

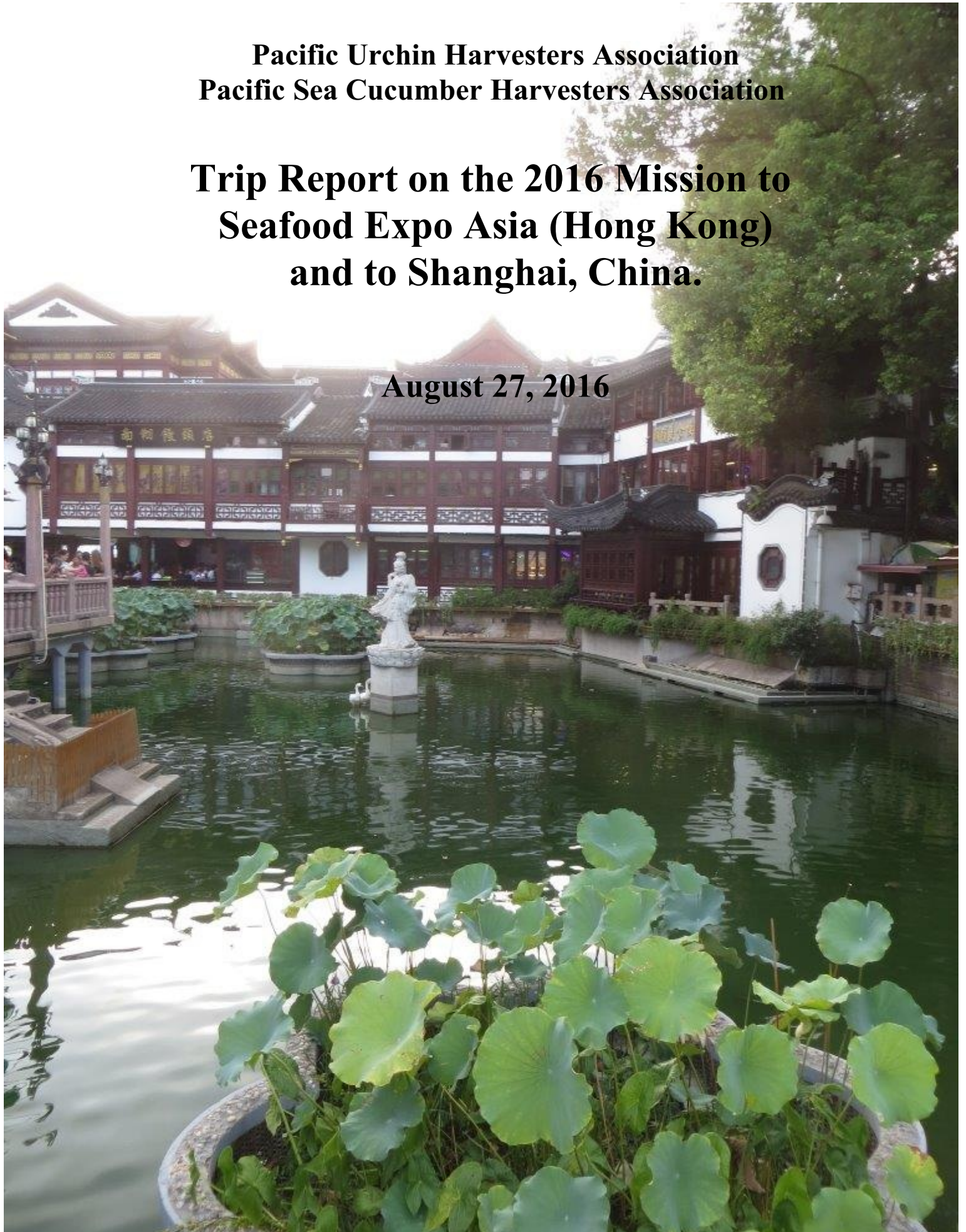
**Pacific Urchin Harvesters Association
Pacific Sea Cucumber Harvesters Association
Trip Report on the 2016 Mission to
Seafood Expo Asia (Hong Kong)
and to Shanghai, China.**



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August 27, 2016



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Pacific Sea Cucumber Harvesters Association**

**Trip Report on the
2016 Seafood Expo Asia and
Shanghai Mission**

Executive Summary

Shanghai is a sophisticated and worldly centre of global business with one of the most iconic skylines of any place in Asia, if not the world. Its history is rooted in trade and commerce and the city presents a very attractive market for seafood sales. The city itself has a population of close to 25 million which satellite cities augment by another 15 million or so. It is one of the largest cities in China, second only to Chongqing, and is also the most prosperous city in terms of per capita GDP in the country.

Shanghai is a declared Free Trade Zone where national tariffs have been suspended to facilitate trade and economic activity. This has had the consequence of transferring such authority and discretion to a local regional tax board which has reverted to what seems a more “parochial” outlook which is less accommodating of imports, or at least some high value seafoods. In the case of urchins, the tariffs on live product, generally valued at a wholesale price of \$US 3.50 - \$5.00 per pound (\$US 8.00 - 12.00/kg) are now calculated as if the product were actually processed uni which is valued at between \$US 25.00 to \$US 50.00/lb (\$US 60.00- 110.00/kg). This makes no sense but there is no route of appeal, at least not yet.

Another of the highlights of this leg was the tour of the Shanghai seafood market, aka the Tongchuan Lu Marine Market, a warren of shops and stalls that has been at the centre of Shanghai’s seafood wholesale distribution network for many years. The market is closing at the end of October (2016) and the merchants are going to be setting up in new facilities, albeit ones that are a considerable distance from the existing market. This is something that is likely going to be so horribly disruptive to people’s lives and the business activities that it would almost certainly never be allowed to happen in more developed countries. The government is supportive of the move because of an apparent desire to better regulate the business but seafood trading has been and remains a largely cash business which is highly resistant to government interference and regulation. The thing is, there are numerous restaurants, shops, hotels and other service businesses throughout the city that are completely dependant on its smooth functioning so simply blowing the whole thing up is likely to leave many confused for some time until many of these things can again be sorted out so they work smoothly. This is a major change and is scheduled to take effect by November 1, 2016.

We checked out the Shanghai International Fisheries and Seafood Expo with the intent to simply reconnoitre the event to see whether it would make sense to send a full delegation to a future show. The show is currently consolidated with three other shows and while the combination of

shows is large, it is also fairly diverse meaning there is a good chance we would just get lost in the crowd. Our guide around town, Mr. Andre Shayk, is working to build a new market for live red sea urchin and feels there is enormous opportunity in having them for sale in the Shanghai market for the mid-autumn festival season.

There were no urchins on display at the show but at least a half-dozen booths at this show were displaying sea cucumbers. The prices displayed were discounted from the regular prices but still ranged from about ¥ 1,000 (C\$ 167) to 6,880 (C\$ 1,152) per 500 grams (@ moisture content < ~2%) for most domestic commodity supplies. Some packages from US processors of the same species fished in BC (typical moisture content 35- 50%) displayed prices of ¥ 800 (\$C 134) per pound (454 g.).

All in all, we thought the show was a little bit too diverse and more focussed on the food service and processing end of the business than on the seafood supply side meaning it probably does not make a lot of sense to have PUHA or the PSCHA exhibiting at this time. This may change of course but it does make more sense to support the effort(s) of local distributors wanting to exhibit at the show rather than move in with a full booth display on our own .

The 2016 Seafood Asia Exposition (SEA) was held at the Hong Kong Trade and Convention Centre in Hong Kong over three days extending from September 6th to the 8th. This was the seventh anniversary of the show and we have exhibited at it since its inception. Representatives for the Pacific Urchin Harvesters and Pacific Sea Cucumber Harvesters associations, Paladin and RBS and Grand Hale helped out with the booth. This was the fourth year that the Bar and Restaurant Show, a larger and more established exhibition which is held coincidentally with the SEA, was on the same floor as the SEA and the crossovers were again substantial.

The show is marketed as Asia's premiere show for high quality, luxury seafood and all the personnel at our booth, and at others we spoke with, considered the show a success again this year. The show was about the same size as last year but is projected to be about 20% larger next year. The show is smaller than the China Fisheries and Seafood Expo but in some regards this is a plus because it is easier for us to stand out whereas at the larger shows we are competing with some of the largest fishing companies in the world for attention and eyeballs and it is easy to be simply lost in the shuffle.

We collected contact information for 105 visitors, 12 more than we achieved last year. Table 1 summarizes the results from this and previous outings. Not shown in this table is the daily average rating of the contacts. This stands little changed from previous years at 5.6 - 5.7 and compares to the China Show scores of between about 5.0 - 5.2.

	Daily Totals							Both joint	Urchins		Cukes	
	2010	2011	2012	2013	2014	2015	2016		sole	% of show	sole	% of show
Day-1	61	30	26	51	53	43	49	15	27	60.0%	7	46.8%
Day-2	40	27	17	68	46	34	43	7	24	44.3%	12	40.4%
Day-3	24	20	31	28	27	16	13	6	3	12.9%	4	21.3%
Total	125	77	74	147	126	93	105	28	54		23	

Traffic, as gauged by the numbers of contact cards received, was busiest on Day 1 when we collected 49 cards followed by Day 2 @ 43 cards while Day 3 came in at just 13. There may have

again been some instances where cards were not handed in so they could be catalogued, but this is an ongoing issue which is difficult to quantify. At any rate, the same pattern was more or less reflected by the volume of brochures we went through though each day, the highest number on Day 1 with successive declines each day afterwards. In most respects the traffic seemed fairly steady throughout, albeit with intervals having very little traffic but that is fairly typical for all shows.

Brochures and other give-aways ASE 2016

Item	Requested	Supplied	Plus	Day1	Day2	Day3	Total Used	Return
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*	0	0	0	0	0	0	0	0
PUHA Brochures: simplified*	0	0	0	0	0	0	0	0
PUHA Brochures: mixed Chinese*		250	0	95	72	49	216	34
PUHA Brochures: English	200	200	0	37	43	21	101	99
PUHA Brochures: Japanese	25	25	0	2	0	0	2	23
Uni samples (grams)	3,000	3,000	0	800	1,500	700	3000	0
Smoked salmon (g)	1,500	1,500	0	400	700	400	1500	0
PSCHA Brochures: simplified	200	200	0	65	53	18	136	64
PSCHA Brochures: English	150	200	0	37	32	9	78	122
Company Brochures	n/a	n/a	0	not	tracked			
B'cards (500 for MF, DM, Seagate)		unknown	0	not	tracked		0	
Pens	0	0	0	0	0	0	0	0

In previous years we have taken DVD's along with us as giveaways but with the explosion of the internet and the availability of the movies and clips on the association websites, this is no longer considered necessary.

We again set uni with smoked salmon as samples to attract people to the booth. The sampling was highest on the second day (@1.5 kg) but that was as much an issue of waiting for the traffic to appear and then responding to it. On the first day it did not get started until early afternoon once the Restaurant and Bar show opened. After that it was steady but the upshot is that only about 800 grams of uni was set out. We started earlier on the subsequent days with 1.5 kg and ~ 700 grams set out on days 2 and 3 respectively.

A number of visitors stopping by again had complaints about a distinct lack of enthusiasm shown by companies (Canadian processors and exporters) to previous requests to get samples and get about setting up business. This was a problem we first encountered when we represented the geoduck fishery in 2011- people are interested in establishing new business but cannot access product because the existing players simply will not let them in, but it is a growing issue with sea urchin and sea cucumber sales as well. It seems like regionally exclusive arrangements are par for the course and that our exporters are willing to sacrifice sales to maintain their relationships, an attitude that seems to come along with the relationship based business networks in Asia.

Trip Report on the 2016 Mission to Seafood Expo Asia (Hong Kong) and to Shanghai, China.

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The author also extends his thanks to the Agri- Marketing Program, the respective association presidents, Mr. Mike Featherstone and Mr. Thom Liptrot and their executive teams and members for their continuing support, advice and confidence.

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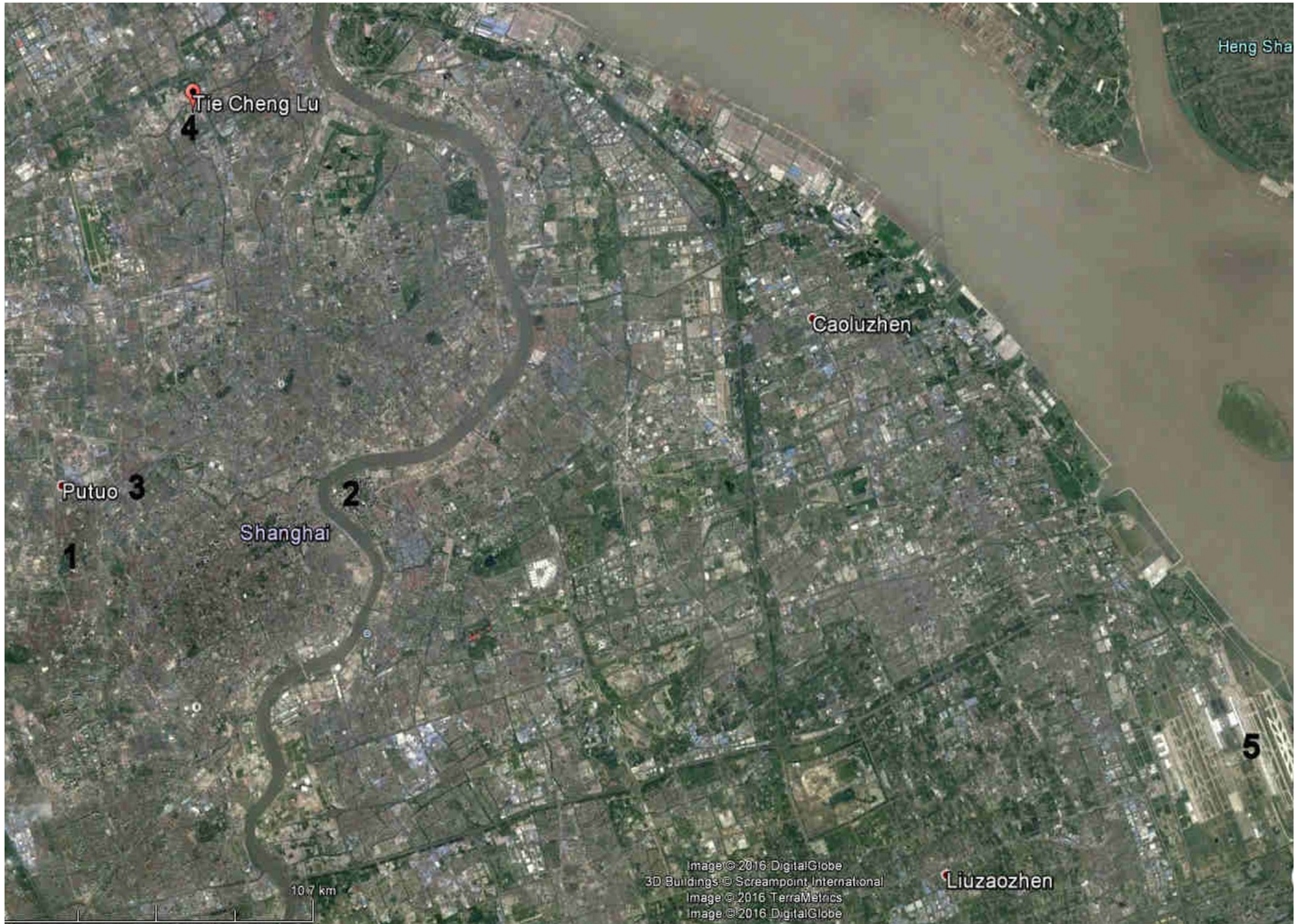
1.0 Introduction

The September trip this year included a an introduction to the Shanghai area the week prior to the start of the Seafood Expo Asia (SEA). Mike Featherstone, David McRae and Geoff Krause departed for Shanghai on August 25th, arriving on the 26th, and were given a tour of Shanghai, including a visit to the 2016 Shanghai International Seafood and Fisheries Expo and running commentaries on various aspects of life for a seafood trader in Shanghai. We departed Shanghai on the 31st for a few days off before rendezvousing in Hong Kong on September 4th with Thom Liptrot, Bob Hegedus, Ken Ridgway and Pat Fantillo for the Asia Seafood Expo, a show billed as Asia's premiere show for high quality seafood. We had a very prominent location at the entrance to the show and had about 100 visitors come by our booth, up a bit from last year. All in all we judged the trip and the show successes. We got feedback on our performance in Hong Kong and gained other insight(s) into markets of interest. We met a good number of qualified players in the industry and identified some new potential customers for our exporters. This report is a summary of the findings and events of the trip.



2.0 Shanghai

Shanghai is, unsurprisingly, a very attractive market, in some part simply because of the number of people there but also because of the nature of the city itself. In terms of the numbers, the city proper has a population of close to 25 million which satellite cities augment by another 15 million or so. It is one of the largest cities in China, second only to Chongqing, and is also one of the more prosperous regions in the country. It is one of the busiest ports in the world and while we did not get all that close to the docks it is worth noting that the loading cranes, docks and associated warehouses go on for at least 25 km on both sides of the river from the Bund to the river mouth, and then with intermittent docks and cranes etc for another 40-50 km upstream. It is



Satellite shot of Shanghai: 1= Hotel we stayed at; 2 = The Bund; 3 = Tongchuan Marine Market; 4 = location of new market; 5 = Pudong Airport

noteworthy that a Google Earth scan of the area indicates the elevation just about everywhere in the city does not exceed 1 metre, suggesting the city, like so many other port cities around the world, is, and will remain, very sensitive to sea level change. Even on the western outskirts of town 50 km. west of the city centre, and probably extending much further, the ground is so level that one might reasonably assume the whole plain is part of the Yangtze River delta. A reasonable guess is that this plain is called home by upwards of 60- 70 million people.



The story of Shanghai is short in comparison to that of China as a whole, but very interesting nonetheless. The city has a history as one of the most open in China to global culture because of the trading concessions, consulates and missions established there in the mid 1800's by the English and then other European and Western powers, including the USA. These concessions were forced on China as war reparations after the opium war which started when the Chinese government outlawed the trading practice of Westerners paying for high quality porcelain, tea and other goods from China with cheap opium from India. The government decreed that payments should instead be in silver but resorted to shutting trade down with western nations when the western traders refused to comply. This led to the so-called Opium war by Britain on China which resulted in total defeat of the Chinese following the razing and looting of the Summer Palace and some other prized architectural monuments. Looked at objectively from today's perspective, this is probably one of the most shameful periods in Western colonial dominance especially as, history being what it is, we can arguably identify many unanticipated consequences, i.e. a whole series social developments and upheavals in the country and the region as knock-on effects attributable to what, even today, is recognized and known in China as the start of its Century of Humiliation. That of course is beyond the scope of this report but it might help set the stage gaining more understanding of Chinese perspectives.

As a result of the amalgam of cultures that intersected here in the early days of the city, the powers held and exercised by the merchant class and a distinct lack of documentation requirements until quite late in the game, Shanghai had established a well-earned reputation by the 1930's as one of the easiest places in the world to get into trouble even as it became the most modern city in Asia. The city was then overrun and cruelly governed by the Japanese during WWII, and then again by the Chinese government during the Great Leap Forward and Cultural Revolution but despite these episodes it has again emerged as a sophisticated and worldly centre of global business with one of the most iconic skylines of any place in Asia if not the world.

The population has kept pace and boasts exceptional social and economic dynamism: economic growth in China is projected to decline to about 6.5% this year from about 7% last year, still a

very impressive number as it implies an absolute change of some \$US 616 B or about a third of the whole Canadian GDP, while 2015 GDP and growth in Shanghai were about US\$ 380 B and 6.9% respectively. The area is obviously quite prosperous and we saw a number of shops in small and large malls, and some of them truly massive, where the prices were about the same or even higher than those we'd expect to see in Canada for the same goods: packages of tea for between C\$20 - 26 and a pound of coffee for up to C\$36 in coffee shops, sandals for \$C140, designer silk scarves for between \$200 - 25,000 etc. etc. There are no doubt less expensive options but the high end stores are widespread and obviously cater to a sizeable number of people who find such prices acceptable. This means there is a large and apparently growing market in Shanghai for expensive goods and it is worth noting that the population of Shanghai also has a well developed and still growing taste for seafood, demand for which is projected to be growing at between 10-15% per year.



This is not to say that everything is entirely rosy. Shanghai is a declared Free Trade Zone where national tariffs have been suspended to facilitate trade and economic activity. This has had the consequence of transferring such authority and discretion to a local regional tax board which has reverted to what seems a more “parochial” outlook which is less accommodating of imports, or at least some high value seafoods, even as the National government is given some cover on unfair trading practices.

At any rate, the effects of this newly independent authority apparently first showed up with Live Geoduck clams when tariffs were suddenly calculated as if all the product were Grade “A”. This is not the case with any shipments as all are a mix of grades as an agreed-upon strategy to spread the benefits and costs of the natural grade variation amongst all buyers so none suffer inordinate (market) penalties or advantages. This practice apparently continues today. In the case of urchins, the tariffs on live product, generally valued at a wholesale price of \$US 3.50 - \$5.00 per pound (\$US 8.00 - 12.00/kg) are now calculated as if the product were actually processed uni which is valued at between \$US 25.00 to \$US 50.00/lb (\$US 60.00- 110.00/kg). This makes no sense but there is no route of appeal, at least not yet.

So, as things stand, live sea urchins are now landed more cost effectively in Guangzhou where the national tariff (27 -28%) is applied based on the “Live” price and the product subsequently shipped on to Shanghai as a domestic shipment to escape the local tariff. This adds extra and unnecessary time and cost penalties to this very sensitive product but it turns out that the costs of this route are less than the Shanghai “Free Trade Zone” tariffs.

2.1 Shanghai Seafood Market

Another of the highlights of this leg was the tour of the Shanghai seafood market, aka the Tongchuan Lu Marine Market, a warren of shops and stalls that has been at the centre of Shanghai’s seafood wholesale distribution network for many years. This market covers an area of about 5 x 5 large city blocks and mainly comprises a series of stalls ranging in size from about 2m x 3 m to about 5 x 7 m. It is divided into various sections including live, fresh, dried and frozen and intersected by a number of cross streets and alleyways through which motorized carts and scooters intermingle with pedestrians, traders and kids in what strikes some as that inimitable Chinese fashion.



When we first arrived the place seemed almost deserted but it was soon filling up so that by the time we finished our tour a couple of hours later, the place was nothing short of congested chaos and apparently getting more-so all the time. Despite appearances there is some method to the madness and they have made it work for decades- many of the city’s top restaurants and food outlets source their seafood here. It appears that much of the dealing commences just after midnight and that the orders are sequentially broken into smaller lots and passed on to delivery

services, some comprising simply a basket equipped motor scooter. The busiest time is reportedly in the early morning hours around 0300 and then things settle down again by around 0600 as things are cleaned up.



We met at the live market at about 1800 hours with one of the first orders of business being dinner. Andre and Crystal used their local knowledge and contacts to get a range of high quality products from the market for the kitchen in a local restaurant to prepare for us. Following this feast we continued to tour the live market where we saw a whole range of temperate and tropical species in live tanks including live Dungeness crab from the West Coast held in tanks chilled to about 5° C . There were a number of other stalls with live product from the tropics where the water is kept much warmer. It was a bit overwhelming but we also saw live geoduck, snow crab, king crab, shrimps, frozen critters of all sorts, dried sea cucumber, dried fish, fresh fish and invertebrates etc- in short about any seafood you could think of.



In a twist that strikes as strange for a nominally communist society, it sounds like the owner of the property has decided to re-develop it into condominiums and the like and so is giving everyone the boot. The market is closing at the end of October (2016) and the merchants are going

to be setting up in new facilities, new facilities that are a considerable distance from the existing market.

This is something that is likely going to be so horribly disruptive to people's lives and the business activities that it would almost certainly never be allowed to happen in more developed countries. Many of the 1,350 merchants and 25,000 workers in the market have apartments a short distance away and the sorts of residential infrastructure, including services, shops, restaurants, transport links, equipment maintenance and servicing etc. have all developed around the market which is the sort of keystone support for the whole community. Forcing these folks to take on commutes of one to several hours, especially when they are already working 12-14 hours days, is going to have consequences, but there is little evidence that any of the wider impacts has been given much consideration, at least in public. Meanwhile, the decision has been made and they are nearing the execution phase.

Part of the reason behind this is that the government wants to impose more regulation on the market as governments are wont to do. In preparation to this, the government has set up a new market close to the Pudong International Airport where their control will be much stronger. This however is not going over so great with the people involved in the trade. Seafood trading has been and remains a largely cash business which is highly resistant to government interference and regulation, and it sounds like the majority of sellers are moving to two other facilities where the government will have less sway.



One of these (pictured) is up towards the mouth of the Huangpu River, the main River running through the centre of Shanghai, while the other is apparently up towards Suzhou, a major city located in southeastern Jiangsu Province of East China about 100 km northwest of Shanghai. Suzhou is also major regional economic centre and a focal point of trade and commerce, and the second largest city in the province after its capital Nanjing. Administratively, Suzhou is a prefecture-level city with a population of 4.33 million in its

city proper, and a total resident population of 10.58 million in its administrative area. Its urban population grew at 6.5% annually between 2000 and 2014, a rate which is the highest among cities in China with more than 5 million people.



The thing is: this market is at minimum serving the whole of Shanghai, a city of 25 million people, and there are numerous restaurants, shops, hotels and other service businesses throughout the city, including many of the top end ones, that are completely dependant on its smooth functioning. Distribution and transportation schedules, routes and options have evolved organically over the past few decades and simply



blowing the whole thing up is likely to leave many confused for some time until many of these things can again be sorted out so they work smoothly. This is a major change and is scheduled to take effect on November 1, 2016. It will be interesting, and perhaps instructive, to monitor the process and the effect(s) on the wholesale, distribution and retail networks through which the many products are sold.

2.2 Shanghai International Fisheries and Seafood Expo



We took time to check out the Shanghai International Fisheries and Seafood Expo. This was the last day of the show but the intent on this occasion was to simply reconnoitre the event to see whether it would make sense to send a full delegation at some point down the road. The show is currently consolidated with three other shows: the Shanghai International Frozen and Chilled Food and Catering Ingredients Expo, the Shanghai International Catering and Restaurant Chain and Digital Management Expo and the Shanghai International Condiments and Food Ingredients Exhibition, presumably to attract a wider array of exhibitors and visitors to the venue. The show takes up three (of at least 12) exhibition halls at the Shanghai New International Expo Centre. The first hall was taken up mainly by the seafood show and included some processing equipment displays (~20%). The second hall was about 50% food with the rest comprising processing and cooking equipment while the third hall was mainly focussed on restaurant booths/displays (75%) with perhaps 5% of them comprising seafood suppliers.



We did not have any product to display or sample but Andre feels there is enormous opportunity in having live red sea urchin for sale in the Shanghai market at this time of year. He said the organizers had been trying to get him to come in with a booth but, since he did not have any product to display or sell at the time of the show, he did not consider it worthwhile. There were no other displays or supplies of urchins apparent at the show. Andre feels the opportunity for urchins is timed to the mid-autumn festival because there is distinct lack of alternative supplies at this time and because of the interest he is seeing in his efforts to develop a live market for red sea urchin in Shanghai. Late August strikes as a bit early for a mid-autumn festival but this date in

China is set according to the lunar calendar which does not necessarily coincide with the Julian calendar. This year it is running from about August 20 to September 15, but these dates apparently change from year to year.



Of some interest, there were at least a half-dozen booths at this show focussing on sea cucumbers. The prices displayed were discounted from the regular prices but still ranged from about ¥ 1,000 (C\$ 167) to 6,880 (C\$ 1,152) per 500 grams (@ moisture content < ~2%) for most domestic commodity supplies. There were some other “high quality” fully dried packs with no posted prices but the retail prices at other locations have been recorded as up to \$US 20,000 per pack have been observed. Some packages from US processors were similarly displayed. These typically have moisture content between 35- 50% and prices ranging from about ¥ 800 (\$C 134) per pound (454 g.) for product sourced from Mexico to ¥ 1,000 (\$C 167) per lb. for cukes sourced from Alaska. The latter at least would be the same species produced by British Columbia (*Parastichopus californicus*). On the literature accompanying the US products, it is worth noting that company and FDA certifications rate prominent exposure right at the beginning of the brochure and take up the whole of page 2.



All in all, we thought the show was a little bit too diverse and more focussed on the food service and processing end of the business than on the seafood supply side and that it probably does not make a lot of sense to have PUHA or the PSCHA exhibiting in a stand alone booth at this time. This may change of course but it does make some sense to support the effort(s) of local distributors wanting to exhibit at the show rather than move in with a full booth display on our own. The saying for China that you must go big or you may as well go home may well hold true in this situation, especially given some of the other apparent constraints likely to affect costs (tariffs) and capacity (perceived risks/downsides by exporters in diverting product into new untested markets from lower risk/established buying networks).



3.0 Seafood Expo Asia

The PSCHA and PUHA shared a booth at the 2016 Seafood Expo Asia (SEA) in Hong Kong again this year where we had what all felt was a successful show. The show is held at the same time as the Hong Kong Bar and Restaurant Show which is very handy as a lot of the visitors who come by are looking for new products or new sources of established products for their restaurants. The full Seafood Expo Asia delegation for the PUHA and PSCHA show effort met in Hong Kong on September 4. Mike Featherstone, David McRae, Thom Liptrot, Bob Hegedus, Pat Fantillo, Ken Ridgway and Geoff Krause were on hand the following day for the preliminary booth setup while Paddy Wong (Paladin) and Daisy Wong (Grand Hale) dropped by to help out with the booth at different times during the show.

The booth was again located right at the entrance to the show and it is worth noting that the identifying graphics for the show continue to use an urchin silhouette as a primary feature. We switched things up a little this year with the graphics by introducing some laminated 22x18 " laminated pictures to hang even as we continue to use the roll-ups. We had to experiment a bit with the hangers, an experiment that is likely to be on-going for a bit, but the idea is to get suitable graphics that can be carried around easily in our booth-suitcase without having to pack the extra bag with 30 lbs of roll-ups which in some other shows take up too much room in the booth to be of much use anyways. Having the extra pictures will also provide us with more flexibility to tailor the look of the booth and keep it from looking tired.



Traffic through the show was pretty much the same as in previous years with 49, 43 and 13 visitors on days 1, 2 and 3 respectively. It is worth noting that all the visitors to the booth are catalogued each year and each is assigned a “score” indicating how good a contact they are that includes input and comments from the others at the booth who meet and speak with them, but is fully determined only during the cataloguing phase when all the “www” etc. information provided is checked out as part of our vetting/due diligence/qualification process. The accompanying tables include basic information collected from the visitors but the information is catalogued with additional details in a spreadsheet. The email addresses of visitors and the website addresses of the companies they are representing are key pieces of information in the more detailed database. The emails are only included when they are provided by the visitor but at least some of the website addresses are not supplied but are derived from the email address. The websites provide a wealth of usually supportive, but sometimes contradictory, information that is used as part of the qualification process.

Interestingly it seems that the highest qualified visitors have been stopping by on the second day of the show, a reasonable finding when considering that many of them are probably also taking part in the Bar and Restaurant show. For example this (last) year the average scores on Day 1 and 2 were 5.55 (5.23) and 5.72 (5.68) respectively. This suggests that if there is one day we really want/have to be on our game, Day 2 is it. The same seems to apply for the China Fisheries and Seafood Expo, although it must also be reiterated that every day at these could bring a breakthrough so we have to maintain a high degree of professionalism and decorum throughout.

At any rate, our numbers on all days were up from last year but still down from the years prior to the Umbrella Movement demonstrations. These were a pretty disruptive ‘event’ that occurred following the 2014 show that saw several thousand demonstrators taking over the causeway and roads in or around the high end Central (shopping and business) district for a couple of months to press home local demands for full democracy on the Hong Kong council. Sales of many high end goods, including imported seafood, were curtailed perhaps reflecting in some degree a decline in tourist visits from the mainland to Hong Kong during and after the event. As a consequence, the Hong Kong market lost its position as our # 2 market after Japan as it was overtaken by Taiwan which has continued to grow every year since we started collecting sales data in 2010. Taiwan is generally characterized as paying lower prices than Hong Kong and as sales are again apparently accelerating in Hong Kong, it will be interesting to see if the city regains its place as our second most valuable market.

We had a number of visitors complain about difficulties potential customers face in actually finding and/or buying our products a number of times throughout the show that are worth sharing. Such comments came from not only consumers but also from large and small distributors and restaurateurs who would like to access the product - even if only on a seasonal basis, but who cannot get them through any wholesale channel. This is a common complaint I suspect in Asia with high end foods, and maybe even seafoods from BC especially because of the regard given to personal relationships in business. We first heard about it a few years ago with geoduck but it is now also a complaint we are hearing more frequently with cukes and urchins. In all of these, there are people and businesses who almost desperately want our product but cannot get them. They are not worried about the price- too often they just cannot buy it even when they find it. This is, from my point of view, a problem. For processors, it is apparently not such a big deal as they just don’t seem to worry about it or even want to talk about it.

Contact information catalogued from visitors on Day 1 of the 2016 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU	China	unkn	distributor	Eva	Liao	Daxiyang Seafood Co. Ltd.	4	no english, will contact processors
SU	China	Hong Kong	distributor	Eddy	Yick	Mark Glory Industrial Ltd.	5	looking for quote on processed; Hopes Paddy will call him.
SC	China	Guangzhou	distributor	Christine	Ye	Hong Kong Hong Mei Tang Intl Ltd.	5	looking for 100,000 lbs of dried sea cucumber
SU	USA	Kent (WA)	distributor	Kevin	Chae	Young Ocean	7	looking for 3 cases x 5 times/week for US distribution
SU	Sweden	Göteborg	trader	Fredrik	Tegner	Miramar Trading AB	5	very interested in frozen product, will be contacting GHMP
SU	China	unkn	unkn	unkn	unkn	unkn	4	wants CIF price Live Shanghai; currently pays = 120 RMB/kg incl. tariffs
SU & SC	China	Hong Kong	gov't	Jennifer	Kwong	Intl Trade & Investment BC- HK office	6	took over from Cherie Tong, intro'd above dude
SU & SC	China	Beijing	gov't	Ben	Stuart	Intl Trade & Investment BC	6	BC's special rep in Asia
SU	China	Hong Kong	distributor	Bill	Lo	EAT Fine Food Co. Ltd.	5	looking to grow business; currently selling 120 x 300 g tray/day
SU & SC	China	Hong Kong	gov't	Louis	Liu	Intl Trade & Investment BC - HK office	6	
SU & SC	USA	Las Vegas	distributor	Kingsley	Simeona	Deep Sea Treasures	8	looking for live into Vegas
SU & SC	China	Hong Kong	distributor	Yohui	Liu	Chi Tat Seafood Co. Ltd.	5	website under construction, interested in frozen, will c'tact GHMP
SC	China	Hong Kong	trader / distributor	Claude	Chan	Four Season Food Services Ltd.	6	integrated frozen seafood corp serving HK, Macau and China
SU & SC	China	Hong Kong	trader	Alice	Chu	Viola Claro Trading Co. Ltd.	7	looking for live (~1 MT/week) and proc'd urchin. Already doing SC
SC	China	Guangzhou	import/distributor	Jianquan	Yang	Guangdong Gaozhou Boyang Aquatic Prod. Co	6	looking for whole cook dried SC
SC	China	Hong Kong	distributor	Grace		Chaaya Group (HK) Ltd.	6	may be affiliated with Taiyo Seafood (www.taiyofood.com); wants meat only
SU	Canada	Richmond	shipper- live	Adam	Wheale	Kuehne + Nagel	5	provides shipping services for live product(s)
SU & SC	China	Hong Kong	restaurant / distrib	Richard	Lai	Winkin Corporation Ltd.	4	just setting up and exploring options
SU	Philippine	Manila	importer	Enrique Miguel	Valles	Mida Food	3	imports Norwegian salmon for Philippines - but looking at for other products
SU	China		trader	Szeki	Lam	Lees Trading	3	currently importing oyster, looking to expand, QR code on card invalid
SC	Korea	Hanam City	distrib / wholesaler	Jack J.T.	Lim	Jin Zhen Korea Inc.	4	looking for large volumes of SC
SU & SC	China	Hong Kong	gov't	Kitty	Ko	Gov't of Canada, Trade Commissioner	6	
SU & SC	China	Hong Kong	gov't	Sarah	Ip	Gov't of Canada, Trade Commissioner	6	
SU & SC	China	Hong Kong	gov't	Sadie	Hu	Gov't of Canada, Trade Commissioner	6	
SU	China		distributor	Darwin	Wong	Ocean Fresh	4	Imports various products to China, high volumes but... QR is again a misdirect
SU	Taiwan	Kaohsiung	distrib / wholesaler	Jane	Chen	Great Hung Enterprise Co. Ltd.	5	
SU	China	Hong Kong	imp/distrib	Walter	Lam	Sea Oyster Ltd.	8	on-line shopping, ID & sell BC RSU (CAD 28.14/120 g); expanding to Shenzhen
SU & SC	Canada	Montreal	imp/exporter	Martin	Beaudry	Montreal Fish	4	Deals finfish but also buys US urchins & Mexican cukes, will c'tact processors
SU	Taiwan	Taoyuan City	restaurant chain	Leah	Chen	Sushi Express Co. Ltd.	7	a number of formats including conveyor belt and on-line shop w/ delivery
SU	Sri Lanka	Weligama	restaurant	Alexander	May	La Cannelle Cinnamon Plantation	4	have a boutique villa for guests; looking for HK supplier of uni
SU	Singapore	Singapore	importer	Roth	Pay	Fresh Gourmet	7	high end meat importer into Singapore- apparently considering sea urchin??
SU & SC	Taiwan	Taipei	Show organizer	William	Chen	MY Exhibition Co. Ltd.	5	seafood show in Taipei - Nov. 9-11, 2016; ~250 exhibitors, 7,000 visitors
SU & SC	China	Beijing	Show organizer	Tracy	Wei	Asia Pacific Aquaculture Expo 2016	4	frozen + AqC show: show shifting to Beijing next year
SU	China	Hong Kong	restaurant	Kathy	Marshall		6	3 restaurants in HK (Spanish and Chinese), looking for HK distrib, small amnt
SU	China	Hong Kong	Distributor	Dan	Kott		6	currently buying frozen from GHMP- really?- and fresh from Sung. Int in Live
SU	China	Hong Kong	distributor	Aaron	Chiu	Perfect Option Hong Kong Ltd.	8	distributes wholesale to restaurants using on-line ordering system
SC	China	Hong Kong	wholesale	Belinda	Tsang	Seabo	7	
SU	China	Guangzhou	import	Rayman	Lee	Lees trading China Ltd.	6	interested in both processed and live product, wants info on MOQ and prices
SU	China	Shanghai	trader	Howard	Yoa	Dragon King International Ltd	6	chatted for long with Paddy; # 1 prod goes to Japan, # 2 to Taiwan
SC	China	Dalian	manufacturer/trader	James	Liu	Dalian Boda World Seafood Co. Ltd.	5	wants to come to Vancouver to process and export
SU	China	Hong Kong	distributor	Sam	Gong	China Grand Corporation Ltd.	7	wants urchins for China but nobody responds to enquiries (email)
SU	China	Beijing	shipper	Jessica	Li	FedEx Express	4	looking to develop new business- airfreight live
SU & SC	China	Hong Kong	refrigeration	Lacerta	Ma	Lowe Refrigeration	6	refrigeration equipment rental
SU	China	Hong Kong	distributor	Patrick	Zepho	Bee's Nest Honey Hong Kong	3	working with Leslie Li - has 2 live tanks in HK. Leslie moving to TO to do same
SU	China	Shanghai	processor				5	interested in Live for processing. Will see 3 us in Qingdao with translator(s)
SU	China	Hong Kong	retail sales	Vivian	Lee	Gourmet Nippon Foods manufacturing Ltd.	8	does kiosk sales of live and fresh products; website has on-line ordering
SU	China	Hong Kong	retail sales	Ryan	Ng	Gourmet Nippon Foods manufacturing Ltd.	8	Including Cdn RSU at HK\$168
SU	China	Hong Kong	distributor	Cheng Tak	Wah	Tak Wah Trading Co. Ltd.	7	supplies sushi bars in HK & Shenzhen, needs steady supply, has on-line sales
SU & SC	China	Hong Kong	trade	Khaled	Chaabouni	Leo-Progress International Ltd.	4	financier and venture capital?

Contact information catalogued on Day 2 of the 2016 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comments
SC	China	Hong Kong	importer	Cho Cham (J)	Sham	Chi Shun Company	5	interested in meat only- wants 1 ton
SU	China	Hong Kong	importer	Keith	Chan	Boatat Trading Development (Hong Kong) Ltd.	5	looking for live and processed urchin
SU	Singapore	Singapore	restaurant	Jason	Ong	Opus Vertical Pte. Ltd.	6	apparently a chain restaurant- but no website found (on-site rating = 8)
SC	China	Hong Kong	import/distributor	David	Wong	Kin Cheong Shing Marine Products Ltd.	6	dried seafood specialist, looking for frozen SC meat in this instance
SC	China	Hong Kong	Importer	Zongmin	Yang	Hong Kong Blue Bay Int'l Marine Products Co.	6	wants a high volume of meat and skins (on site rating - 7)
SC	China	Hong Kong	Trader	Peter	Wu	Full Ocean Star (HK) Int'l	5	interested in buying
SC	China	Shenzhen	import	Fiona	Yu	Shenzhen Fishing Forever Int'l Co. Ltd.	6	will contact processors in October-
SU & SC	Canada	Richmond	Trader	Leah	Lin	SeaAlliance Food Corp.	5	trade with China
SU	China	Hong Kong	distributor	Ryan	Ng	Gourmet Nippon Foods Manufacturing Ltd	8	sells Seagate Uni to supermarkets & through the web (see also 0906_46)
SC	China	Hong Kong	Restaurant	Sam	Yuen	ChiChiCham Restaurant	6	new restaurant, looks pretty trendy, Japanese food
SU & SC	China	Hong Kong	trading	Fiona	Ching		4	
SU	Norway		AQC feed-SU	Brian	Takada	Kaston	7	looking for feed trials on barren urchins, Norwegian fishing and investment Co
SU	China	Macau	distributor	Simon	Tam	Maxtime Food (Macau) Ltd.	7	frustrated by the lack of access afforded to Cdn urchin products and producers
SU	Korea	Incheon	import & restaurants	Adam	Yoon	Lobster Hub	4	looking for min 0 reqts for trays for their restaurant
SU	China	Hong Kong	trader	James	Lai	Manford Int'l Dev't Ltd.	4	
SU	China	Hong Kong	Import	Chiyomi	Stokes	Umiya	6	
SC	China	Hong Kong	logistics	Terrance	Leung	Wah Cheong	4	logistics services through China
SU	China	Macau	distributor			7 Stars Trading Ltd.	5	distributes foods in Macau, Hong Kong and China
SU & SC	USA	Syosset (NY)	importer	Amy	Chi	Seafood Specialties Inc.	6	distribute throughout the US, finfish, sushi, seaweed, inverts etc.
SU	China	Hong Kong	distributor	Annie	Lin	Relation Tea	6	distributor and consolidator with ties to Japan so interested in uni
SU & SC	Canada	Trinity Bay (NF)	producers	Jennifer	Green-Sheppard	Green Seafoods	6	looking for new marketing opportunities
SU & SC	China	Hong Kong	distributor	Vivian	Lee	Gourmet Nippon Foods Manufacturing Ltd.	8	see also ASE2016_0907_09
SU	China	Hong Kong	Import/distrib	Crispin F.	Chow	Pacific Web International Ltd.	7	sells into China; pricing generous; website does not incl uni ut they do trade it
SU	China	Shenzhen	web marketing	Poseidon	Kang	Shenzhen Kangxin Weiye Supply Chain Co. Ltd.	6	e-commerce site, with posted prices, no uni or SC yet but...
SC	China		unknown	Lucy	Li	Arctique Trading Company	4	interested in whole cooked (N. China), something about Toronto
SU	Japan	Miyazaki	trader	Inaba	Yusuke	Hattori Inc.	5	interested in RSU trays, will get in touch with processors
SU	Japan	Miyazaki	trader	Ryuuschi	Kudou	Foodaly	5	affiliated with the fellow above (I believe)
SC	China	Hong Kong	imp/exporter	Mr.	Rajkumar	Kuhong International Ltd.	6	has been buying East Coast cukes but want to get into Pacifics now
SC	China	Guangzhou	importer	Tony	Wu	Enpro Commercial China Ltd.	6	imports into China, wants to try ours; e-comm site- all Chinese, no pictures
SU & SC	Korea	Seoul	show organizer	Shin	Jun-Ho	B2Expo Co. Ltd.	5	organizer for the upcoming Korea show
SU	China	Beijing	distributor	Andy	Huang	Beijing Aien Marinescape Techn. & Dev't Co. L	4	interestd in live se urchin, www site is very insubstantial
SU	France	Paris	Import/distrib	Shigehiko	Okamoto	Santop Sarl Import-Export	7	Imports for EU sushi restaurants, interested in frozen possibilities, www weak
SC	China		importer	Michael	Lee		4	www under construction, looking for cucumber meat
SU & SC	China	Macau	distributor	Ronny	Chang	Nippon Gourmet Trading Co. Ltd	5	apparently a very big distributor of J gourmet food in in HK, www suspect
SC	China	Hong Kong	import	Catherine	Kwan	Sunwah	7	large global integrated imp/distrib.; website feedax.hk = e-store- no uni/SC
SU	Thailand	Bangkok	importer/distrib	Tasarak	Chandratip	Global Food Supply Co. Ltd.	6	currently imports live lobster into Bangkok, v. int in live GSU and RSU
SU	China	Macau	distributor	Taisuke	Sato	Nippon Gourmet Trading Co. Ltd	5	see above, also have a restaurant chain in area
SU	Japan	Tokyo	distributor	Nori	Sueyoshi	Monarque	4	wants quotes, looks like more presentation consulting
SU	China	Hong Kong	restaurant	Ivan	Lei	Paddington House of Pancakes	5	looking for a HK supplier
SU	Korea	Seoul	importer/distrib	Kwan Suk	Oh	Cham Trading	6	large seafood importer into Korea, wants to try uni, restrictive website access
SU	Korea	Seoul	importer/distrib	Inkyu	Lee	Cham Trading	6	as above
SU	Singapore	Singapore	import/distributor	Han	Ng	Triann Harvest Pte. Ltd	9	seemed a very qualified and good contact, very interested in uni
SU	China	Hong Kong	import/distributor	Pao Man	Kit	Tai Fat Hong Provision Co.	9	top 3 J food distrib in HK; 30 yrs in business; supplies top hotels; v. qualified.

Contact information catalogued on Day 3 of the 2016 SEA

Product	Country	City	Business	First Name	Last Name	Company	Score	Comments
SU & SC	China	Hong Kong	importer	Daughin	Chan	Scandinavian Group	7	primarily exporter to China, wants meats/skins live urchin (for Sweden?)
SU	China	Hong Kong	Distributor	Rowell	Lee	Taste of Japan Group	6	part of multinational restaurant chain, with 6 varied sushi restaurant formats
SC	China		Trader	Jack	Li		5	looking for skins
SU & SC	China	Shanghai	importer	Mujdat	Yelbay	Pacific Business and Culture Consultancy	4	says he is importer, website exclusively on consulting, networking, training
SC	China	Hong Kong	distributor	Benny	Wong	Sea Live Worldwide Food Co.	5	looking for frozen meat
SU & SC	China	Hong Kong	importer/distrib	Jhonny Leung	Huang	Lifegrid Holdings Ltd.	5	ICT company, young guys maybe branching out. Cannot get any supply!!!
SU & SC	China	Hong Kong	importer/distrib	Terry	Lo		5	operating company for the guys above (ASE 2016_0908_06)
SC	China	Hong Kong	importer/distrib	Andy	Lau	China International Fisheries Hong Kong Ltd.	3	want cheap/hi vol. off fresh or frozen uncooked SC for proc in China; www bad
SC	China	Hong Kong	importer/distrib	Runar	Stoylen	Inter Ocean Norway AS	3	partner of ASE2016_0908_08
SU & SC	China	Hong Kong	consulting	Ronald	Kwok	New Creative Global Resources	3	not even really in seafood game
SU	China	Hong Kong	distributor	Kendy	Hung	Caviar House and Prunier	7	reports many customers are asking for Canadian uni; has e-store- no uni listed
SU	UAE	Dubai	holding/invest co	Darshan	Patre	Majid Al Futaim Retail	6	Carrefour UAE is interested in live RSU and GSU
SU & SC	Canada	Halifax	gov't	David	Jackson	Office of the Premier	3	media officer for Premier Stephen McNeil fo Nova Scotia

Another little item that again poked its head up was that sea cucumber meat especially is now very popular, so popular in fact that all our production this year is sold and fully accounted for already to the extent that it is going to have to be rationed out to various buyers. We got that “direct” from one of the processors but we did not hear how this might impact their pricing. The way I understand it is supposed to work, supply, demand and price work together so that when supply falls short of the apparent demand it drives prices higher which then naturally curtails at least some demand, does not seem to be the way it is seen by processors. There was actually one Chinese buyer who came by and was overheard quite plainly saying something like “what is price- the relationship is so much more important”. We all know that guys who support you when times are tough earn a favour that one returns when things are better but respectfully sharing the wealth fairly when times are good also has to be part of the equation.

Both of these anecdotes demonstrate the value in finding out more about our markets and how they work. This is something that should be kept up unless the goal is to just make other guys rich. Working hard is good but working hard and smart and making sure everyone gets a fair share of the final price is better. Getting everyone on the same page as far as quality goes is another part of the picture but the goalposts on that are always changing and whatever mix of incentives and responses drives fishermen and processors, it remains, at this point, something that is between them as individuals.

We had a visit from Brian Takeda (Day 2 about 1/3 the way down) who stopped to discuss the artificial feed trials the company he works for is undertaking with a number of urchin suppliers, including BC. The company, Kasten, is a Norwegian fishing and investment company which has an interest in a proprietary sea urchin feed that is apparently getting rave reviews from Japanese chefs, farmers and biologists. The feed can reportedly increase recoveries in urchins from about 5% to over 20% in as little as 2.6 months with consistent high quality colour and good to excellent taste. The feed is CFIA approved. Brian is coming to Canada expects to be in Campbell River on October 10. They have a number of willing partners including Chris Pearce (DFO-PBS) who is working on one such trial in BC while other trials are underway in Norway, Quebec, Washington State, Tasmania and California. For a BC trial with the private sector, an existing oyster lease will be required. A major regulatory challenge in BC is the urchin validation requirements which require validation in and validation out to eliminate any chance of poached product being laundered through the process. John Lindsay apparently visited them in Japan (this past summer?).

3.1 Retail Pricing Update for Hong Kong

The aim of this program though is not only to characterize the market- we are also promoting our products and getting the news out about the BC urchin and sea cucumber fishing. We have seen great changes in the reaction of people trying especially the uni since we started. When we first started offering our samples in 2010 at the first Seafood Expo Asia, the response was very tentative - most people trying them did not seem to know what to expect. Now when there is even a hint that we are getting some samples ready we have a flock of people just hanging around waiting to swoop in to take advantage our generosity.

Retail at Sushi restaurant (Be Kan Teppanyaki Sept 2012)						
	Date	Exchange	Unit	HK\$	CAD	CAD/kg
RSU uni	Sep-2012	7.89	per piece	68	\$8.62	\$689.48
Japanese uni	Sep-2012	7.89	per piece	78	\$9.89	\$790.87
Retail						
	Date	curr.X		HK\$	CAD	CAD/kg
RSU Canada/CA observed in Great Food Hall	02-Sep-13	7.43	100 g tray	268	\$36.07	\$360.70
	02-Sep-13	7.43	25 g tray	108	\$14.54	\$581.43
	02-Sep-13	7.82	100 g tray	268	\$34.27	\$342.71
	02-Sep-13	7.82	25 g tray	108	\$13.81	\$552.43
	05-Sep-14	6.93	100 g tray	268	\$38.67	\$386.72
	05-Sep-14	6.93	25 g tray	108	\$15.58	\$623.38
	10-Sep-15	5.69	60 g tray	148	\$26.01	\$433.34
	10-Sep-15	5.69	100 g tray	248	\$43.59	\$435.85
	10-Sep-15	5.69	25 g tray	108	\$18.98	\$759.23
	10-Sep-15	5.69	100 g tray	248	\$43.59	\$435.85
Japanese uni (small) medium and small	10-Sep-15	5.69	150 g trad'l	148	\$26.01	\$208.08
RSU	05-Sep-14	6.93	100 g tray	238	\$34.34	\$343.43
City Super	05-Sep-14	6.93	25 g tray	88	\$12.70	\$507.94
ifc Mall, HK	10-Sep-15	5.69	100 g tray	238	\$41.83	\$418.28
	10-Sep-15	5.69	25 g tray	108	\$18.98	\$759.23
Marketplace Supermarket - now Olivers						
	(Exchange rate: 1 CAD = 6.93 \$HK)			HK\$	CAD	CAD/kg
RSU	05-Sep-14	6.93	100 g tray	168	\$24.24	\$242.42
RSU	05-Sep-14	6.93	25 g tray	88	\$12.70	\$507.94
no uni in 2015 tour						
Halibut	10-Sep-15	5.69	215 g	219	\$38.49	\$178.97
sablefish	10-Sep-15	5.69	170 g	140	\$24.60	\$144.67
sockeye fillet	10-Sep-15	5.69	380 g	169	\$29.70	\$174.64
Sockeye-smoked	10-Sep-15	5.69	500 g	712.9	\$125.29	\$250.58
On Line - retail (ID'd as Cdn RSU)						
Sea Oyster	21-Sep-16	5.97	120 g	168	\$28.14	\$234.50
Gourmet Nippon	22-Sep	5.97	120 g	168	\$28.14	\$234.50
On-Line - wholesale (ID'd as CDN RSU)						
Perfect Option	22-Sep-16	5.97	120 g	128	\$21.44	\$178.66
Sea Oyster- cuke meat	21-Sep-16	5.97	454 g	218	\$36.52	\$80.34
Retail direct (GHMP booth-FarmFest - Hong Kong- January 2011)						
	(Exchange rate: 1 CAD = 7.82 \$HK)			HK\$	CAD	CAD/kg
Sea Urchins (RSU)			125 g tray	170	\$21.74	\$173.91
			25 g tray	35	\$4.48	\$179.03

We did not get around to check the retail prices in stores but since the prices have been stable over the past few years, we are assuming they have stayed pretty much the same. We did find at least 6-7 e-commerce sites with links for on-line sales of seafood, including 3 which offered uni and/or sea cucumber. This is a new development and will be followed so the retail prices can be better tracked throughout the year and hopefully correlated with reports from our other sources (StatsCanada, Japan Customs, Tsukiji). This is another path to discover retail pricing, market behaviour and seasonal changes. This is the first year that these have been spotted and their continuing proliferation should provide a growing window to better track what is going on in various markets. Just as a quick note, it seems the on-line sales prices are pretty much in line with those found in supermarkets.




Sea Urchin from Canada is also featured on a couple of gourmet presentations in Hong Kong. One is a section on a feature of the month website from City Super, one of the higher end supermarkets in Hong Kong, that really highlights the product, its high quality, its uses and the sustainability, science backed safety and management of the fishery- basically all the stuff we have been putting out.

citysuper.com.hk/en/citysuper/foodpedia/Canadian-Urchins

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Canadian Urchins

Black and spiny, urchins are not particularly attractive. However, everyone knows that under their spines lie the tastiest delights of the sea-urchin roes. Urchins are found in nearly all oceans worldwide. But come September, keep a sharply eye on Canadian Urchins. They are the largest, lighter in taste than Japanese urchins, and melt in your mouth like cream. Every year from September, **city'** super imports by air fresh Canadian wild urchins from northern British Columbia- most are from Vancouver and Queen Charlotte Islands on the Pacific coast. Given its moderate climate, clean and clear waters, along with the government's efforts to maintain an ecological balance in marine life, urchins thrive in an ideal environment to grow and reproduce. For this reason urchins from Canada are regarded as unpolluted, high-quality Jumbo urchins.

Nutritional Value

Urchin roes are rich in Vitamins A, B12, D and E, which protect our immune system, eyes, skin, bones and teeth. They also have a high content of fatty acid, which can prevent heart and artery-related problems, decrease cholesterol and stop blood clotting. The roes are rich in protein, which is easily absorbed by our body. Along with their sweet taste, which stimulates the secretion of saliva, they will surely enhance your appetite.

How to Taste

High quality Canadian urchin roes are rich and delicate on the palate. They are sweet and smooth like Hokkaido urchin roes, which are regarded as the supreme delicacy in Japan. As they taste fine and rich, they are delicious when served raw, as sushi or sashimi. They may also be eaten steamed, fried or in soup. Roes sold at **city**'super have already been extracted and cleaned, so they are best served immediately after purchase. They can also be stored in the freezer for up to one day.

How to Catch

Canadian red urchins are caught by diving. Divers use stainless-steel hand racks to hook the urchins attached to rocks. Then they carefully place them in large mesh bags, which are hoisted aboard once full. This method of catching by diving can prevent the urchins from being hurt or damaged. At the same time, other marine life remains intact, thus minimizing the impact on the local ecological balance.

Choosing Fresh Urchins

To check whether or not the urchin roes are fresh, examine its colour and shape. Fresh urchins roes are yellow-orange, shiny and plump. The roes are easily visible. They should also have a sweet aroma. Urchins that are not fresh are dull in colour, with a loose shape and a more liquid texture. They smell bad and taste bitter. When choosing urchins, make sure the membrane enveloping the roes is intact.

Harvest Season

Urchins have relatively little meat. Their only edible parts are their reproductive glands. So during the reproductive season (June-September) when the urchins begin to spawn, their value decreases. Come autumn, however, the weather cools significantly in Canada. Urchins stop spawning and store their nutrients for surviving the cold winter and preparing for the next reproductive season. So every year from October to April is when urchin roes are most plump and delicious.

Quality control

The Canadian government enforces comprehensive control over all fishery activities within their waters. They strictly monitor the quality of sea water, maintain the stability of fishery resources while having little or no impact on marine life. Every year, they adjust the harvest quota to avoid a decrease in quantity and quality due to over-fishing. Canadian urchins are therefore clean, healthy and sweet.



Another is a gourmet magazine, included with the September 8 South China Morning Post, which has a sea urchin dish on the cover and another leading the article. Both have some nice looking uni dishes pictured and/or described.

