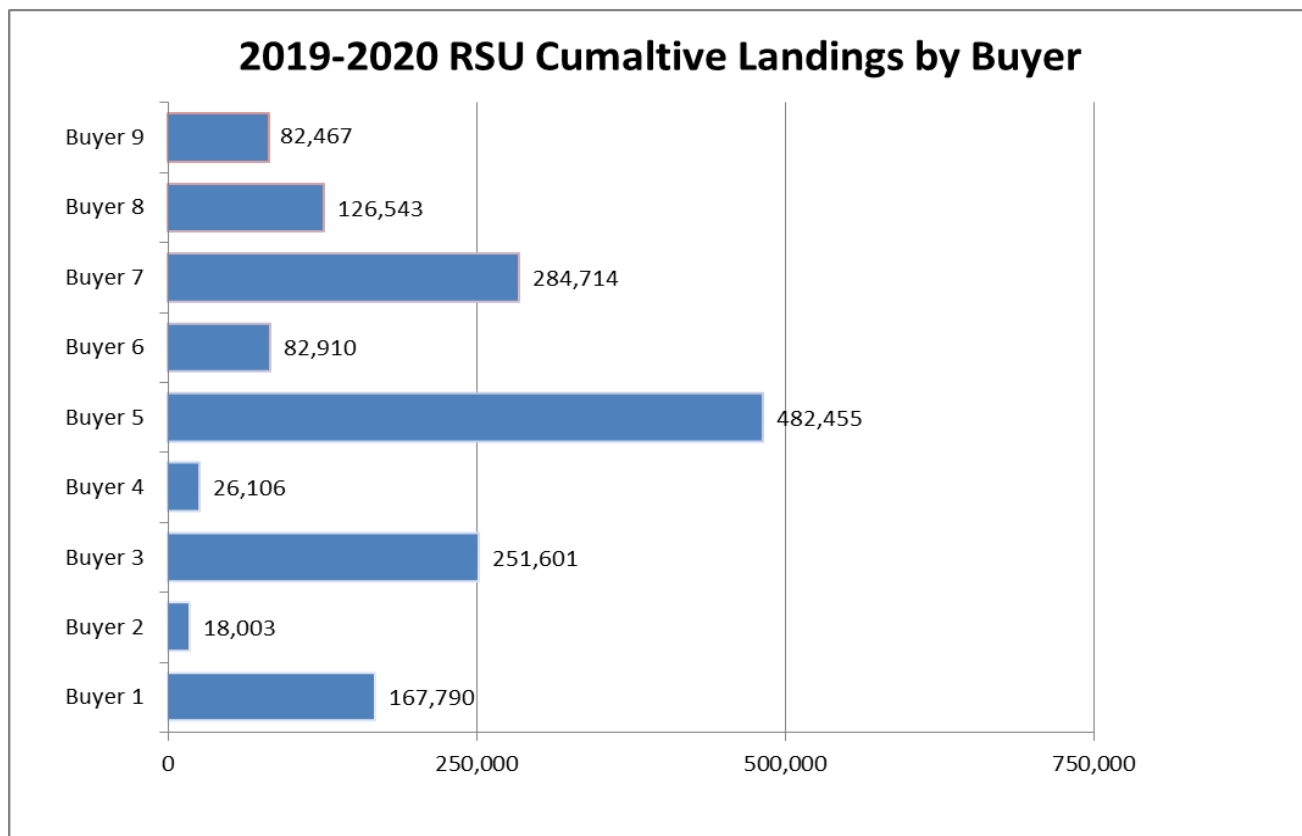
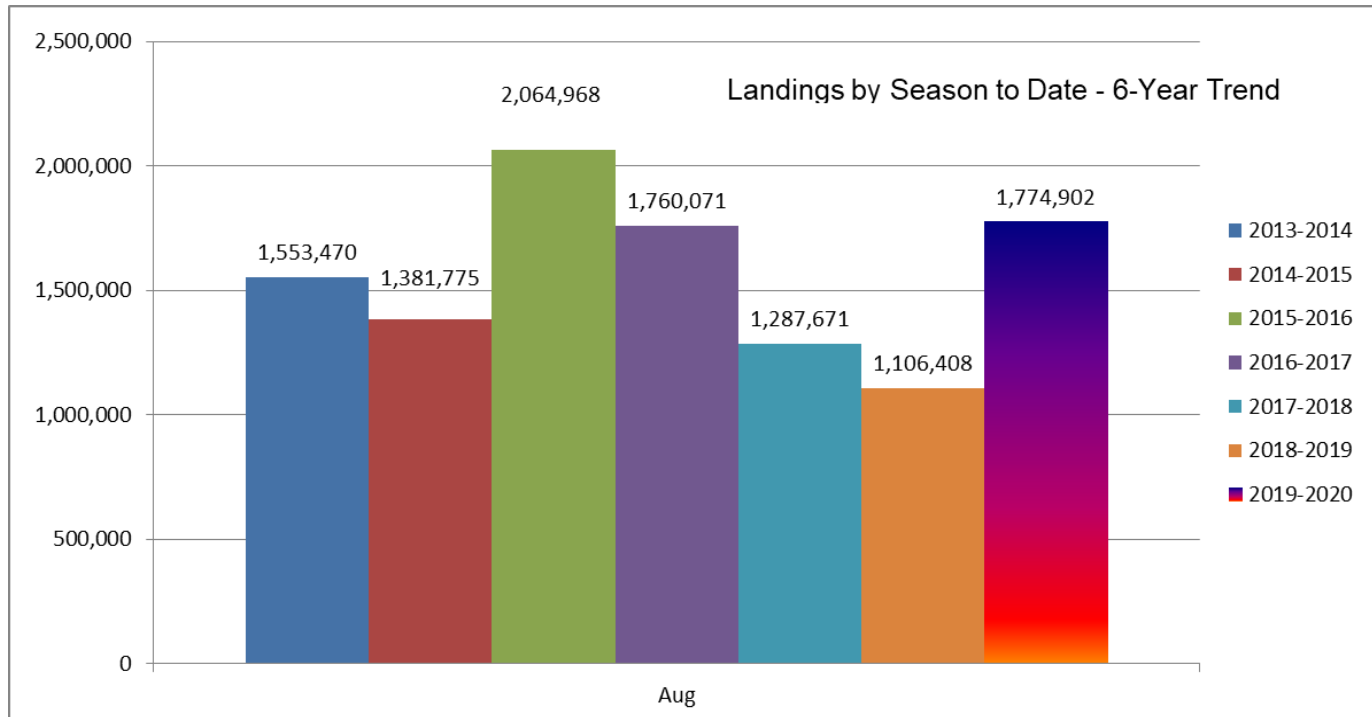




Figure 3 – GSU Landings by Season – 6-Year Trend



2019-20 GSU FISHERY– to November 1st 2019

- The 2019-20 fishing season started off great compared to the last season
- October proved to be steady
- Campbell River QMAs first to be completed
- Victoria QMAs are still open, and active
- Kelsey Bay is active. This Area is full of GSU these are the QMAs we left in the water last year due to quality. Good to see early harvest. Hopefully we can complete the quotas this year
- Port McNeill is active
- No mention on quality so must be ok 😊

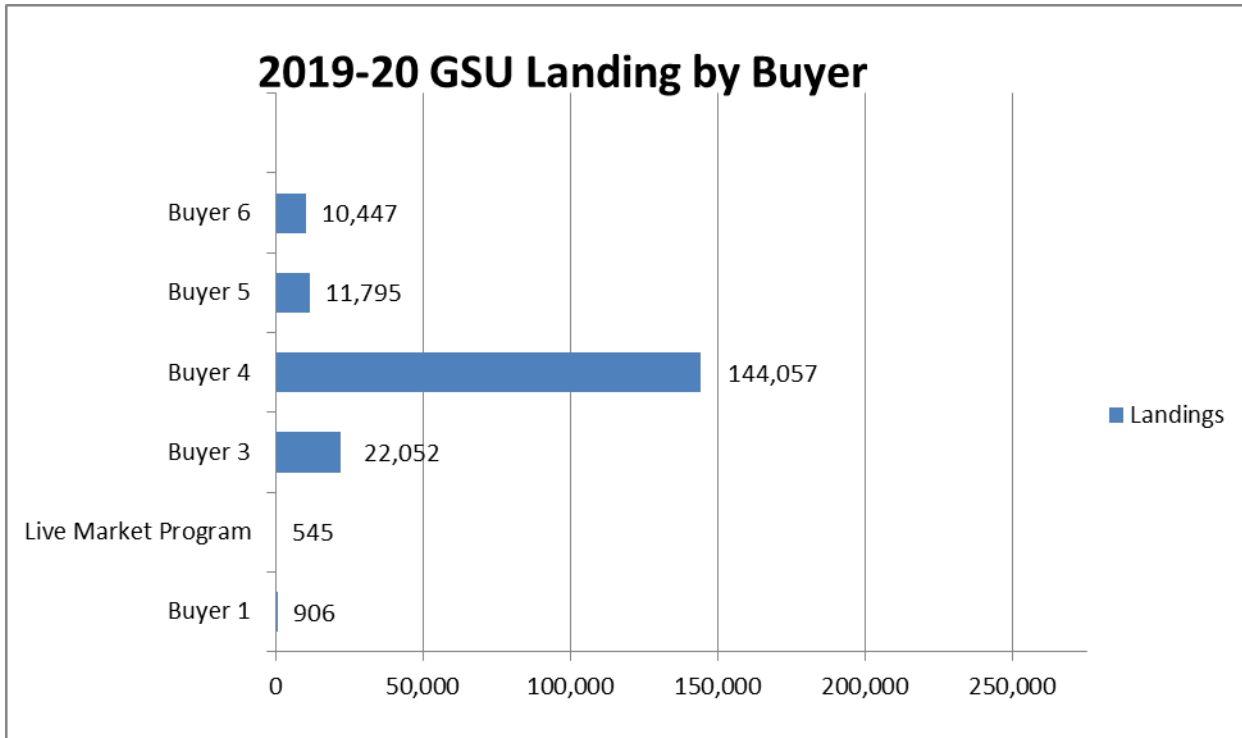
Figure 4 – GSU Historical Landings by Month– 6 Season Trend to November 1st, 2019

Figure 3 reflects that the GSU fishery had an increase to their total allowable catch the past two seasons.

- November has Dive vessels active on Vancouver Island. Harvest rate increasing
- Buyers have short notice to vessels for harvest. Market seems to limit long term fishing agendas. Day by day orders
- Lack of adherence to the Conditions of Licence increasing. Reminder to have your CoL onboard either in paper or electronic form



Figure 5 – GSU Landings by Buyer



- Harvest Charts submitted daily in the GSU fishery. Minimal issues around Harvest charts
- Failure to notify D&D when fishing, cancelling an offload for whatever reason is on the rise. Observers are not being notified of cessation of fishing activities. This is causing a breach in Conditions and costing the program funds.
- Waterloss is becoming an issue, and product is sometimes not validated until the following morning. A new trend.