



THE UPDATE

Captain's Blog



Whopper forecast for seafood exports

Seafood annual export earnings are expected to crack the \$2 billion mark this year.

A forecast 6.5 percent increase in earnings will push seafood returns to \$2.1 billion in the year to June, according to the Ministry for Primary Industries' December Situation and Outlook for Primary Industries.

The milestone is a fantastic vote of confidence for the sector, Fisheries Minister Stuart Nash said.

"This growth is expected to be underpinned by an increase in export prices and rising aquaculture production," the review said.

"Increasing demand from key markets along with limited supply growth, particularly of wild capture fisheries, is expected to keep prices high.

"The forecast growth in aquaculture production is expected to result in higher export volumes in the coming years."

The overall outlook for New Zealand Inc is equally positive, with total export revenue forecast to reach \$47.9 billion, lead by dairy, up 3.3 percent on the previous year.

Seafood has benefitted from strong prices in key markets.

Over the past four years, earnings have increased by 9 percent annually in China and Europe, 7 percent in the US and 2 percent in Australia and Japan.

"Given the strong demand along with limited global supply of seafood, particularly of wild capture production, prices are expected to remain strong during the forecast period."

Squid has been a standout, increasing by an average of 34 percent per year over the past five years, returning \$200 million in the year to June 2019.

Salmon has also performed strongly.

The Government's recently released aquaculture strategy has a goal of \$3 billion in annual sales by 2035.

Seafood consumption is likely to increase in the next five years, according to a separate study.

That is according to a major survey across five countries – New Zealand, Australia, US, China and Japan – conducted by the Ministry for Primary Industries' economic intelligence unit.

The survey of 6200 consumers found China would show the biggest increase in seafood demand, representing an export opportunity for New Zealand fisheries.

In the domestic market seafood is a key staple for many New Zealanders.

Ninety one percent purchased seafood and two in five bought seafood at least once a week.

Supermarkets and grocery stores are the dominant retail channel.

The provision of information at the point of purchase is the preferred means of guiding buying decisions, followed by the internet and family and friends.

Quality is the leading factor when purchasing seafood.

Sustainability factors, such as capture methods or ethical considerations, were rated as less important than quality and price.

Insights were also sought from 16 New Zealand chefs and restaurant owners.

They also rated quality as number one and supported sustainable fishing, whereas price was the least important factor, particularly for restaurants identifying as fine dining establishments.

One in three New Zealand respondents indicated their future seafood consumption would be higher or much higher than their current uptake.

Fast food and takeaway shops are a more important channel for Australian and New Zealand respondents compared to other countries, reflecting the popularity of fish 'n' chips.

Chinese respondents indicated the highest seafood consumption rate and the highest purchasing frequency amongst the countries surveyed. Almost every Chinese had purchased seafood and seven in 10 were regular buyers. Online purchasing is significant.

New Zealand, with its highly regarded environment, stable economy, sustainable wild fishery and burgeoning aquaculture sector, is ideally placed to feed the growing demand for fresh, healthy seafood.

The 2021 export forecast is for another significant boost – to \$2.2 billion.

Shane Jones blasts Greenpeace for 'deifying' Māui dolphins in 'clever' anti-fishing campaign

The battle between Shane Jones and Greenpeace is heating up as the minister accuses the environmental group of "deifying" Māui dolphins as part of a "cleverly branded" anti-fishing campaign, *Newshub* reported.

The New Zealand First MP hit out at the environmental group for advocating for more restrictions on fishing in Taranaki to help the critically endangered Māui dolphin population recover.

Jones told *Newshub* "green prophets" have "deified" the Māui dolphin which he says is just a type of Hector's dolphin that's been "cleverly branded" by Greenpeace.

"The livelihood and the security of our human communities must never be allowed to be charmed by the deification of the Māui dolphin," Jones, the Minister for Regional Economic Development, said.

"I've been out on fishing boats in Taranaki... when I went up to Taranaki, they said, 'Well, Scotland's got the Loch Ness Monster [which is] much talked about and rarely seen, and we've got Māui dolphin'," Jones said.

"I think during the course of this year we're going to have to bring many of these issues to a head."

Greenpeace has been outspoken in its support of restricting fishing in Taranaki to support the Māui dolphin population - a subspecies of the Hector's dolphin, New Zealand's only endemic cetacean species.

Māui dolphins were once known as the North Island Hector's dolphin but since 2002 they have been classified as separate subspecies.

Jones said regional areas of New Zealand depend on "legacy industries" like fishing, which he described as an "economic birthright".

"Taranaki fishers will have cameras on boats so these Greenpeace clerics are preaching falsehoods. I can promise for every eco-rant in 2020 we will match it with a common-sense clarion call."

Egmont Seafoods managing director Keith Mawson described restrictions already in place as a "real frustration".

"We've already had huge impacts on our livelihoods... we're seeing fishermen exiting the industry because of the restrictions that have been put in place... and it's going to be of no benefit to the dolphins."

"Greenpeace, WWF, Forest & Bird - all the environmental groups - I think have been utilising the Māui dolphins' issue to try and remove fishing off the coastal waters of Taranaki."

Mawson said fishermen are "conservationists in their own right" and that they don't want to be catching species that have no commercial value to them and impacting the environment they're operating in.

He said fishermen in the region have welcomed observers onto their vessels, as well as cameras and electronic reporting, to be "more transparent".

Mawson said Greenpeace is failing to acknowledge that there are other threats to the Māui dolphin population, including toxoplasmosis - a confirmed cause of death in Hector's and Māui dolphins.

The dolphins can become infected by the parasitic disease - which reproduces in cats - by consuming contaminated water or prey.

New Zealand seafood rated 'best choice'

Global sustainable seafood authority Monterey Bay Aquarium has given the green light to New Zealand Greenshell mussels, Pacific oysters and salmon – granting them a 'best choice' rating under its latest Seafood Watch programme.

The programme helps consumers and businesses choose seafood that's fished or farmed in ways that support healthy oceans now and in the future.

Seafood is independently assessed on a range of criteria, including feed, habitat, disease, wildlife mortalities, effluent and chemical use; then given a "best choice", "good alternative" or "avoid" rating.

For New Zealand marine and freshwater salmon, the recommendation marks a second successive 'best choice' rating – the only country to have achieved this for farmed salmon.

Aquaculture New Zealand chief executive Gary Hooper said sustainability was part of why New Zealand salmon was highly sought after around the world.

"New Zealand salmon are unique in many ways – the species, the environment and the methods we use, and most of all in the quality of the products we produce," Hooper said.

"Seafood Watch is the gold standard of global consumer guides and the positive recommendation shows our aquaculture industry is leading the world with its sustainability practices."

Sanford chief executive Volker Kuntzsch said the sustainable rating also fulfils requirements at the high-end of international markets.

"Around the world and at home, our customers care about making responsible seafood choices; Monterey Bay Aquariums' rating system is a key tool for helping them make good decisions," Kuntzsch said.



Sanford gears up for SeePort 2020

Sanford is inviting the public to use virtual reality headsets to take a tour of a deepwater fishing vessel in action as part of its exhibition at [SeePort 2020](#).

This will be Sanford's third appearance at the Ports of Auckland Festival and the virtual reality experience is just one part of its largest ever exhibition.

Visitors to the Sanford stand will also be able to try a seafood dish prepared by Auckland Seafood School's head chef, step on board a real mussel barge and enter the Sanford quiz offering hundreds of dollars' worth of vouchers to spend at the Auckland Fish Market and fishmonger, Sanford and Sons.

Kids will be well catered for, with chocolate fish prizes on offer to anyone who can complete the "measure the fish" game. Those with a keen interest in our oceans will be able to look through microscopes to see live and swimming Greenshell mussel spat and New Zealand's latest fishing technology, Precision Seafood Harvesting, will also be on display.

Sanford chief operating officer Clement Chia says being at SeePort is part of Sanford's commitment to being transparent and available to the public.

"Sanford is New Zealand's oldest and biggest seafood company but we're aware not everyone knows about us. We are really focused on sustainable fishing and aquaculture and being open to the communities we live and work in is an important part of that."

The three-day festival will be held at Auckland's waterfront over the anniversary weekend from tomorrow. Entry is free.

Sanford stands can be found on the east side of Captain Cook Wharf, opposite the wall climbing activity.



Remembering southern pāua industry stalwart Paul Young

On Wednesday 15th January in a chapel in south Dunedin, friends and family celebrated the life of a local legend, PY, or Paul Young, as almost no one called him.

PY died peacefully in his sleep after a day out hunting in the high country around Cromwell.

Eulogies from his children Scott and Judy, his brothers and brother in law Ted, Willi and Laurie and many old and lifelong friends, described a man who carved out his own life and an extraordinary one it was. PY did nothing by halves.

His adventure stories, affability, work ethic and sense of integrity were complemented with wisdom and a dry sense of humour that made him the best company you could have.

An old colleague described how, when PY was a teenaged apprentice mechanic, he saved a workmate from being crushed by holding up a car that had collapsed off its jacks. A mate who went on many dive trips exploring the Pacific war wrecks talked of his passion for diving and salvage. Another described how PY's quiet charisma made him loved by many.

For the pāua industry in the south, we will miss a man who had a great deal of mana amongst us. From the early days of the QMS, PY was a strong, hardworking pāua diver and a driving force in nascent industry groups, pushing through big changes such as the 1996 subdivision of PAU5.

He was a close and lifelong friend and colleague; whose passing is an awful loss.

PY was laid to rest with his parents at the beautiful Green Park Cemetery overlooking the sea near Brighton.

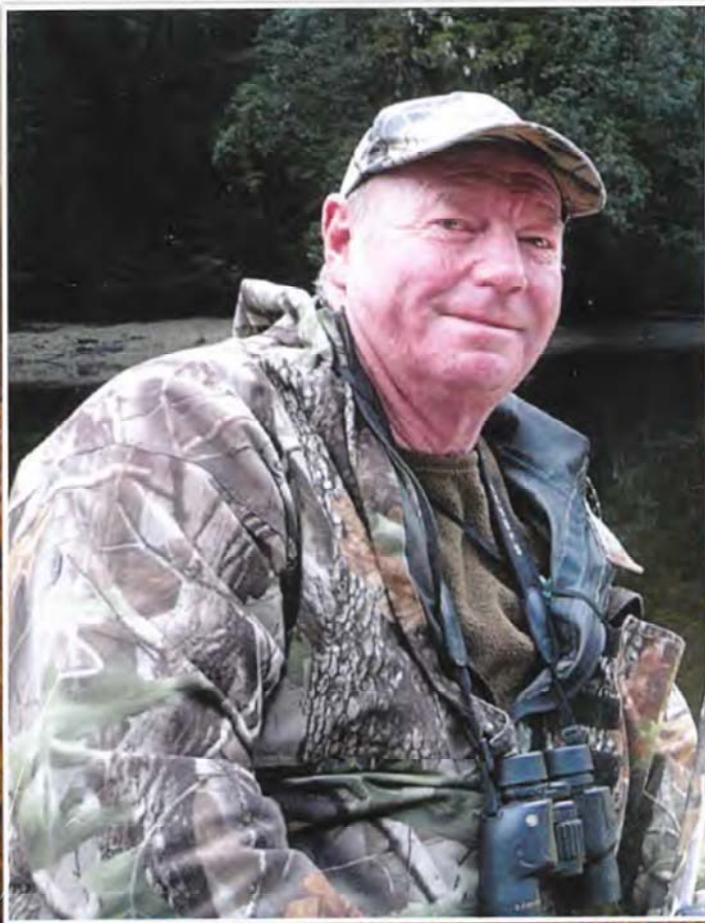
"Home is the hunter, home from the hill

And the sailor home from the sea"

- P Y -

CELEBRATING THE LIFE OF
PAUL HAROLD YOUNG

1949 - 2020



Quote of the week:

"Now this has attracted a great deal of criticism from Greenpeace. I've had a gutsful of these aphid lovers. They don't seem to understand in the hierarchy of economic, social, customary and environmental interests - human beings are never, ever going to play second fiddle to aphids. I just really despair. This lobby with their well-organised, well-

funded attacks on rural industries are getting worse and they seem to misconstrue where the Kiwi spirit is actually heading.

We all realise that the climate is changing and weather is becoming more difficult to manage, but unless we future-proof and start to store water and adapt to changing circumstances then it's difficult to see how I as a politician can assist rural New Zealand.

So every time Greenpeace bellows, I tend to do the opposite."

- *Shane Jones*

News

National's Fisheries spokesperson Ian McKelvie has said Motiti Island's fisheries are at risk as local councils now have the power to apply fishing bans wherever they see fit. National Party has launched a petition requesting Government change the law to ensure this does not happen, and that any discussions on future fishing around the Motiti Island reefs involve wider consultation with recreational fishers, iwi, Motiti whanau and the wider Bay of Plenty community, he said. "These powers should remain the prerogative of central government and the Minister needs to intervene to ensure this remains the case. The National Party accepts the need to carefully preserve all forms of marine biodiversity in a sustainable and practical manner. But decisions that are going to affect our recreational and commercial fishers so severely should be made with appropriate thought and caution." The petition can be found [here](#).

Sanford pleaded guilty to three charges of fishing in a Benthic Protection Area (BPA) in the Invercargill District Court on Tuesday, *NZX* reported. These charges reflect incidents where one of our vessels inadvertently strayed into a BPA while fishing, a Sanford spokeswoman said. "Sanford is confident the incursions were a mistake and in no way intentional. No matter what the outcome of the process now underway, we wish to make it clear that for Sanford, respecting BPAs is very important and it is always our aim to do the right thing on the water. We have been open with and supportive of investigators during their enquiries around the alleged incidents." The company has now developed and adopted technology, creating an electronic fence system that will sound when the vessel approaches protected areas it should avoid.

Check out the latest Seafood Magazines

