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Zak Olsen: Going places

Seafood conference hears  
of hard work and hope

Nelson: The seafood centre of  
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## From the Chief Executive

After two years of disruption due to the pandemic, conferences around the world began to get back to normal this year.

And it was with excitement that delegates could again catch up with their colleagues in person and share ideas.

Seafood New Zealand's conference was held in Nelson in the midst of a Civil Defence emergency due to unprecedented rain and the flooding that followed. It was with trepidation that organisers considered whether the event may have to be cancelled again – after being a victim of the Covid pandemic for the past two years.

However, the show went on, and excitement about the innovation on show managed to pierce the gloom of the inclement weather.

Talk of troubles with finding crew, the cost of fuel, the unending regulatory red tape, and high expenses were still shared over coffee breaks, but there was a very real excitement at what was presented.

Young Nelsonians Toby Bailey and Dom Talijancich had not been idle throughout lockdowns. They presented to the conference some Kiwi trawl technology that is cutting edge.

Dom Talijancich loves his technology but what he really wanted he had to invent himself. He was after something that would identify not just the fish that were entering his net but also the quantities of different species accumulating during the tow. So, he developed it himself after founding Advanced Conservation Solutions (ACS) in 2020 and bringing fellow Nelsonian Toby Bailey on board as CEO. Having presented a working prototype in Nelson, the next steps are to demonstrate the system on different commercial fishing vessels and gather more results that will help secure the investor funding needed to scale-up and commercialise the product. They want to make it affordable for both owner-operators of a single vessels and for a company looking to tech-up their whole fleet.

Then there was the fascinating work with drones to monitor Maui dolphins, technology that has many uses in other places where fishers and protected species share space.

It was great to see a contingent of Australians in New Zealand for conference and a few from New Zealand went to Seafood Directions in Brisbane in September to learn what we could from the Aussies. There are many similarities between the New Zealand and Australian seafood markets, and many differences as well. Case in point being their communications campaign inspired by our Promise trust and reputation campaign, and our FirstMate initiative to look after our people's mental health is very similar to the Australian's National mental health initiative for their industry, Stay Afloat.

CEO of the Sydney Fish Market Greg Dyer presented plans for the new state-of-the-art Sydney Fish Market, currently under construction, and filled us in on a new auction mode for selling and buying fish at the market, SFMblue. The traditional Dutch auction will still remain, but the new online platform has many advantages for Kiwi fishers and companies selling into the Australian market. At any time up to 17 percent of fish on the floor in Sydney could be from New Zealand.

Life does feel like it is beginning to get back to some sort of normalcy after years of disruptions and it may be on the onset of spring, but there seems to be a more optimistic feeling in the air as we head towards the end of 2022.

**Dr Jeremy Helson**  
**Chief Executive**



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# Celebrating seafood stars



The recipients of the Young Achiever award (left-right) Leon Moore, Talley's Group, on behalf of Cheyanne Amai, Shalaine Jackson, and Zak Olsen.

Our annual Seafood Star Awards took place once again at the Seafood New Zealand conference in Nelson in August. Now in its seventh year, the awards celebrate the achievements of the very best in our industry in the categories of Future Development Innovation, Young Achiever, and Longstanding Service.

Greg Summerton of Okain's Bay Seafood in Lyttleton received the 2022 Future Development Innovations Award. Through his four companies, he was an early adopter of biofuels, the first to become carbon neutral, and a champion for finding markets for lesser-known seafood.

Summerton has scoured the world looking for innovative solutions and, as a result, his vessel *Kawatea* has gone from an already efficient long liner to a more sustainable pot-catching vessel.

Three people were awarded in the Young Achiever category. Zak Olsen, from Northland, is running two fishing vessels, skipping one vessel, and juggling

those jobs with a huge volunteering input into the Northland community. Based in Whangarei, he is employed by Phil and Adam Clow to ensure their two fishing vessels *Tarpeena* and *Southern Cross* are operating efficiently. Olsen has just been elected to the Federation of Commercial Fishermen's executive and has completed a Young Leaders course in Australia. Olsen passes his passion for the environment on to other young fishers.

Nelson native Shalaine Jackson, business manager for Guard Safety, is putting her master's degree in psychology to good use by being an integral part of the MarineSafe and FirstMate initiatives that are run by Guard Safety for the commercial fishing industry.

The third recipient was Cheyanne Amai who has worked her way up in a male-dominated industry to become branch manager of Talley's in Westport at age 28. A one-woman cheerleader for the industry on the South Island's West Coast, her support and

enthusiasm for the industry has encouraged other young people into the sector.

A number of industry leaders were recognised in the Longstanding Service category.

Phillip Carey has had an impact on the entire industry; he and his family are boat-building legends and dozens of fishing vessels and charter vessels ranging in size from 8 to 26 metres are still in loyal service having begun their journey with this family.

Port Nelson Fishermen's Association president Matt Hardyment has been at sea all his working life and has been fishing commercially for 49 years, starting in the industry at 13. He's also given back to the Nelson community through employment and his work in the Federation of Commercial Fishermen.

Marie McDonald has been in the seafood industry for more than 35 years and is an expert in her field. Her contribution to quality assurance and food safety is invaluable, as is her knowledge of the myriad regulations governing the sector in this space. As an active member of the Seafood Standards Council, she played a significant role in developing an industry Code of Practice.

Maggie Ward has been in the industry since 1982. She was a broker and trader at Southpole seafoods and Fletcher Fishing and formed KiwiFish International in 1983. She went on to develop live fish sales from her premises in Westhaven.



Port Nelson Fishermen's Association president Matt Hardyment.

John Whitlock started as a deckhand at Talleys in 1987 and worked his way up to be one of the industry's most respected skippers. He's played a pivotal role in turning around the orange roughy



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Industry veteran Karen Olver with her Longstanding Service award.

fishery and making it the success it is today and captained many trips to the Antarctic, including a scientific trip to tag blue whales.

Elisha Yahel started out in the industry driving trucks, and even when he moved into management, he could still be caught driving trucks and inspecting product first-hand when it was unloaded. His focus has been on ensuring everyone knows that how they fish is seen in the quality of their product. He's now back working at a company he first worked for in the 1970s, a company that shares his pride in export quality, Leigh Fisheries.

A veteran of 30 years in the industry, Karen Olver has been a fisheries officer, a senior registry officer, a senior business analyst for Commercial Fisheries



Mrs Williams' daughter Philippa Williams picks up her late mother's award.

Services, a private secretary to the Minister of Food, Fibre, Biosecurity and Border Control and is now pretty much the go-to person for everything you need in the industry. As well as currently being the business manager of Seafood New Zealand, she has been a trustee of the NeoNatal Trust for 12 years and almost single-handedly runs the Seafood New Zealand conferences every year.

The founder of Wanganui Seafoods, once one of the largest seafood export businesses in New Zealand, Pam Williams, QSO received a posthumous award. "Mrs Williams", as she was known, was a formidable businesswoman, fishing entrepreneur and philanthropist who was inducted (reluctantly) into the New Zealand Business Hall of Fame in 2017.

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# A most worthy seafood star



Cheyanne Amai

**To mark the International Day of Rural Women (15 October) and as part of the Primary Industry Capability Alliance (PICA) Great Workplaces initiative celebrating the culture of the primary industries, we focus on a remarkable woman who contributes towards rural development and agriculture in her community. Stephanie Gray reports.**

Cheyanne Amai couldn't be at the Seafood New Zealand Seafood Star Awards event in August 2022, to receive due praise for her Young Achiever Award win.

The West Coast was experiencing severe weather and flooding; Amai stayed at home in Westport where she could be on hand for any emergency response needed in her role as branch manager of Talley's Westport fish processing factory.

This is a good example of the professional and community responsibility that impressed the awards judges and have seen Amai's career rocket from the factory floor at age 16 to her management role 11 years later.

Amai was ambitious from the get-go. "I was 100 percent about working my way up through the ranks, always thinking 'where to from here,'" she says.

Now the branch's first female manager, Amai has been in the job since May 2022 and is loving it. She wants young people in Westport and elsewhere on the West Coast to know that there are good jobs available both on the sea and land. She wants them to know, while they're still at school, that there is money to be made and good career prospects if they have the confidence to give it a go.

"When I was that age, we wanted to get into work and make money. We have some school leavers in the factory doing an awesome job now but one of my goals is to bring in more people – especially for the hoki season and I'd love to see local people in these jobs."

Amai is a true West Coaster, growing up in Westport and feeling blessed to have her whānau living close by. Although the coast is often described as 'remote', it doesn't feel that way for Amai – she's only a drive away from other cities and the scenery along the way is stunning.



## FEATURE



Cheyenne Amai with some of the team she manages in the Talley's Westport plant.

"The most challenging parts of living where we do is the weather, we have been experiencing this year, which people say we haven't had like this in more than 100 years."

And of course, technology helps keep coasters connected.

"The online work options are phenomenal. My role during circumstances like severe weather events is to keep staff up to date with the news and provide assistance and continuous reassurance.

"We keep communicating via platforms like Microsoft Teams and still complete staff trainings when are unable to travel."

Even with work never too far away, Amai finds it easy to maintain a healthy work/life balance.

"It's beautiful here, with lots of outdoorsy things to do. I love to put my bike in the back of the ute and meet my partner after work for a quick cycle to keep up the exercise. He's only two blocks down the road.

"The great part is not having to drive a long way to get to different places, like a good beach or tramping track, which is something I like to highlight to our new starters who come here from the big cities. There's no better feeling than driving home with no traffic."

There's some good fishing too of course, and a boat is on Amai's wish list.

Besides being a big employer on the West Coast, Talley's is a valued sponsor for community events and initiatives.

"To be honest, I did not know actually how many things Talley's supported until being in this role. To name a few – the Buller Marathon, Buller Rugby, Kawatiri Coastal Trail, RS bowling club, the Buller Bay fishing contest and the O'Connor Home gala."

Amai is proud to get involved and doesn't mind talking to people about her work afterhours. She hopes to inspire young people and show that managers can be approachable and trustworthy.

Amai earned the trust of the team she leads now during the 2020 and 2021 lockdowns when she was 2IC and when people were worried and unsure about the threat of Covid-19, the effects on their work, and about things like vaccination. Talley's held lots of factory floor meetings and tried to support staff as individuals.

"We bonded, for sure. Our factory staff were essential workers, and we kept the factory going. We didn't know what was going to happen with Covid-19 and people were fearful for their health and their families health so we kept the communication lines open and made room for emotions."

Covid is still a worry but now the cost of living is also hitting hard. As a manager Amai sees the opportunity to help ease the pressure in her hometown – by keeping the factory running as efficiently as possible, by seeing opportunities to expand and by encouraging local people into vacancies.



Cheyenne Amai.



# Support for sustainable seamount fishing

Tim Pankhurst



Orange Roughy underwater.

Impacts of trawling, currently under review by the Government, are being targeted by the Green Party and the anti-fishing environmental lobby.

But a nationwide poll commissioned by Sealord has found these calls are not backed by most New Zealanders.

Sealord has sought to seize the initiative in the face of alarmist lobbying by proposing permanent protection of 89 percent of seamounts from bottom trawling in the 200-nautical mile Exclusive Economic Zone (EEZ).

"Sealord is committed to a balance that errs on the side of marine life," chief executive Doug Paulin says. "Evidence suggests that we can close 89 percent of

seamounts to bottom trawling whilst maintaining the volume of fish New Zealand needs to eat, export and meet quota catch limits."

A total of 142 seamounts, defined as habitats that rise over 1000m above the sea floor, have been identified within the EEZ. Popular

species like orange roughy congregate in these habitats.

An independent poll by Curia Research tends to suggest New Zealanders are supportive of this balanced approach between conservation and fishing.

It found 61 percent of 1200 eligible voters surveyed supported the Sealord proposal, 24 percent were unsure and 15 are opposed.

When voter preferences were probed, a surprisingly high 45 percent of Greens voters said they were comfortable with fishing of 50 percent or more on seamounts, the same percentage as Labour voters.

"We know sustainable fishing is important to Kiwis," Paulin says. "It is great to see their support for this proposal."

Only 8 percent want fishing on seamounts banned, while 67 percent are comfortable with fishing on 25 percent or more of seamounts and the remaining 25 percent were unsure.

The annual trawlprint has been decreasing and large representative oceanic areas are closed to bottom trawling. Only 1.3 percent of the seabed in the EEZ is trawled each year, with fishers returning to the same fishing grounds using fewer trawl tows to catch the same amount. The vast majority of the seabed - 90 percent - has never been trawled.

Trawling remains the most effective fishing method and the deepwater fishery provides an estimated 700 million servings of nutritious seafood every year.

It may be too much to expect a consensus when the advisory forum, which includes activist eNGOs as well as the commercial fishing sector, reports to Oceans and Fisheries Minister David Parker later this year, but the facts are undeniable.



Doug Paulin. Image: Tim Cuff.

# Seafood conference hears of hard work and hope

Tim Pankhurst

War, plague, famine and climate change.

Those are the horsemen stalking an uncertain world, the Seafood New Zealand annual conference in Nelson was told.

Add in labour shortages, rising inflation and interest rates, a slowdown in global economic growth and soaring fuel costs and it looks a perfect storm.

Despite such a bleak outlook, Fisheries and Oceans Minister David Parker and his officials delivered a “she’ll be right” message to 250 attendees at the Rutherford Hotel in a rain-drenched Nelson in August.

“I know it feels tough,” Parker said in a broadly based low-key address.

“I’m confident this sector will rise to the challenge, and there are good times ahead.”

But the industry also faces continuing uncertainty over a review of the impacts of trawling and the ongoing costs and implementation of cameras on vessels.

Parker said that despite the challenges, there was good news in that seafood exports totalled \$1.9 billion in the year to June, up 9 percent on the previous year.

This was cause for optimism and there was continuing world demand for high quality seafood products.

The aquaculture sector, up 16 percent, showed the biggest increase. Parker did not comment on the Government’s ambitious plan to quintuple aquaculture annual export earnings from the current \$600 million to \$3 billion by 2030, largely based on proposed development of open ocean salmon farming.

He was unable to offer relief on labour shortages and warned “in the long-term seafood must move away from its reliance on migrant labour”.

He noted as the rain pelted down and the Maitai River burst its banks, streets became muddy streams and hundreds of residents were evacuated, that the whole country was suffering ongoing weather impacts. Horowhenua vegetable growers who normally had four weather events a year, had 20 since last December.

Ministry for Primary Industries (MPI) director-general Ray Smith, via Zoom after his flight was cancelled, and Fisheries NZ head Dan Bolger also addressed the conference.



Conference attendees Storm Stanley, Pāua Industry Council Chairman (left), and Doug Saunders-Loder, president of New Zealand Federation Of Commercial Fishermen.



Smith outlined increased export projections for the wider food and fibre sector, while acknowledging the seafood industry had been more bruised by Covid than any other sector.

"There is a huge demand for New Zealand products and a restricted supply of seafood. Even with the headwinds and the challenges, there is a very bright future for seafood."

Bolger, quizzed on the Government's current review of bottom trawling, said there was not about to be a ban on this most efficient of fishing methods but there was a desire to see its impacts reduced. He was unsure if the forum set up to advise on the issue, which includes industry representatives and environmental NGOs, would reach a consensus. The Minister will receive their report and then make a decision.

He said trawling was a massive issue – 68 percent of fish were caught within a metre of the bottom.

"Expectations will keep going up."

ANZ chief economist Sharon Zollner, the opening speaker via Zoom, said it was so long since current economic conditions had been seen that it was forgotten what they were like.

She said the game was to deliberately cause unemployment, which at 3.3 percent is at historic lows, and reduce demand and inflation by raising interest rates.

"Conditions are ripe for a wage-price spiral."

Wage growth was up 7 percent but confidence was through the floor.

**"There is a huge demand for New Zealand products and a restricted supply of seafood. Even with the headwinds and the challenges, there is a very bright future for seafood."**

"People are not worried about losing their job. People are not happy, but they are not completely freaked out.

"It is not looking likely the reopening of borders will solve New Zealand's labour shortage problem any time soon. Australia is quite openly looking to solve their labour shortage by employing here."

New Zealand seafood was still largely reliant on the China market, which took 30 percent of exports.

"You have not done a good job in diversification.

"It is going to be more difficult to dance between the two elephants – the US and China.

Financial conditions were the tightest since 2009 and inflationary pressures were expected to remain until 2024.

Diplomat, economist, and trade negotiator Vangelis Vitalis, deputy secretary of the Ministry for Foreign Affairs and Trade, was another who had to Zoom in at late notice.

He said war in Ukraine, Covid, famine, and climate change were creating uncertainty that was contributing



Sanford keynote speaker Sir Ian Taylor sees opportunities.

## CONFERENCE

to a rise in protectionism and a weakening of global connectivity that has not been seen for 20 years.

But there were a couple of bright spots for the seafood sector – the World Trade Organisation (WTO) move to ban fishing subsidies and removal of tariffs in the European market.

New Zealand and Australia do not subsidise seafood harvesting and production but many countries do. China, EU, US, and Japan account for 60 percent of global subsidies which enhance catching capacity and unfair competition and contribute to a crisis in fishing stocks.

As much as 20 percent of illegal, unreported, and unregulated (IUU) fishing, seen as one of the greatest threats to marine ecosystems, is subsidised. The move to finally ban such subsidies is a WTO agreement and is legally enforceable.

On tariffs in the European market, Vitalis said these added between 8 and 20 percent on the price of New Zealand mussels, while competitors faced no impost.

The tariff on frozen fish fillets and squid was up to 18 percent. Again, main competitors had zero tariff.

From day one, there would be an immediate level playing field in Europe, adding \$19.8 million on current trading.

“You will be able to increase your market share in a high value consumer market of 450 million plus people,” Vitalis said.

There was also a commitment to move product across ports within 24 hours and within six hours for air freighted chilled product.

**“You will be able to increase your market share in a high value consumer market of 450 million plus people.”**

The next step is to verify, translate, and sign the agreement.

It then needs to be ratified by the European Parliament, which does not have an encouraging record on EU agreements. The last one passed was nine years ago.

But where others see challenges, keynote speaker Sir Ian Taylor sees opportunities.

He has never written a business plan and stopped reading spreadsheets “because they are always full of bad news”.

Taylor refers to himself as just a singer in a rock ‘n’ roll band – Kal-Q-Lated Risk popular in the 1960s – but he is much more than that.

An Innovator of the Year and Outstanding Māori Business Leader of the Year, he was knighted for services to broadcasting, business and the community in 2021.

Not bad for a boy from the tiny Far North township of Kaeo in a humble home that did not have electricity until he was aged seven.

Taylor’s Dunedin-based Animation Research Ltd brought the America’s Cup to life with revolutionary technology and has gone on to provide graphics for



Toby Bailey (left) with Dom Taliјancich.



every golf major, motor racing and baseball.

His company also developed Virtual Eye ball tracking used in cricket's decision review system, removing dodgy umpiring from the equation.

With such a pedigree, Taylor is well qualified to comment on the proposed introduction of cameras on 300 inshore fishing vessels, proposed by MPI as a fisheries management tool also designed to increase transparency and allay public concerns.

The initial \$68 million cost of cameras and monitoring, of which commercial fishers are required to contribute \$10 million, is the single largest ever investment in fisheries management.

And, according to Taylor, it is short sighted.

He says there are enormous technology opportunities for the industry but simply installing cameras will not future-proof the system.

He advocates underwater cameras that use artificial intelligence to tell the fishers what is in their nets, allowing them to discard any unwanted bycatch such as spiky dogs or endangered species before the net is hauled. This would be better for the fishers and the environment, enabling better catch targeting and reduced waste.

Such a system is under development, as detailed by Nelson fisherman Dom Talijancich and technology entrepreneur partner and fellow Nelsonian Toby Bailey.

The pair have developed a Deep Set prototype that has been fitted to Talijancich's 24-metre trawler *Mako*.

"It's a new tool that takes sustainable fishing to the next level," he says.

"We think this should be a standard tool for skippers on all trawlers. If I can see what's happening in real time underwater, then I can decide that I've caught my quota and end the day early. Or I could see that too much bycatch is going into the net and decide to change direction, move or adjust the depth or speed of my tow to target a different species.

"A shorter tow also means less contact with the sea floor, which is another sustainability goal."

The future of commercial fishing was investigated and reported on by the Prime Minister's Chief Scientist, Dame Juliet Gerrard, last year.

Commercial fishing was in scope, recreational fishing and quota ownership were not.

"There was no thought people weren't being full and frank," she told the conference. "Some of the comments were some of the fruitiest I've seen."

Gerrard acknowledged the input of report co-chair Craig Ellison, former Seafood NZ executive chair and current Ngai Tahu Holdings chief executive. Her hands-on research included a stint on the Talley's filleting line and a trip to the Chathams.

A lot of the deep thinking that went into the report came from the commercial sector, particularly the smaller operators, she said.

She saw enormous potential to fish smarter and called for a data platform that enabled informed commercial and environmental decision making, aggregating and integrating the knowledge we do have.

"We know frighteningly little."



Prof. Dame Juliet Gerard.



Dr Jeremy Helson, Shawn Gerrity, Ian Tuck, Megan Linwood, Dr Malene Felsing.

In a brief Q & A session, one fisher told Gerrard, “The last of our worries is overfishing, it’s all the crap that goes into the sea”.

The Government released its response to the report earlier in the month and will review progress in mid-2024.

Its proposed actions include a more co-ordinated approach to the marine environment; driving environmental performance and increased value; defining and protecting habitats of particular significance for fisheries management; improving accessibility and transparency of key fisheries information.

NIWA (National Institute of Water and Atmospheric Research) chief fisheries scientist Dr Richard O’Driscoll echoed Gerrard’s point that fisheries are being managed with minimal data.

“Fisheries science and management is expensive and hard,” he said.

The good news was that 85 percent of scientifically evaluated stocks by value and 67 percent of total stocks are assessed as having no sustainability risk.

But of 13 stocks assessed last year, only four had full assessment, five had low information and four had no monitoring, other than catch. More is known about the banded bellowfish, only 20cm long and of no commercial value, than about hapuku, a stock that is not even managed by species but as a conglomerate with bass.

He had been told by a fisheries official that the requirement in fisheries management was not for a Rolls Royce, rather for a Cortina.

When the research vessel *Tangaroa* was commissioned, it spent over 300 days a year at sea. That has steadily reduced due to reduced budgets to around 50 days.

However, a replacement for the 40-year-old inshore research vessel *Kaharoa*, launched in 1982, is under way. A building contract has been signed with a Spanish shipyard – no New Zealand boat builder tendered – for a \$35 million 36.1m vessel to be delivered in the first quarter of 2024.

O’Driscoll included a sign offering three kinds of service – good, cheap and fast – but with only two options.

Good service cheap won’t be fast; good service fast won’t be cheap; fast service cheap won’t be good.

While politicians and officials avoid mentioning recreational fishing and its impacts – far too political – O’Driscoll is in no doubt a marked decline in hapuku on the southern Wairarapa coast at Ngawi is due to recreational pressure.

He has been going to a family bach there for 50 years. In the 1940s hapuku were caught off the beach. In the 1950s a dinghy and a handline sufficed. For the last 10-15 years, fishers have to go well offshore.

“Most of the reduction is due to recreational fishers,” he says.

“I’ve heard them say, ‘last week I went out and caught 20 hapuku. Today I only got five. Bloody commercial fishermen’.”

The Total Allowable Commercial Catch (TACC) has not been reached for years and has been lowered this year to reflect that.



# New Zealand recorded most impactful marine heatwave in history in 2022 - and this is just the beginning

Despite being in the tail end of winter, marine heatwaves are still ongoing in many New Zealand coastal areas.

That is according to Dr Malene Felsing, Moana Project Manager, who spoke at the Seafood NZ conference in Nelson.

The Bay of Plenty has already recorded the most extended marine heatwave seen in New Zealand waters, a heatwave that has now been ongoing for nine months. This is according to a new Moana Project site showing the duration of marine heatwaves in New Zealand (<https://www.moanaproject.org/recent-marine-heatwaves>). Fiordland saw the most impactful marine heatwave on record in 2022, with temperatures reaching almost 5 degrees above normal.

To gain more information, MetService researchers, through the Moana Project, have collated New Zealand's most extensive ocean temperature data, through using sophisticated sensors on commercial fishing gear.

"We have over 250 sensors attached to commercial fishing gear, from inshore cray potters to southern ocean fishing vessels, sending back ocean temperature and depth data," Felsing said.

"These sensors collected an astounding 4.3 million observations last year, 700,000 alone in the month of June. Altogether, the sensors have been collecting underwater data for a combined time of over 12 years. In 2020 New Zealand had almost no real-time observations of coastal ocean temperatures, and now we have millions – thanks to the fishing industry."

The ocean temperature data collected will be incorporated into MetService ocean forecasts, improving accuracy.

"From the more accurate models we get better forecasts, including for marine heatwaves, and this is vital information will help us prepare for and mitigate climate change impacts," explains Felsing.

"Fishers get their data back, so they know exactly what the temperature was where they fished. This, along with the improved forecast and warning of marine heatwaves, is the first step in helping fishing



Dr Malene Felsing, Moana Project Manager.

and aquaculture industries better prepare for ocean warming.

"Looking to the future, Moana Project research shows that average sea temperatures could increase by 1.4 degrees by 2060, and by almost 3 degrees by the end of the century. This has wide implications for marine life, including fisheries and aquaculture. This means that by mid-century we may be facing 260 days of marine heatwaves per year, increasing to 350 days by 2100.

"We can't measure everything, everywhere, all the time – that is why we need accurate models, coupled with real-time data to forecast both short and long-term temperatures. The Moana Project is unlocking the seas around NZ, providing vital data and information for all industries that use our seas."

The Moana Project (<https://www.moanaproject.org/>) is a Ministry Business Innovation and Employment funded five-year research project that comes to an end September 2023. The project is currently looking at ways to further the ocean observation and forecasting beyond this.

# Zak Olsen: Going places

From Zak Olsen's base in Whangarei, he runs two vessels for Phil and Adam Clow, *Southern Cross* and *Tarpeena*, and skippers *Tarpeena* as well. He's also just been elected to the executive of the Federation of Commercial Fishermen. As Lesley Hamilton found, Zak Olsen is a force with a fierce community spirit.





Olsen at the CrossFit gym with his students from Taimahi Trust.



Zak Olsen and buddy Sam Hayes.

Add into that equation two businesses – being a coffee shop and a barbeque operation – two small children, work with the disabled, and chairing the Northland Youth Theatre Trust.

According to his wife Jess, Zak Olsen has always had incredible energy, borne of a passion to contribute to his community.

Jess Olsen owned a local bar and venue called the Butter Factory when she met Zak.

"He was my best customer. He'd come off the boats, sit at the bar and we got to know each other pretty well. He became part of our whanau and started coming to events and after-parties. And now, some years later and two kids, here we are."

The Butter Factory was sold as their lives became increasingly busier.

Jess is relieved that she wasn't running the venue, which relies on events, when Covid restrictions came through. "I miss some parts of it because it was a big part of my life, but going through that with two small kids, no."

The Olsens now own a hole-in-the-wall coffee shop where they are rapidly becoming famous for their home-made gourmet pies made with the smoked meat Zak barbeques.

"This place is great – it's school hours, no weekends and no nights and I have two amazing staff, so I find it much easier to juggle with Zak's busy lifestyle," says Jess.

The pies are the result of one of Zak's latest endeavours.

"Like a lot of New Zealand men, he got really bored over lockdown so started doing some slow and low cooking on the barbeque, smoking the meats. All of a sudden, we had six barbeques at home, and I pointed out this was becoming an expensive hobby, so he turned it into a side-hustle. We now do a lot of catering for weddings and functions, and we just did a massive fundraiser for the gym we are involved with."

The pies have really taken off.

"I use Zak's smoked brisket, pull it into a pie with a gravy base with jalapeños and cheese sauce all wrapped in really good pastry and they are just flying out the door and I can barely keep up. I used to be the Butter Factory lady and now I am the pie lady. The other popular one is the pulled lamb and mint with a rub made locally. We really like collaborating with other local small businesses. It's good that we can showcase and promote other products."

Jess has difficulty remembering how long she has been with Zak.

"Oh, I should know that – Zak! How many years have we been together?"

Zak is serving a customer coffee and turns to Jess. "Seven years."

The customer says, "did she seriously just ask that?"

It is clearly not an indication of any lack of affection.

"When I knew I was falling in love with Zak I thought, oh no, this rambunctious fisherman. But the heart wants what the heart wants. I am just so proud of how hard he works – his work ethic and all the work he does for his community and friends. He is the sort of person who would give you the shirt off his back."

Zak and Jess' wedding saw 200 people party over three days, and it even made the local newspaper. That all started because, in an extraordinarily generous move, Jess told Zak he could have anything he liked for the wedding.

"Whatever you want, hon. Let's make your dream wedding happen," she told him.

"Well, he kept adding friends that he wanted as groomsmen until he ended up with nine of them. So, I had to find nine bridesmaids. Then he decided he wanted to arrive by boat..."

Zak interrupts. "We had the wedding at this private beach up the coast here, put a marquee up, had two bands playing. I had *Southern Cross* for this Easter weekend, got another mate to bring his boat up there so we could get out to the *Southern Cross*' mooring. So, me and the boys all went out to *Southern Cross* in our suits and set and hauled a longline to get fish for the reception."

Unsurprisingly, that adventure ended up with someone falling overboard.

At the time of the wedding, they owned the Butter



Jess and Zak Olsen.

**"When I knew I was falling in love with Zak I thought, oh no, this rambunctious fisherman. But the heart wants what the heart wants."**

Factory, so they were well stocked with alcohol but still managed to run out at seven that first night.

Jess points out that maybe tapping the kegs at eight in the morning may have been a factor.

Zak Olsen's backstory is similar to many others who end up in commercial fishing.

"I was wayward teenager and when I left my job making sandwiches at Subway, a friend's uncle offered me a job on his fishing boat *Kaipara*," he says. "They thought it would be a hoot – that they'd take me out and break me. I was 16 and was a bit punky with a mohawk and they didn't think I would cope at all. It was a long liner skippered by Stu Sheard and I just kept coming back week after week until I got my skipper's ticket on her when I was 20 and started driving it because Stu fell down the stairs and broke his shoulder. I loved being out there. I loved the lifestyle and I never thought of changing jobs again. Then I went and did a hoki season, and some seining with Sam Hayes and then did a couple of years trawling."

Conservation and the environment have always been important to him, and in 2012 he received a Seabird Smart Award and met Prince Charles (now King Charles III), who is the Patron of the Southern Seabirds Trust.

"That is where I met Adam Clow, who wanted me to come and work for him on *Southern Cross*," Olsen says. "At around the same time I was a bit busy doing the National Seafood Leadership Programme in Australia, and running the Butter Factory because Jess was pregnant, so I just did casual work for Adam and Phil Clow on *Southern Cross*. Then the contract came up for their second vessel, *Tarpeena*, and the proposition was I would manage both *Southern Cross* and *Tarpeena* and skipper as required. I knew this was going to be a big job in itself so we sold the Butter Factory so I could concentrate on the fishing."

Olsen organises the logistics, the crewing, the unloading, and makes sure both vessels are keeping on track with their catch plans.

"With two boats that are mostly unloading twice a week it can get very busy. The biggest headache at the moment is finding crew that can do the job, want to do the job, and will stay around to do the job. Increasingly, we also have to concentrate on running



the business economically. It is a different business than it was five years ago when you could steam a boat for five hours to catch what you needed to catch. It is about maximising the boats' potential.

"If that means securing contracts with Department of Conservation (DOC) to do work outside of fishing, then we do it. Adam is the driving force behind seabird mitigation, and we do a pretty good job. We had a contract earlier this year where we went to DOC and said we want to test sink rates to see how our guys are going to meet the new five metre regulation. Dave Goad from DOC and I tested hundreds of different gear configurations. It is a daunting task for fishers if you have no real guidance



**"When I first started, I used to see people throw rubbish bags off the back of vessels at sea, and that just doesn't happen anymore."**

how to get there. You can adjust the weight of the tori line, the tension, fewer floats – there are so many things that go into your line sink speed. What we tried to do is take all the variables that are being used across the industry at the moment, added some more that we thought would get there, and then made a big table of it. That was a week of firing stuff off the end of the boat every day."

He adds there has been a huge shift in the way people now look at their obligations to the fishery.

"When I first started, I used to see people throw rubbish bags off the back of vessels at sea, and that just doesn't happen anymore. People know you keep every little bit of waste on board. And we do everything we can to avoid catching birds. Scott Tindale and his Trust [Tindale Marine Research Charitable Trust] are doing a lot of work on recreational bird captures and it is just wild that so little is being done in that space when the commercial guys are really going all out to meet all the regulations. The same goes for other aspects of the recreational catch – they can do what they want, to the detriment of the environment. Even if they just started regulating charter boats, that would be a start. When I was doing the leadership course in Australia, I was with this guy from the Marine Stewardship Council who couldn't understand why we had a world leading Quota Management System for commercial fisheries and the no reliable data on recreational fisheries."

Olsen says it is a good time for the industry to re-evaluate how they manage resources.

"If it means we can't go out and catch a shitload of low-value fish just to put in freezer, maybe it is a good time to stop doing that. As a long liner, we are catching high-value fish that is required as it is caught. Every fishing method has its place but if that method can't pay for the diesel to catch it maybe it is not worth catching now. Instead of catching for negative economic value, maybe we should be leaving it in the water for a while longer. I know you need volume for exports, but at the moment we are harvesting more than demand and therefore driving our own prices down. The next few years are going to be ugly, but I think we will come out the other side as a better industry. One



Zak Olsen serves a customer at the Olsen's café, Hello Pickle.

that is harvesting better than it is now."

Jess says they have such busy lifestyles that they both have to keep reminding themselves to say no occasionally.

"We are both pretty bad at it because we just want to help our community thrive. Whangārei is where we both grew up and we genuinely love it here. That's why Zak and I get on so well. We have core values that align and a shared passion for helping the community we love."

Olsen has a passion for CrossFit and credits the gym for him dropping 20 kilograms recently. He is giving back by helping people with intellectual disabilities work out.

"They are from the Taimahi Trust, which does a great job of creating meaningful jobs for them. They grow organic vegetables and get paid for their work. They come to the gym on a Wednesday morning, and I work with them. A couple like to play rugby and a couple like to dance. I just get them to move and have fun."

Olsen's schedule is brimming over already but he says joining the executive of the Federation of Commercial Fishermen is something that he was determined to fit in.

"I have spent a couple of years on the Northland Youth Theatre Board assisting in the arts, which I love, and then there is the barbeque business, which

brings me joy, two kids, the café, and my real job – and I really didn't need anything else. But then I thought, why not? I already spend my time making submissions, and talking to other fishermen about speaking up, so if I get on the federation executive maybe I can get a bit more reach. It's only a few meetings each year.

"My long-term goal is not to spend forever on the sea. I think the federation is well positioned to represent fishermen, but we need to get more young guys like me to conferences, so they get to understand the value of attending. Trying to convince some of them that it is worthwhile to spend three days away from the boat at a conference is really difficult. I mean, this year at the Federation conference we heard from MPI, Maritime NZ, we had Todd Muller there all day, we heard from the Minister. Listening to these people talk and learning what is ahead for the industry is information you can't get on your boat. I am a big fan of cameras, but I was surprised to learn that they would be triggered by artificial intelligence (AI). That's important information on a 16-metre boat where the deck is my smoko room. I know the AI will learn over time, but I don't want to wait for it to figure out whether I am hauling gear or taking a wee. We sit on the hatch to eat lunch and that is the same place we pack fish. How will AI know the difference? Look, all of this will



Jess Olsen with their popular homemade pies.

be worked out, but the point is, if you don't go to conferences, if you don't get involved and listen to the experts, you don't know what's coming.

"Also, the reason I can afford to be on the exec is I have such a supportive company behind me. Phil and Adam Clow also want what is best for the industry."

Jess says Zak has always been heavily involved in the industry.

"I used to get annoyed with the amount of time he would spend on the phone, and at conferences, and helping people with their issues. I have learnt a lot about the industry just by listening to him talk on the phone. He did the leadership training in Australia as well. It was a bit tricky to juggle but you can't pass up those opportunities. That's the path he wants to be on. Fishing gets harder on the body the older you get but Zak has the passion, the knowledge, and the experience to have a huge impact on the industry. So, when he came back from the Federation conference recently and told me he had joined the executive he thought I would be a bit grumpy because we had talked about not doing so much stuff.

"How could I be? There is no stopping Zak."

# Olsen partners

**Seeing the challenges that longline fishers were having to meet new bycatch mitigation regulations, a small team took it upon themselves to design and run a Department of Conservation (DOC) funded research project and help other fishers in the process.**

Anyone who has spent time working in or around the snapper bottom longline fleet knows that reducing risk to seabirds runs through all parts of the fishing operation.

Setting lines at night reduces seabird bycatch, as does sinking hooks quickly beneath a tori (bird-scaring) line. For many fishers, alarms go off in the small hours of the morning and they have set and started hauling lines before everyone else has had breakfast.

As part of the National Plan of Action for Seabirds 2020, Fisheries New Zealand (FNZ) updated the regulated seabird mitigation measures for bottom longlines in October 2021. Now, rather than being voluntary and encouraged measures, fishers are legally required to sink their gear to five metres by the end of the tori line, and record and report their sink rates every month.

It's a worthy measure, but does add another job for busy skippers, and in some cases quite a bit of tinkering with gear configuration to routinely achieve the five metres required. So, Zak Olsen, at Southern Cross Fishing decided to do something to help his fellow fishers.

He saw the need to get the whole fleet up to speed and compliant as quickly as possible. He has spent significant time working with the Zebra Wet Tag project, an initiative which logs sink times automatically, and has a good understanding of what increases sink rates.

Sinking gear quickly is fairly easy but doing it with minimal disruption and without reducing catch rates is a bit trickier. After several phone calls with independent contractor Dave Goad (Vita Maris), some head scratching and back-of-envelope calculations, a proposal was submitted.

The plan was twofold; firstly, test sink rates of a whole raft of different gear configurations at different speeds and conditions to see how far astern they reached five metres depth. Then come up with tori lines long enough



# with DOC to save seabirds



Droppers set up.

to cover that distance. The result was to be a guide for fishers to help them easily figure out gear changes necessary to meet the five-metre requirement.

DOC saw the value, especially for their Fisheries Liaison Officers who are tasked with helping the fleet meet the regulations. So, the trials began and DOC funded Goad to run the trials.

It was a strange week of shooting and hauling gear without baited hooks. The crew were champions setting up endless combinations of weights and floats and deploying them with military precision.

Olsen wrote a wish list of setups to test each set, whilst Goad sorted the Time Depth Recorder (TDR) data, and Jordan Murley an FNZ observer, filled the gaps by conducting comparisons with similar Wet Tag testing being carried out by FNZ. A busy and productive trip came to an end steaming back into Whangarei in stops and starts testing the last of the tori line configurations.

After crunching the numbers there were no great surprises; more weights closer together is the key to meeting the five-metre requirement. Line tension and backbone diameter also play a part. Tori line drag options will always be skipper specific — during the trial, a series of small cones that provide drag to keep the line above the water did well in achieving the best distance (maximum aerial extent).

The results were sound, and there were some solid recommendations to help fishers meet the regulations. When the presentation was made at a DOC working group, Janice Molloy at Southern Seabirds saw the potential and funded some graphic design time to produce a flyer for Liaison Officers to take to fishers.

This has been a great example of a collaborative effort stemming from a good idea and a couple of phone calls to get the wheels in motion. Hopefully, for those longlining with light gear and who haven't yet sussed the sink rate requirements out - this will help.

# Nelson: The seafood centre of New Zealand

**Nelson is the geographical centre of New Zealand, but the top of the South Island is also the centre of New Zealand's commercial seafood industry. Lesley Hamilton reports.**

Fishing has been of vital importance to Nelson since pre-European times, with evidence found that Māori used sophisticated seine methods to catch their seafood in Nelson waters. According to a Nelson historical publication, The Prow, oyster and fish saloons were also common once the settlers arrived. Commercial fishing was limited by difficulties in storage and transport until 1900, when the Nelson Fishing Company was formed and installed freezing machinery at its new premises at the port. New technology went hand in hand with other changes, such as the development of trawling, as oil-fired vessels became more efficient and replaced coal burning steamers.

As the largest fishing port in Australasia, most major seafood companies are now resident in Nelson, or are represented.

Sealord employs 1000 people in New Zealand and more than 200 overseas in their operations in Australia and Mauritius. Established in Nelson more than 60 years ago, the company is jointly owned by Māori through Moana New Zealand, and international seafood company Nissui. The company is a major player in deep-sea fishing and finfish farming, selling its product to more than 40 countries.

Talley's Group was born in the Nelson region, where Ivan Talijancich opened a fish shop and bought the vessel *Janie*

*Seddon* in 1936. The *Janie Seddon's* rusting hull can still be seen from the Motueka shoreline. The company now has a diverse range of interests, including inshore and deep-sea fishing, mussel farming and processing, extensive dairy, meat and vegetable

growing and processing for the domestic and international market.

Sanford, another major New Zealand seafood company is one of the oldest. It was listed on the New Zealand stock exchange in 1924 and operates all over New Zealand including mussel harvesting and processing out of Havelock.

Solander, Aquafresh, Finestkind, and New Zealand King Salmon all call the top of the South Island home, as do a number of fisheries consultants.

In two long streets at Port Nelson, there are literally hundreds of businesses whose mainstay is fishing, either directly or indirectly.

Marine engineers, electrical engineers, provedores, stevedores, ropes and winches, processing and catching, navigation, and safety – they are all there, and we have caught up with a few of them.

## AQUAFRESH

Aquafresh, most well known for their smoked seafood, has a new face at the helm.

Jonathan McPherson has always been in seafood, pretty much, but took on Aquafresh in the middle of a pandemic, which he admits to being challenging.

"We started negotiations about October 2021 and did the deal in December after a long transition process with the former owners. They had owned Aquafresh for 20 years so there was a lot of information to pass over."

McPherson was with Talley's Group for seven years and then moved to Singapore for Lee Fish, where he spent four years doing retail development and extending Leigh's fresh fish with frozen products all over Asia.

"We decided to come home to New Zealand, but I wanted to go via the Indian Ocean," he says. "We ended up staying and working in Mauritius for more than three years. We had a scampi operation in Maputo in the South of Mozambique and longlining tuna and swordfish in the North, out of Beira. We started the Mauritian longlining operation as well."

McPherson and his wife finally made it home to New Zealand but says the decision to buy Aquafresh in a pandemic was a risky move.

"We just had to roll up our sleeves and carry on really."

McPherson inherited an ageing workforce, and he has



Jonathan McPherson, Aquafresh.

lost some, many to retirement, including his head smoker.

"The master smoker had been with the business for 24 years, so I was losing a lot of experience," says McPherson.

Unlike others in the seafood industry, he has had no trouble getting new people into

vacancies in the six months he has had the business.

"I started with nine staff and, despite the retirements, now have 12 full time and four part time staff members."

And the new broom is doing a bit of sweeping, with new computer systems, new ordering systems, inventory systems, new equipment, including new forklifts, and revamped packaging.

"We've kept the Aquafresh name but have rebranded with a more modern look to the packaging," he says

McPherson says the Aquafresh smoked mussels have been the number one brand in New Zealand for over 20 years and business is still booming.

"There used to be only one filleter working to provide the smoked product. We now have a team of filleters out there. I also now buy fish from the fisher and wholesale it fresh."

The Aquafresh business is now 50/50 smoked retail and fresh wholesale.

As well as the line of smoked products, the company is also a Licenced Fish Receiver (LFR), does contract packing for exporters or prepares fish for some fishers who like to deal directly with restaurants.

"We get the ice, arrange couriers, and check the packaging. I like to support these guys with the LFR service," says McPherson.

He says his long background in seafood counts for a lot.

"I wouldn't want to be coming into this industry without that background. It's challenging enough."

McPherson has big plans for Aquafresh.

"I would like to expand the flavour profiles of the smoked fish. At the moment we just do natural manuka or beech smoked but there is a lot of demand for seasoning like Cajun."

Aquafresh is now running 80 product lines and has just started exporting their smoked products into mostly retail outlets in Australia.

"I would like to invest in a bit more innovation and technology, particularly around the hard physical work like picking up full bins."

McPherson is also a big fan of utilising every part of the fish.



Steve Sullivan and Andy Smith of Aimex.

He can't make burley bombs fast enough for the demand from recreational fishers.

"And that's great, because the waste is going back into the food chain, not to the tip," he says.

## AIMEX

On Vickerman Street, is marine and industrial engineering business, Aimex, which is almost exclusively marine engineering.

Aimex is a service group, so they have a building division for interior fitouts, an electrical division, a hydraulic division, and engineering. About the only trade they don't cover is paint.

Steve Sullivan is Aimex's Managing Director and worked at Port Nelson in the role of engineering and hydraulics for 30 years. He and Andy Smith, formerly at Talley's and now General Manager at Aimex talk us through the many facets of Aimex's business.

Sullivan says their core business is ship repair.

"So, that could be for breakdowns or servicing of the local fleet and the deepsea fleet. When they come in, they consume a significant number of our tradespeople.

Aimex also do planned work, such as major refits which can take 3-4 months and are typically for international clients.

"We take vessels out of American Samoa and the Solomon Islands," says Sullivan.

Andy Smith points outside, "there's a fifty-metre purse seiner from the Solomon's here now. And this is the fourth vessel of theirs that Aimex has refitted."

Sullivan says the Solomon Island vessels are sister boats – all exactly the same – and there is one more of them to come to Aimex. The work for that particular company has been going on for more than two years and the vessels they have already serviced will cycle through again about every three and a half years.

"So, it is major revenue for the region," Sullivan says.

Aimex employ around 100 people in Nelson and, while they do not have branches elsewhere, their people travel to some jobs.



## PORT FOCUS



The wheelhouse of Westfleet's \$6m trawler *Te Runanga* under construction at Aimex.



*Te Runanga*'s hull floating outside Aimex.

Aimex's association with a Norwegian company see them service all of McGregor Group's Australasia clients for deck winches and systems as well.

Smith says two of their heavy diesel mechanics and two hydraulic staff are in Sydney right now.

"They were requested by name to go over and do engine work on the Interisland ferry *Kaitaki* because Aimex do a lot of work on the ferry fleet here," says Smith.

He says the biggest asset to any company is its staff, and they have a great team across the businesses, including the admin staff who "get stuff done".

Sullivan says they send people up to Mauritius where many of the fishing fleets are based, and because of their work with the Norwegians, have picked up work all over the world.

Twenty-five percent of Aimex's business is derived from new builds, including Moana's *Santy Maria*.

Sullivan says that was supposed to be the first of five vessels, but it was too good.

"The *Santy Maria* out-fished their expectations. They were looking for a five-year pay back on the build and it is so efficient they got there in two years," says Sullivan.

Aimex are currently building a new vessel for Aimex co-

owner Craig Boote of Westfleet and they are looking to finish that vessel by May 2023.

"We are flat out. Labour has been tough," says Smith, "and if a Sealord trawler comes in needing work, we have to put six or seven people on it and those people are taken off the new build."


Sullivan says there are a lot of young skippers out there with everything invested in their inshore boats that have no resale value right now.

"They can't get a fish plan to go with the vessel and a vessel without a fish plan is old and unsaleable unless you want to park it up and use it as a caravan."

Sullivan says when he grew up the fisherman's co-op wharf where Aimex sits was full of boats.



"And every Friday, you could walk down there and get a job. Those small boats that go out for a day are disappearing. The new boats are bigger, stay out longer, and there are fewer of them."

"And that makes it very hard to balance our workload as well. One boat may replace 10 others and it's out at sea fishing for six weeks and still, like the small boats, is in port for two- or three-days tops turnaround. So, you have just a few



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days to service that boat and six weeks waiting for it to come back again."

He says Aimex has had to diversify. Along with new builds, they are also servicing charter boats.

Sullivan says there is a lot of drive from boat designers to look at different ways of doing things in new builds, be it more horsepower or catching more fish.

"That's what the *Santy Maria* delivered. It had horsepower but it was fuel efficient, and it was good with seabird mitigation and bycatch.

"We have a handful of workers coming in from Singapore or Bangladesh soon. They are really good workers and highly trained," says Smith.

"We also have six to eight apprentices, and a couple of students at the Nelson Marlborough Institute of Technology come down here for work experience. We encourage it because they are our future, and it is difficult enough to get young people into the industry."

Sullivan says they are heavily investing in apprentices and will even take them without a pre-trade course if they stand out. Sullivan says the best apprentices come off the farm.

"They have already been tinkering with engines and they know how to get up early in the morning," he says.

Sullivan says Aimex has had some massive increases in the cost of labour.

"I can remember when we were charging out \$18 per hour and now the charge-out rate is closer to \$100 an hour. Freight has been a killer for us."

Steel has doubled in price over the past 18 months and aluminium has also had huge increases.

If we wanted a container out of Australia, we used to have a one-week lead time, it's now three months.

Despite the challenges, they are upbeat and still keen to expand and improve.

Aimex is heavily involved in the new Port Nelson development plans, which will see the smaller slipway of the two current ones replaced with a bigger slip and they believe it will be a gamechanger, but that's another story for another issue.

The very vessels that Aimex is building for the fishing industry will probably be using state-of-the-art ropes made by another company at Port Nelson.

### COOKE'S ROPES

Hayden Buick is the rigging supervisor at Cooke's Ropes, and fishing is their bread and butter.

Rope, or the modern version of it, is everywhere on vessels.

"All your warp wires, all the sweeps and bridles, all the chains and hammerlocks. On the bigger vessels, there is twin rigging but when you say rigging it is not rigging like you see in yachts, it is more the fishing gear we supply and service. Cooke's also has a netloft next door to their premises in Akerston Street and repair Sealord's nets," says Buick.

"When I first started, we used to have boats come in that have dropped a whole set of gear, so Cooke's have to drop

everything to get it back out fishing.

We would work through nights and at weekends just to get the work done. We are on call 24/7, so if a boat comes in at 2am and needs us to take the ropes off the winches, we jump to it," he says.

They are also dealing with changes to vessel gear that is more environmentally

friendly and efficient. Buick says it is an ancient art but one that is having to move as fast as the technology.

"With a lot of the ropes, we now swage them rather than splice them so there is less for the birds to get caught on. Some of the guys are also using Dyneema, which is fibre rope, not wire," says Buick.

Dyneema is two times stronger than steel rope but 10 times lighter. Its other advantage is, unlike wire rope, it does not get 'sprags', which are wire filaments that come loose and can cause injury to people and birds.

Cooke's work is almost entirely on the commercial fishing fleet. They look after the needs of most of the inshore fleet in Nelson and also the deepsea vessels for both Sealord and Talley's. They have a branch in Timaru that takes care of Sanford's fleet and 11 branches around the country.

Buick says crew can splice a rope if it needs it but if it is too big a tear, or they don't have any spares, they let Cooke's know.

He says almost all of the work is done while the vessel is in port but there are rare occasions, like when *Amalta Columbia* caught fire, when they had to helicopter some ropes out to it to tow her back in.

He says if multiple vessels come in at once they could be turning around 40 wires in a day.

"It's very physical work. Those wire ropes are heavy," says Buick.

### HUTCHWILCO

In the same street we find Hutchwilco, a newcomer to Nelson and the Port.

Arie Graafland has been managing the business since it opened less than three months ago.

He says Hutchwilco, which is headquartered in Auckland, needed a branch in Nelson when it won the contract to supply all Talley's and Sealord's life rafts.

That's 40 new life rafts, each of which will then require regular servicing.



Hayden Buick of Cooke's Ropes.

## PORT FOCUS



Arie Graafland of Hutchwilco with a 25-man life-raft.

"That's the big contract we needed to set up shop here in Nelson," he says.

A life-raft's lifespan is usually around 10 years, as that's when the annual tests on them become stringent and far more costly.

Graafland says the companies have done the sums and decided to go with new gear.

That means all the extras that go with the life rafts – immersion suits, life jackets, EPIRBs, and flares.

The rafts are also equipped with sea sickness tablets, which would probably be the least of one's worries adrift in the Southern Ocean in a blow-up boat.

"Well, you would hope by the time you were in one, a mayday had gone out," Graafland says, giving little comfort.

The larger ocean-going trawlers will carry four 25-person rafts, which also comes with food and water rations in case rescue is days away.

"The life rafts also have water catching facilities and, if you had to, you could probably survive in it a month," Graafland says.

"Generally speaking, someone has got word out to rescuers and you're looking at two to three days in it."

The rafts sit in cradles on the deck of a vessel and get lashed onto the cradle with a hydrostatic release unit so if no one can release the raft, it will self-release when it senses water.

### GUYTON'S

For light relief, we head up the road to Nelson's most well-known fish retailer, which has operated on the waterfront site since the 1960s.

Aaron Fleming has been managing Guyton's Fisheries for the past five years and says the shop may look the same as it always has, but customers' preferences have widened.

"People are more likely to want convenience in their fish. They want a fillet not a whole fish, and they are starting to eat lesser-known species," he says.

"We have fresh fish landed to us six days a week and every day we sell all of that stock to the public or wholesale it to



Guyton's fish shop, a Nelson institution.

restaurants. It's really good to see people asking for species such as ling. Three years ago, we couldn't sell any ling. All of a sudden, people are realising it is a really good species for chowders and curries as it holds together well in cooking.

"And it is affordable. We have been plugging away promoting it and it has become quite popular. You still get people wanting snapper, gurnard, and bluenose which are top end but there is a whole heap of species that are just as good and not priced as high. We encourage people to experiment with new species. You can still buy a kilo of fish relatively cheaply and that can feed a lot of people," he says.

Fleming says Guyton's can have up to 21 species for sale on any one day and says customers have also discovered red cod and hoki.

Guyton's smoke Talley's fish on the premises. They also sell Aquafresh's smoked product.

"We think it is important to support local businesses and producers whenever we can," Fleming says.

### HARRY'S FISH SHOP

The newcomer on the fish shop front is a familiar Nelson face.

In the middle of town, on the square that holds Nelson's famous Saturday market, is Harry's Fish Shop.

Harry Morris may be new to seafood retail, but he is a long-term fixture of the Nelson hospitality scene. For a couple of decades, Morris has been associated with some of the finest establishments in the top of the South.

Morris was chef at The Cut restaurant that he owned with another familiar Nelsonian, Rob Fanselow, and the two of them opened Harry's Bar in Nelson's CBD when they moved on from The Cut.

Hospitality hours are killers, and Morris, while wanting to stay in the industry in a less demanding role, bought the retail shop.

Timing was not that great.

Morris says he bought the business almost three years ago and had only four months trade before the first lockdown.





Harry Morris of Harry's Fish Shop.

"This year has been better, but the first two were pretty rough, as they were for everyone," he says.

Morris says the plan was always to get into preparing and selling pre-made fish meals and they are good business. Customers can buy lemongrass fish curry, salmon and caper quiche, seafood chowder, and smoked fish and caramelised onion quiche among other offerings.

"All that ready-made trade has been added onto the business, but I still sell as much fresh fish as ever."

Harry's Fish Shop also do lunches of jungle fish curry, chilli squid, fish tacos, and ceviche.

"We are really starting to work on our online sales and pre-prepared meals," Morris says.

As Guyton's have noticed, the customers at Harry's Fish Shop are also getting more adventurous with the species of fish they eat.

Morris receives his fish from the previous owner, Andy Kenton, who still takes his vessels out to sea.

"The good thing about buying Andy's fish is that I get everything, not just the targeted species, and so I can introduce those species to my customers," Morris says. "Sea perch is selling well."

He says using the lesser-known species in the ready-made meals and as lunch dishes introduces his customers to fish they may not have tried before.

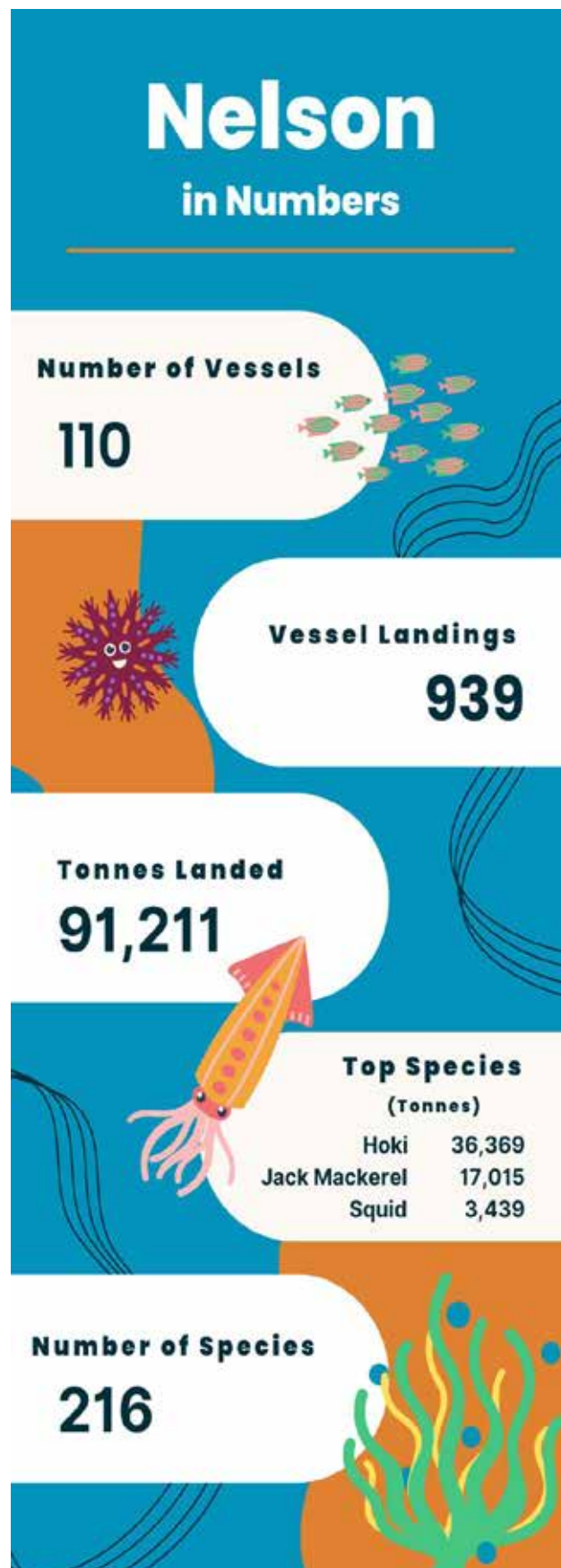
Morris also sources seafood from Mt Cook Salmon and Finestkind, while Aquafresh process the fish for him.

On our way out of town we pass the Seafarers Memorial statue on Wakefield Quay, in memory of all who have lost their lives at sea.

It is a reminder that this city was founded on the sea, from the times of the early whalers and sealers, and many have lost their lives in what can be a harsh workplace.

Nelson values its fishers and the food they provide and values the hundreds of satellite businesses which provide revenue and employment for the people of Nelson and beyond.

Here's to you, Nelson.



# Overfishing

A recent international documentary, panned universally by fisheries scientists, claimed there was no such thing as sustainable fishing or sustainable seafood. This, and other misinformation about overfishing, is easy to refute with science but it still prevails around the summer barbeque as you throw your 3 kg line-caught snapper on the hotplate.



In this *Mythbusters* we will address some of the claims made about the state of global fisheries, offer some home truths about whether there really is an overfishing problem, and offer up enough science that you will be happy to be eating commercially-caught fish out of New Zealand waters.

**Myth: There is no such thing as sustainable fishing**

Of course, there is: If the rate of natural mortality of the fishery PLUS what you are catching is less than the rate they reproduce, the fishery's biomass will not decrease. So, as long as you know how many fish are there, you can ensure the fish stock will not get below a healthy level. This is where fisheries management comes into play.

**What is fisheries management?**

Simply speaking, you count the adult fish, or in more scientific terms, you assess the status of the fish stock to determine the current stock size in

relation to the management target and from that set and manage conservative catch limits across all harvesters (commercial, recreational and customary non-commercial). That means taking into account the number of fish, their reproduction rate, their natural mortality rate, and the level of extraction or fishing impact. The maximum available catch for everyone depends on the type of fish, and the catch will likely range from 4 to 10 percent of the adult biomass in any year – meaning there is always a large majority of the fish still in the water and breeding. Around the world, where countries have good fisheries management systems, fisheries assessments are done by scientists on a regular basis. In New Zealand, the Ministry for Primary Industries (MPI), contracts independent scientists, including the National Institute of Water and Atmospheric Research (NIWA), to do this every year. Assessing stocks means the Minister can reduce the number of fish that can be taken out of the water by



fishers, including the commercial sector, if it looks like their numbers are getting below a sustainable point.

Fisheries management in NZ is built around three targets. There is the “management target” where the fish stocks are healthy. This is what we manage to, but like all natural systems, the biomass varies from year to year in response to the broader environment. Below that there is a “soft limit” where some caution needs to be had. If a stock is assessed as being below the soft limit, mechanisms are put in place to rebuild that fishery, usually reducing the number of fish allowed to be caught for a rebuild period. And then there is the “hard limit”, which is where all fishing may stop completely to allow the stock to rebuild as fast as possible. Fish stocks in New Zealand are managed so that they fluctuate around management targets and have a high probability that the soft and hard limits are avoided.

#### **Is this what happens in all the world’s oceans?**

Unfortunately, not all. According to the United Nations Food and Agriculture Organization (FAO), the world’s authority on fisheries, 34.2 percent of all the world’s fisheries are overfished, and these are mostly in countries that do not have good data on their fish stocks. Underdeveloped parts of Asia and Africa probably have significant amounts of overfishing and depleted stocks. Country of origin is generally the best general indicator of seafood sustainability. What gets measured, gets managed. If a country monitors their fisheries well, as New Zealand does, its seafood is probably sustainable. Luckily, there is very little seafood imported into New Zealand so the fish you buy is highly unlikely to be from an unsustainable source.

#### **If our fisheries are being regularly assessed, where is the data? I haven’t seen it.**

MPI tell us whether a fish population is in one of three categories each year. The annual data on New Zealand’s fish stocks is publicly available on the MPI website and in 2021, 152 fish stocks were analysed, with most of them in good shape. The 152 stocks account for 67 percent of the total New Zealand Quota Management System (QMS) catch and 85 percent of the value of that catch. The MPI analysis tells us that 84.9 percent of the fish stocks assessed are above the soft limit which equates to 94.3 percent of the catch volume. Almost 80 percent of the assessed stocks were doing even better than that and were above the management target.

Corrective management action has been put in place or is being considered for stocks that are below their management targets, or the soft or hard limit, or where overfishing is occurring. While assessments are not routinely undertaken for the remainder of



our stocks, their status is monitored less rigorously through trawl surveys and catch analyses. In the event a sustainability problem is suspected, MPI will put in place an appropriate management response, often focused on becoming better informed on the status of the stock.

#### **That’s all very well, but I am more concerned about the state of global fish stocks as I have heard that the oceans will be empty of fish by 2048.**

This often cited “fact” about the oceans being empty by 2048 has been proven wrong over and over since it first emerged in a 2006 press release. Even the authors of the original projection have admitted their analysis was flawed. The University of Washington School of Fisheries points out that criticism of the paper was quick. The authors of the original paper worked with a number of fishery scientists that had criticised them to take a closer look at the abundance trends in fish stocks. This analysis was published in 2009 and



## MYTHBUSTERS

showed that, on average, stocks were not on a path to total collapse and were stable over the previous 20 years. In 2020, the data was updated again, and the new analysis showed that fish populations around the world are generally healthy or increasing in abundance. So, to clear up any confusion: the UN (FAO) estimates that 66 percent of fisheries are sustainable and contribute 78.7 percent of the seafood the world consumes. The 2048 projection has been scientifically rejected and should stop being cited.

### So, no problem then?

It is great that two thirds of all the world's fisheries are being monitored and are increasing in abundance. But there should be concern about the remaining third not being managed well. Everyone wants sustainable, healthy fisheries. An overexploited fishery may end up collapsing – and with it the revenue, jobs, and food it supplies. Science tells us that countries where fish populations are not assessed and monitored are much more likely to be overfished and unsustainable.

The United Nations, in their FAO annual report, *The State of World Fisheries and Aquaculture*, unequivocally state that; “the solution for fisheries sustainability around the world is clear: implement effective fisheries management.” The 2020 report says that it is mostly developed countries that manage their fisheries and that means global fisheries sustainability has not improved evenly. And developing countries are facing a worsening situation when compared to regions that intensively manage their fisheries. With less effective fisheries management, many have stocks with only half the abundance of assessed stocks in well managed fisheries. Unfortunately, good science takes a lot of resources, and many developing countries do not have the financial or technical capacity to manage their fisheries sustainably.

### What can be done?

In countries where fisheries are not well managed, improved government policy around fisheries management would be good for the oceans and good for food production. Well managed fisheries are critical to feed the world and the FAO has a vested interest in keeping stocks healthy. That's reinforced by a report which says global consumption of seafood is growing faster than for any other protein. Seafood consumption is growing at an average of 3.1 percent each year while other protein like meat and dairy are growing at 2.1 percent. Fish provides 3.3 billion people (more than 40 percent of total world population) with 20 percent of their



animal protein each year and in countries such as Sri Lanka, Bangladesh, Cambodia and Indonesia that rises to 50 percent. Unfortunately, the latest FAO report states that because of poor management of fisheries in developing countries, the percentage of unsustainable fisheries has increased from 33.1 percent to 34.2 percent.

The waters of the Pacific southwest, eastern central and northeast are leading the sustainability charge. Those are the waters off New Zealand, and the United States, both of which have robust fisheries management regimes in place. However, the Mediterranean and the waters off South America are in dire straits. The good results in countries like New Zealand and the United States are not sufficient to reverse the damage being done elsewhere. The FAO says this highlights the need to urgently replicate successful management systems, such as New Zealand's Quota Management System, in poorly performing fisheries.

# Talley's



2022/2023



## ALBACORE TUNA SEASON

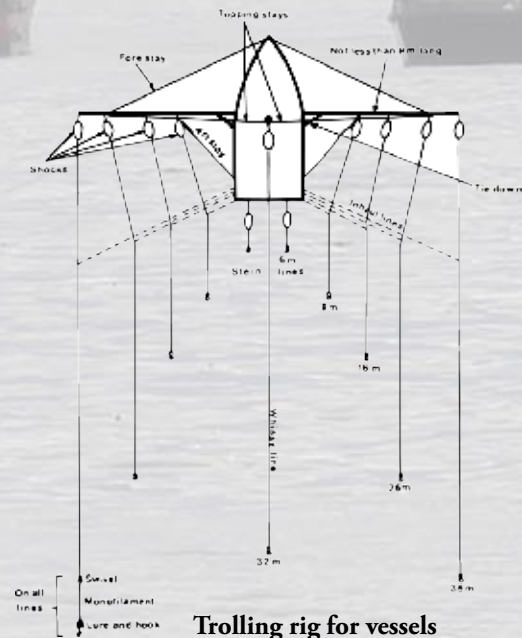
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# Supporting a skipper through stressors



**FirstMate New Zealand is a charity set up to support the health and wellbeing of hardworking people and their whānau across the commercial seafood sector. The following is a case study, where names have been changed or omitted to protect the identity of the individuals involved.**

Johnny started working in the fishing industry in his early teens, straight out of high school. He had been diving from age 12 and it was an obvious future career as it was his whānau industry.

"I always wanted to be a skipper and started my own business when I was 17 years old as a commercial paua, kina and crayfish diver."

Johnny describes being a skipper as challenging, rewarding and invigorating.

"You become master of your vessel and sometimes feel you are on top of the world. I have gained a lot of satisfaction in being a business owner. Unfortunately, there have now been more lows than highs and it became a bigger responsibility than I expected."

Business and life took a turn for the worse for Johnny in 2021. The long hours and physical demands were compounded by the stress of owning a vessel and the responsibilities that came with it.

A relationship breakup left him without a business administrator, which is when he discovered there was unpaid business tax. The pressure of having to manage the business admin, keep the fishing operation running by himself, and dealing with financial stress was challenging.

It all came to a head when Johnny was notified that the Inland Revenue Department (IRD) were about to take legal action against him to recover the business tax debt they were owed.

A good family friend, who was also an accounts professional, provided Johnny with the accounting support he needed. However, in September 2021 they realised that it was a more serious situation than they first thought, and that's when they reached out to FirstMate for support.

Johnny had first learned about FirstMate during a wellbeing event that visited the fishing community he was a member of in 2020.

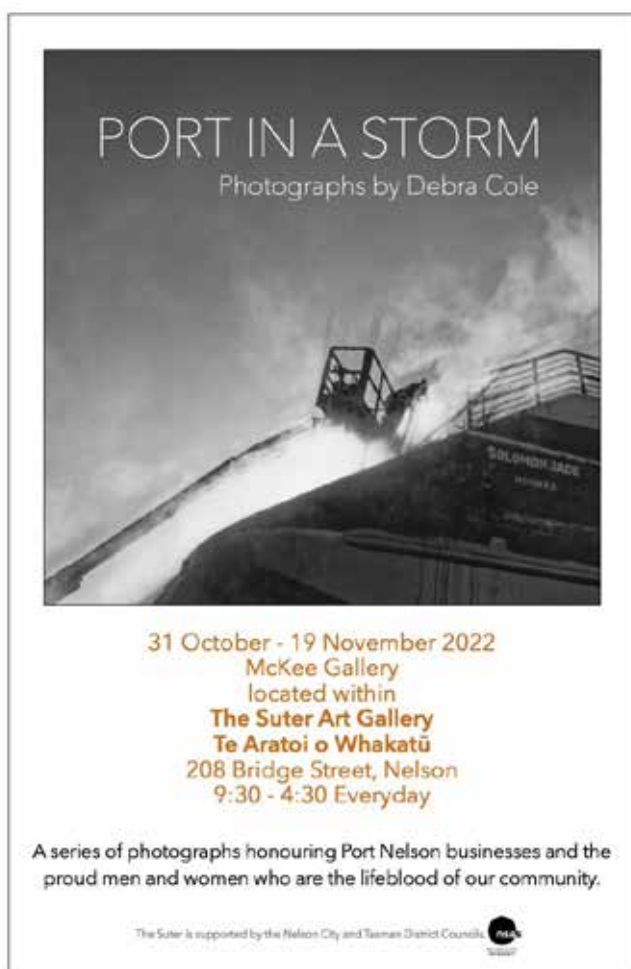
"If it wasn't for them visiting the community, I would have never known FirstMate existed to help fishers."

Johnny kept in contact with FirstMate over the next few months on a casual basis, before reaching out for support.

"I knew I needed help real fast as it wasn't looking good for me at all. Without help I would have let everything fold."

Johnny was connected with a FirstMate Navigator, whom he met over coffee, sharing his predicament.

The FirstMate Navigator joined Johnny at a meeting with the IRD, where it became clear Johnny needed expert representation by professionals who were





equipped with the experience, skills, and the ability to support him through the process.

FirstMate helped Johnny to source a solicitor who could handle the legal implications, and accounting services through BDO NZ. These services proved invaluable during this challenging time.

Johnny's community rallied around to help where they could. Local professionals gave their time and expertise to support Johnny.

Through it all, FirstMate was there for Johnny to facilitate, support and encourage him to make good decisions. FirstMate also coordinated wellbeing support services to help Johnny on his personal journey.

Johnny and IRD were able to agree a payment schedule and Johnny is still operating his business today.

"I am still not where I want to be but can now see a light at the end of the tunnel. This battle will carry on for a while in many different directions with twists and turns, but I will succeed – that I am now certain of."

Having journeyed with Johnny, FirstMate encourages others to reach out for the support they need. Navigators have access to different resources and they have lived experiences they can share – they understand what it means to be part of New Zealand's dynamic and challenging seafood industry. What they don't know, they can help find and link you.

Don't be afraid to ask for help, we all need it at times.

As Jonny reflects, "please reach out for help and don't let pride and shame stand in your way. One thing you can be sure is someone else has been through whatever you are going through. FirstMate are the most amazing support group where you feel safe. It's as if you are in a rough sea but then it calms.

"FirstMate have an incredible network and seem to have the ability to offer support without expectation. Their confidentiality and professionalism are remarkable. We are so fortunate to have this support group keeping an eye out for all of us fishers."

Johnny is one of many who have reached out to FirstMate relating to the pressures in the maritime industry and the impact on their wellbeing. FirstMate is committed to offering support to the hard-working people in the commercial seafood industry – and their whānau – ensuring that they have the support they need to not only survive – but thrive.

If you or someone you know is in the commercial seafood sector and is in need of support or advice, then call 0800 ADRIFT (237438), anytime between 7am and 10pm any day. You will be able to speak to a member of the FirstMate team, who will put you in touch with the support you require.

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# Settlement at 30: a milestone agreement between Māori and the Crown

Judith MacDonald, Director Fisheries and Aquaculture Treaty Partnerships

The Quota Management System (QMS) was introduced in 1986. It was an innovative and progressive system that even today, is considered world leading. Quota was allocated to commercial fishers based on their catch history using the previous system of open access permits.

Unfortunately, the introduction of the QMS caused many Māori to lose their right to fish commercially, because they either had no official catch history or were part-time fishers and therefore did not meet the Crown's definition of commercial fishers.



Judith MacDonald.

Because many of my uncles were freezing workers who fished to supplement their income during the winter months, they were defined as part-time fishers which rendered them ineligible to receive a quota. Other whānau members simply refused to fill in the paperwork showing their catch history. Years of unfair treatment and seeing their lands confiscated had ingrained a deep mistrust of Government. The Crown had guaranteed Māori, in The Treaty of Waitangi, "the full, exclusive and undisturbed possession of their Lands and Estates Forests Fisheries and other properties." But that was not the lived experience of Māori.

## A landmark finding, a way forward

"The Quota Management System, as currently applied, is in fundamental conflict with the Treaty's principles and terms..."

Those words are from the Waitangi Tribunal's landmark 1988 Muriwhenua Fishing Report. It found in favour of the claim of the Muriwhenua people and agreed the QMS undermined their ability to undertake customary fishing and participate in commercial fishing operations.

The Muriwhenua Fishing Report also contended that, "the Quota Management System need not be in conflict with the Treaty, and may be beneficial to both parties, if an agreement or arrangement can be reached."

An interim settlement initially agreed that 10 percent of quota would be reserved for all Māori, with a fuller settlement to be negotiated. As the negotiations for the fuller settlement between Māori and the Crown began, Sealord—which held 19 percent of fishing quota—went up for sale.

## Māori become key player in commercial fishing

The purchase of Sealord was an efficient way for the Crown to discharge part of its obligations imposed by the courts and for Māori to pick up quota through the QMS itself. The Crown agreed to provide \$150 million to assist Māori to purchase up to half of the company. However, the sale

requirements to acquire Sealord meant settlement negotiations would need to be completed swiftly.

The result was the Deed of Settlement 1992, which in addition to the Sealord contribution, promised:

- regulations to ensure input and participation of tangata whenua in fisheries decision making;
- recognition of the special relationship between tangata whenua and important customary fishing grounds;
- allocation to Māori of 20 percent of all new QMS species;
- representation of Māori on statutory fisheries entities;
- and importantly an ongoing relationship between Māori and the Crown in the management of fisheries.

Collectively all these commitments formed the redress that settled Māori Treaty claims to fisheries.

The Deed of Settlement was a significant milestone because it legitimised the QMS and provided an asset base for Maori to become a key player in commercial fishing. While all crown entities are bound under the Treaty of Waitangi

to act in good faith and be a good Treaty partner, the Fisheries Deed of Settlement and the Treaty of Waitangi (Fisheries Claims) Settlement Act 1992 which gave effect to the Deed, are legislative requirements to ensure the full scope of Māori fisheries rights and interests. This still underpins Māori-Crown relations for fisheries today.

Whether it's making TACC decisions in the sustainability rounds, establishing Mātaitai reserves to protect a local fishery or supporting kaitiaki to manage their customary fishing interests in a rohe moana – the Deed of Settlement continues to drive how we at Tini a Tangaroa – Fisheries New Zealand and iwi and hapū work together. It also gives us a way of thinking about how we will continue the mahi in the future.

The Deed of Settlement is a significant reminder that by honouring the commitments of the Treaty of Waitangi we can enhance and protect the wellbeing of our fisheries. As we celebrate 30 years since the signing of the Deed of Settlement, we should all consider how we can enhance and protect the wellbeing of our fisheries for the sake of our mokopuna.

Toitu nga tini a Tangaroa – Ka ora ai te iwi.

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# Better assessing risk



Estuary. Image: Conrad Pilditch.

Risk and uncertainty are critical factors in business planning and resource consent decisions, but properly taking them into account is often difficult. Sustainable Seas Challenge researchers are investigating how tools that are already being used to make decisions around risk in the marine space can be further developed to be more holistic and enable ecosystem-based management (EBM).

The communicating risk and uncertainty project is working with iwi, stakeholders, investors, managers,



Fabrice Stephenson.

and policy-makers to co-develop and test four tools that cover marine spatial planning, ecosystem services and cumulative effects.

Project co-lead Joanne Ellis, a senior lecturer at University

of Waikato, says risk assessments have traditionally looked at an individual sector and considered the risk of an activity – it might be offshore mining, fishing or aquaculture – on its own.

“In an EBM context, we need to be aware of considering some new attributes when we are thinking about risk. In making decisions we need to be thinking about cumulative effects of multiple activities. On top of that, things like climate change might change those risk profiles or increase the uncertainty of our estimates.”

Ellis says the team was told early-on by stakeholders that they didn’t need to “reinvent the wheel”, but rather look at what’s already used and adapt it. An example is Bayesian networks, which are useful as they allow the cumulative effects of multiple stressors to be considered.

Fellow project co-lead Fabrice Stephenson, a senior research fellow at University of Waikato, says the mahi is also helping bridge a gap in existing risk assessment techniques. Often those assessments will have an ecological element and a social element – but the two don’t inform each other.

“In reality, ecology and society aren’t independent of each other. So, we’re trying to bring the two together so you can understand the implications of



Tuapiri Point Tauranga Harbour. Research looking at the effects of sea level rise/turbidity on benthic primary production, and nutrient processing. Image: Georgina Flowers.

different management decisions for different values.”

He says there’s no single tool that will be able to be used to support an EBM approach

“We’ll probably need to use multiple tools, and the tools that are used will depend on users’ objectives.”

Another tool the team is investigating is a new analysis that looks at the cumulative effects of climate change and fishing on the distribution of deep-water corals and how that information can be used

for spatial planning. This tool also brings in the social elements required for decision-making.

The project is collaborating with other Sustainable Seas projects, such as Awhi Mai, Awhi Atu: Enacting

a kaitiakitanga-based approach to EBM. The two projects are developing a habitat suitability index, to figure out where in Ōhiwa Harbour is most suitable for kuku (mussel) restoration.

Stephenson says the work with Awhi Mai, Awhi Atu is ground-breaking and a good example of how integrating social, cultural, and ecological values in a single framework could be achieved.

To find out more about communicating risk and uncertainty visit: [sustainableseaschallenge.co.nz/communicating-risk-and-uncertainty](https://sustainableseaschallenge.co.nz/communicating-risk-and-uncertainty)

### About the Sustainable Seas National Science Challenge

Sustainable Seas is a 10-year research programme with the vision that New Zealand has healthy marine ecosystems that provide value for all New Zealanders. It has funded 75 interdisciplinary research projects that bring together around 250 ecologists, biophysical scientists, social scientists, economists, and mātauranga Māori and policy experts from across New Zealand. It is funded by MBIE and hosted by NIWA. For the latest research, tools and resources, sign up for the newsletter: [sustainableseaschallenge.co.nz/newsletter](https://sustainableseaschallenge.co.nz/newsletter)



Joanne Ellis.

# FishServe lands new vision and strategy

Caroline Read, chief executive, FishServe

As life steadies in the wake of covid, FishServe is setting its sights ahead to the future.

We've taken stock of what matters before the journey ahead, one which requires us to stay agile and keep things simple. With that in mind – we've built a new vision and strategy to steer and support us through the next decade.

Our vision is: Supporting fishers to feed the world for generations to come. This reflects our passion for those working to provide the best seafood in the world. It also respects the importance of the Quota Management System (QMS), sustainable fishing practices, and the role they play in maintaining healthy fisheries for the future.

Our purpose as a business is to enable successful, sustainable fisheries through smart information services. This means using trusted, cost-effective systems to enable the reporting and processing of data that underpins the QMS; making better use of that data to support informed decision-making; and creating more value from the same investment.

Building on that, we'll collaborate with others who seek innovative ways of gathering useful information from the seas. This will allow us to provide even more insights and predictors with which to improve fishing practices and better respond to changing environments. In turn, this will support the sustainability of our fisheries by increasing efficiency, improving harvest quality, and reducing wastage, harm, and costs.

Our strategy is based around the specialist role FishServe plays. We act as



Caroline Read.

## OUR VISION

Supporting fishers to feed the world for generations to come

## OUR PURPOSE

Enabling successful and sustainable fisheries through smart information services

## STRATEGIC DRIVERS

- We deliver value into Aotearoa New Zealand's fisheries (through both government and industry)
- Our work has a positive impact on the environmental, social, and economic sustainability of Aotearoa New Zealand's fisheries
- People want to work for us
- We are a purpose-driven company

## STRATEGIES

In the delivery of smart information services, we are:

- **Helpful** - We are focused on meeting customer needs through the excellent operationalisation of information services - that means through our software solutions and our service support.
- **Trusted** - We are the trusted provider of information services - we get it right when it comes to regulatory reporting, and we provide trustworthy information to support better decisions.
- **Cost-effective** - As an industry-owned company using cost-recovery funds, we focus on creating greatest value at least cost.
- **Innovative** - We are enablers of change, we seek ways to make it easier to improve the environmental, social, and economic sustainability of fishing through connected information services that underpin regulatory processes, fisheries management processes and business decisions.
- **Collaborative** - We are actively engaged with industry and others who are seeking to improve fisheries management through the innovative use of data and science.

a connector, providing a channel for useful information to decision makers. This channel relies on us all working together, bringing together the ingredients to support informed decision-making, for a sustainable future.

View our strategy in full online at <https://fishserve.co.nz/>  
Naku te rourou nau te rourou ka ora ai te iwi.



# "catch fish...not cables"

There are a number of international submarine cables which come ashore in the Auckland area. These cables supply international communications for both New Zealand and Australia to the rest of the world.

New Zealand is a very isolated nation and as such is extremely reliant upon global communication via submarine cables. Here in New Zealand over 98% of all international communication is carried via submarine fibre optic cables. These cables are a key component of New Zealand's infrastructure and play a significant role in our everyday lives, the general economy and future growth of New Zealand.

These cables are laid in three submarine cable corridors in the greater Auckland area where anchoring and fishing is prohibited under the Submarine Cables & Pipelines Protection Act.

## These areas are:

- **Muriwai Beach** out to the 12 mile territorial limit where both anchoring and fishing is prohibited.
- **Scott Point to Island Bay** in the upper Waitemata Harbour where anchoring is prohibited.
- **Takapuna Beach** this runs from Takapuna Beach in the south to just north of the Hen & Chicken Island (opposite Taiharuru Head) where anchoring and fishing is prohibited.

**Note:** These protected areas are monitored by sea and air patrols.



**Spark  
New Zealand**



## Symbols Relating To Submarine Cables

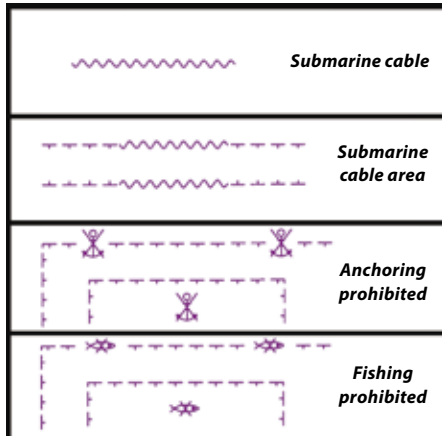


Figure 1.

## These are some of the penalties

- A maximum fine of \$20,000 for a non-commercial vessel.
- A maximum fine of \$100,000 for a commercial vessel.
- A maximum fine of \$250,000 for damaging a submarine cable.

Additional to the fine for damage, the cable owners would inevitably pursue the recovery of costs associated with repairs, this could be up to \$100,000 plus a day; a typical repair can take up to two weeks.

## Be Aware

These International submarine cables carry up to 10,000 volts to power the system repeaters along the cable.

## What should you do?

- If you are going into any of these areas, be sure to check your marine charts and/or GPS plotter so you know the exact locations of the prohibited zones. The relevant charts are NZ53, NZ5322, NZ532, NZ522, NZ52, NZ42 and NZ43. The symbols used to mark the zones are detailed in Figure 1.
- If you suspect you have snagged your anchor or fishing gear on a submarine cable in one of these areas, don't try to free it. Note your position, abandon your gear, then call 0800 782 627.

## What happens outside the prohibited areas?

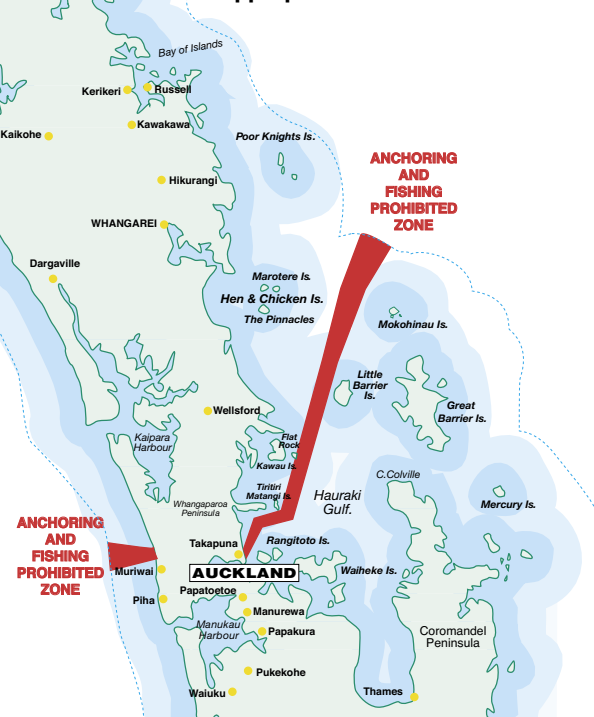
These cables are covered by the Submarine Cables and Pipelines Protection Act regardless of whether they are inside or outside a prohibited area. Beyond the confines of the "anchoring and fishing prohibited" areas, the cables are clearly marked on the appropriate marine charts.

Considering possible positioning inaccuracies and repaired cable section deviations, fishermen are advised to keep a minimum distance of one nautical mile from either side of charted cables.

## Note this number:

For any queries regarding submarine cables call: **0800 782 627**

For more detail refer to appropriate marine charts.



# Deepwater stalwarts in (semi) retirement

Tim Pankhurst

Two industry stalwarts – George Clement and Richard Wells – retired at the end of the fishing year on 30 September.

But their expertise will not be lost, both will continue to have part-time advisory roles.

Clement was a founder of the Deepwater Group in 2006 and has been its chief executive since.

Wells founded ResourceWise and his name is synonymous with the protection of endangered species and good fishing practices.

Kiwis are often more feted overseas than at home, but both men have had their share of accolades both domestically and internationally.

The London-based Marine Stewardship Council (MSC) labelled Clement an icon within the seafood industry in a recent article and rated among his many accomplishments the placing of New Zealand on the world map as one of the best-managed fisheries in the world.

"This man has been on a mission nearly all this life," MSC said. "To sustain our oceans and in his words 'leave the next generation with the same choices we have.'"

Clement graduated with a BSc (Hons), studied Weddell seal populations in Antarctica, worked for the Ministry of Agriculture and Fisheries on the development of skipjack tuna fisheries and the lead-up to the Quota Management System and then left the government to work for Māori on their Treaty of Waitangi fishing rights.



George Clement. Image: Steve Hussey.

Along the way, he gained his inshore skipper's ticket, commercial scuba diving qualification and also owned a kiwifruit orchard.

He studied fisheries management in Norway, UK and Canada under a Winston Churchill Scholarship before establishing his own company that led the application of highly

detailed underwater mapping technologies within New Zealand waters and the Indian and Atlantic oceans.

In 1992 with the support of quota owners he established an orange roughy management company, the first organisation to enable those who owned fishing rights to take an active role in the science, development and sustainable management of their fisheries.

This was expanded to other major species and was the forerunner of the Deepwater Group.

The standout results achieved in New Zealand's deepwater fisheries caught the attention of the Prince of Wales Sustainability Trust. Clement was invited to join and participate as a fisheries expert.

Wells received a government seal of approval when receiving the Supreme Sustainability Award and the Kaitiakitanga Award at the 2020 Seafood Sustainability Awards at Parliament.

Wells began his working life sheep farming at French Pass but was drawn to fishing and fisheries science.

He has a Bachelor of Applied Science as well as practical fishing experience as a deckhand.

He joined Sealord as a Russian vessel manager before becoming a full fleet manager. He was then operations manager for Moana Pacific's inshore division before setting up his fisheries consultancy.

His clients have included government departments and he has been a delegate to international fisheries forums and technical groups but his major supporter has been Deepwater Group. Locally, he was a member of Seafood Innovations Limited's research advisory committee.

Wells developed and implemented the deepwater protected species bycatch liaison programme, including vessel management plans across the deepwater fleet.

He has seen a sea change in industry attitudes to bycatch species, from ignoring it to asking what needs to be done.



Richard Wells.

"Every time we have an incident, we can learn from that instead of not hearing about it at all," he told Stuff in 2020. "That change has been heroic in how we're able to have those conversations now."

Along with intertwined working lives, the pair share another characteristic – neither suffers fools. And they have met their fair share in countless meetings and negotiations over decades.

Wells is the saltier of the two, his sometimes bluff manner concealing a sharp mind and entertaining turn of phrase.

Clement is more circumspect but equally adept at preparing a case and arguing it forcefully.

He will continue an association with the Deepwater Group under its new chief executive Aaron Irving, whilst spending more time with family and indulging his love of tramping.

Wells will also continue to do some consulting work but has his sights set on hunting species that do not need protecting – possums, wallabies and deer.

## George Clement interview



Clement cracking jokes with the (then) Prince of Wales in 2014.

### What do you consider the main achievement of your career?

Working with amazing people and leading the transformation of the management of our main deepwater fisheries to deliver an ecosystem approach to fisheries management. That fishery is now certified under the Marine Stewardship Council's science-based standards as being amongst the top 5 percent of the best-managed fisheries worldwide.

### What are other highlights?

The conception and establishment of Benthic Protection Areas, introduced with government agreement in 2007, covering 30 percent of New Zealand's Exclusive Economic Zone. This huge area represented 24 per cent of the area covered by marine protection worldwide at that time.

Marked reductions in captures of endangered species, including sea lions, albatrosses, fur seals and common

dolphins. This is due to fleet-wide improvements in awareness and effective responses to improve a range of sustainability measures.

The development and deployment of innovative and effective acoustic techniques to assess the biomass of spawning orange roughy aggregations have been a real breakthrough. A species that was severely over-exploited has recovered to the extent three roughy fisheries have been certified by the Marine Stewardship Council and the Total Allowable Commercial Catch, while conservatively fished, has again been increased.

Surveys of benthic biodiversity in partnership with the Australia-based Commonwealth Scientific and Industrial Research Organisation using advanced Artificial Intelligence capabilities to determine the location of biogenic habitats and the trawl overlap with these and mud and sand substrate. This will be valuable in understanding and reducing the impact of bottom trawling.



## DEEPWATER GROUP

### How has the industry changed in that time?

Since 1976, when I started working in fisheries management, the three major changes in which I have made material contributions have been: the introduction of the Quota Management System; the legal recognition and integration of fishing rights for Māori (as provided for under the Treaty of Waitangi); and the acceptance and leadership of quota owners to ensure that their fisheries are trusted as being the best managed deepwater fisheries in the world.

### What is the biggest regret/lost opportunity?

The loss of leadership and professional capabilities within government and a consequently reduced focus on actively providing for sustainable fishing activities as an integral part of New Zealand's food-based economy, informed by comprehensive and fit-for-purpose science-based knowledge.

### What do you think the future holds?

Our deepwater oceans and fish stocks are healthy and productive, providing the next generation with



Clement on one of his favourite New Zealand walks.

the opportunity to continue to produce seafood for domestic and world markets, where increasing demand for natural and nutritious food sources will ensure these fisheries remain an increasingly valuable component of New Zealand's sustainable economy

### What are you going to do next?

Continuing my work to further marine conservation, spending more time walking in our fantastic mountains, and enjoying more quality time with our extended family.

## Richard Wells interview



Wells (pictured with daughter Tamar and wife Ruth) was the 2020 winner of the Fisheries New Zealand Kaitiakitanga Award and the Supreme Sustainability Award.

### What do you consider the main achievement of your career?

Our first task was to address the incidental captures of albatross and sea lions in the southern squid trawl fishery. The achievement in this space was not so much the dramatic improvements we made in the reduction of risk, but in the melding of a disparate fleet of vessels,

with a huge range of engineering, processing, economic, language and cultural divides (seemingly impossible to herd) into an integrated collective. However, behold, the fleet now operates as a unit with real pride in achievements and performance, willingly sharing information between vessels and companies and all "with the programme". This taught us that we can unite the

fleet to gain traction on common issues – with the right mix of communication, carrot and stick.

### How has the industry changed in that time?

Industry understands that data and information support management and increasingly embraces both collection and reporting tools. The Moana Project is a case in point, collecting water temperatures at depth across the EEZ. Our work prior has been dependent on vessels providing their services as “research platforms” across a wide range of activities and often with support from Government observers collecting the data on various trials (and tribulations). Now we are on the brink of new tools to enable sharing and use of these data to go from reactive to predictive management.

### What is the biggest regret/lost opportunity?

I never found the fountain of youth. If I had I would be able to continue to join positively, usefully and passionately in the next generation of needed improvements in our essential harvesting of seafood from our waters. I didn't. However, I see smart, keen and dedicated young folk stepping in which alleviates the pain a lot.

### What do you think the future holds?

Much excitement of both types, happy and scary. There are plenty of globally critical issues at present, food production is one of them. New systems, ideas, technology and imperatives mean the sector is on yet another cusp. I was once told that “the industry stumbles from crisis to crisis”. While that may feel true at times, it has meant that it is resilient and flexible. Both those attributes will be needed in the future by not only those with a real stake but also those seeking to usefully manage fisheries.

The current mix of energy and transport costs, world demand, general macroeconomics and ongoing desires for improved environmental performance creates an arena for a Cambrian explosion of creativity. Provided this is driven and informed by science rather than ideology all will be well (Sir Thomas Huxley would concur). However, despite Government being recently confronted by the anti-science brigade at their very gates, they are prone themselves to slip into this skin; the apparent and particular emotive pull of fisheries and oceans seems especially prone.

### What are you going to do next?

Cheer from the sidelines and run onto the field occasionally when required. Certainly, I would like to remain in touch with some of my favourite areas of interest for a bit longer, to see them out as it were, such as squid, silver warehou and scampi assessments, seabird matters and particularly ongoing improvements



Wells in his element.

in fishing gear selectivity across the board. That's the work stuff. I have also committed to New Zealand Deerstalkers by joining the national board – like issues, zero pay. On my days off I will, with my wife and family, continue to plant and tend native trees, trap and shoot those who would dare seek to eat them, and hunt around the South Island.



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## Fush: Fish and chips with a twist

Fiona Terry



From left, Matty Brown, Māia Gooday, and Anton Matthews.

Anyone who's eaten fish and chips made at Christchurch's highly regarded restaurant and takeaway Fush will know it's not your average fare. Not only is the premium quality menu served with pride and mana, but also with a hearty helping of manaakitanga – a strong sense of responsibility to deliver something really outstanding that also comes with the highest regard for the future and sustainability, or kaitiakitanga.

"We take fish and chips really seriously," says Anton Matthews, who with his wife Jess Matthews, and sister Māia Gooday, opened Fush in 2016 alongside their Wigram-based eatery Joe's Garage.

"We're a whānau business and we've created a niche market; fish and chips done really, really well. It was important to us that

with Fush we'd have a premium product and a cool brand. We didn't want to do it cheap, we wanted to do it the right way, even down to the best homemade tartare sauce, chunky Agria chips, the most ideal cooking fat, and amazing seasoning."

The key to their quality brand, says Gooday, has been their discerning choice of fish, which fits best with their kaupapa, their purpose.

"We worked really hard to find suppliers that aligned with our values, and we only wanted to use sustainably caught fish," she says.

"We know who the people are catching it and what boat they go out on, and it's sent straight to us, so it's as fresh as it possibly can be."

In the early stages she says it proved tricky changing the perception of price point for fish and chips.

"People are so used to paying for what's perceived more typically as a cheap dinner meal. Instead, we wanted to sell something premium; sustainable fish with traceability, cooked to order, in a beer batter made by our own chefs. That comes with a cost and it took years for us to build that appreciation."

For \$31.90 customers would get 150g of Chatham Islands Blue Cod, sustainably caught, fresh fish fillets, either battered or crumbed, and served with chunky Pukekohe agria chips, hand cut crunchy slaw and thick house-made tartare sauce. Alternatively, they could opt for West Coast, sustainably line caught, fresh fish fillets (\$24.50).

As well as its strong reputation within the community of Ōtautahi's relatively new suburb of Wigram, the business has become well known further afield through its focus on te reo Māori, and through Anton's public profile promoting the language and culture.

"We wanted to be authentic to who we are – a Māori-owned, whānau business," adds







Māia's wedding was catered for by none other than the Fush Waka.

father of three Matthews, a graduate of Te Panekiretanga o Te Reo Māori which he then followed with a graduate diploma in teaching. "Since we're passionate about te reo and normalising its use, Fush became a gateway through which we were able to share our language and our culture with the community."

Not only is the menu bilingual, Matthews also runs many language courses. Growing demand saw him taking the classes out on the road, accompanied by a Fush Waka, a specially adapted food cart.

"It's been a really cool journey. We've travelled around the South Island with our food truck, and filled out town halls and school halls running classes and selling fish and chips along the way."



Head chef Matty Brown, who's been part of Fush from the start, needed to quickly adapt the menu to suit the mobile kitchen more appropriately than the upmarket facilities his team were used to at the restaurant. Incredibly, he is allergic to fish. Although he's able to taste the other menu offerings such as the popular chicken burgers, he believes his allergy benefits customers because he relies more on their feedback and that of the rest of the team to perfect taste and texture of the fish, rather than being biased by his own preferences.

"I love cooking for people, seeing them enjoy their food," he says. "That's one of the advantages of the restaurant having an open kitchen."

"Our batter is made from scratch every day. It's been trial and error and taken time to perfect. It's all dairy free, and the gluten free crumb is a special potato flake, developed in-house. The other big part of our fish is our seasoning; we started adding different spices and herbs until we found the ones that complement it best."

Without being able to do a taste test on the fish – which is served pan-fried, crumbed or coated in what he describes as the crispiest, crunchiest batter cooked to perfection – visual presentation is paramount. This, he says, is made easier through working with the freshest ribaldo and blue cod, both of which are equally popular.

As well as the language classes, the team works with the community in other ways, including supporting local schools with sponsorships. "It's part of the reason we built a business, so that we could do things on our own terms and give back," adds Matthews.

All takeaway packaging is compostable through green waste bins and has also been carefully sourced to preserve the integrity of such a prized product. "It's important to us not just to serve the best, but that we do our bit to ensure the decisions we make will better serve our future generations. Some people use kaitiakitanga as a marketing gimmick, but for us it's just who we are."

# Lyttelton dry dock upgraded

Chris Carey



The ribbon was cut signalling the completion of the extensive upgrade to the Lyttelton Dry Dock on Aug 31.

Kirstie Gardener, Lyttelton Port Company (LPC) Chief Executive Officer says, "these upgrades have future proofed this facility making it safer and more sustainable than it ever was before.

"As it is a 140-year-old heritage listed structure, it meant we had to work very closely with council and other organisations to get these upgrades across the line. The dry dock is an essential piece of port infrastructure, supporting many local and national businesses and these upgrades make the dock a safer place for all users."

In his opening speech, Andrew Turner, deputy mayor of Christchurch and councillor for the Banks Peninsula ward described it as "a once in a generation" upgrade.

The centre piece of the upgrades is the amenities building replacing the old building built in the 1950s.

"At times there could have been up to 100 crew members sheltering under its roof, a roof with holes you could put your hand through," Gardener says. "This building addresses the need of crews and contractors with modern shower and toilet facilities, cafeteria, and contractors' offices.

"The sluice gate has been upgraded to minimise leakage with the ability to stop flooding immediately should anything go wrong, rather than the 20 minutes it took previously and electrical upgrades which began in May include the replacement of the old light posts with a state of the art, directional and dimmable LED light source. It will be bright in the dock without affecting those in the adjacent community."



The face behind the rebuild is Hannah Fyffe, Project Manager for the port.

"Those who know me soon realised this was a passion project and one which I have really enjoyed being a part of and I'd like to thank Mike Simmers for giving me the opportunity. That it involved a 140-year-old historic facility was even more special.

"There's no denying it's been a hard road over the past four months, with extreme weather events during June and July and there were times where some of you thought this was never going to end, but it has, and we've made it and we've made it with time to spare.

"It is a testament to the huge team involved from the initial design to the contractors who busted a gut to make it happen."

"I'd also like to thank the dock masters, both past and present, Hal Upton, Henry Bastion and Diolito 'Lito' Abarratigue for your advice, support and vision and I'm sure you're equally as thrilled with the result as we are."

Fyffe also thanked Tim Scott, the site engineer, calling him a driving force.

"Tim recently made an insightful comment about the team culture, how we all collaborated, communicated, and trusted the others and always with a willingness to get the job done."

Fyffe also thanked Pete Simpson, for managing the operations and project interfaces and generally providing a tremendous amount of support, and Dave Jarden who for the last month "has been moving things around, moving them again and cleaning up to get the place looking as good as it does today."

**"It is a testament to the huge team involved from the initial design to the contractors who busted a gut to make it happen."**

Gardener in her closing comments thanked Stark Bros, Lyttelton Engineering, Marine Blast and Paint and other key dock users who have worked collaboratively with LPC during this process.

"While I'm sure it has not been easy during the initial deconstruction and rebuild process, it couldn't have happened without your corporation. So, I thank you all."

Maui Stuart, Te Hapū a Ngāti Wheke at Rapaki spoke at the conclusion of the opening ceremony.

"Our community leaders needed to look into the future, our senior leaders even further, and the fruit of their vision and labour is here, standing here in front of us today."

Speaking primarily about the amenities block, Stuart said "In John, chapter 14, it speaks of my father's house where there are many rooms; if it were not so, would I have told you that I go to prepare a place for you? Here we have spaces for shelter, rest, communication and nourishment, and those that come to share this building will know it's been built well, and it's been built safely."

The opening ceremony was concluded with a karakia followed by the Lord's Prayer.

## New SNZ office now open

After a year of major disruption, Seafood New Zealand has finally settled into a new home at 7 Waterloo Quay (7WQ) with FishServe, the Pāua Industry Council, the Rock Lobster Industry Council, and Fisheries Inshore – fittingly located by Wellington's harbourside. We officially moved into the new building, which stands conveniently opposite the train station, following a dawn blessing on Monday 15 August.

This means fishers needing to meet with FishServe client services can now do so in person by appointment – just call the helpdesk on 04 460 9555 to make a time with your representative.

This also means we once again have a vibrant hub that is open to the seafood sector, including use of meeting rooms, hot desks, and of course, coffee.

"Bookings have already started for our wonderful Patiki meeting room and we are really excited about being able to provide such a space for the important korero and connections that are needed to support the industry," says FishServe Chief Executive, Caroline Read.

For enquiries contact Mellissa Waiari: [Mellissa.Waiari@fishserve.co.nz](mailto:Mellissa.Waiari@fishserve.co.nz)



View of the harbour just after the dawn blessing.



# Economic Review

## of the seafood industry to June 2022

Welcome to the latest update on the economic performance of New Zealand seafood. This edition provides provisional data for the year ending June 2022.

### KEY RESULTS FOR THE PERIOD:

- Seafood exports increased when compared to the same period in 2021.
- A 60% increase in squid exports has led to Greece appearing on the top 10 countries list.
- Covid continues to have an impact on Rock Lobster exports to China resulting in a decrease of 11 percent.
- Antarctic toothfish has made it onto the top 10 export species list.

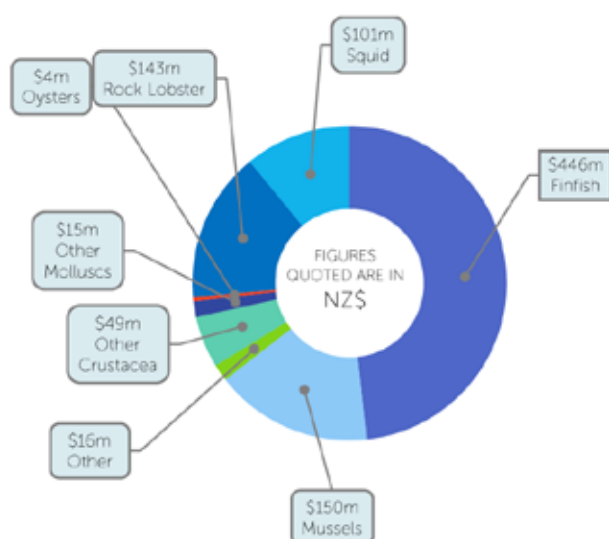
## EXPORT STATISTICS

### EXPORT NZ\$FOB\*

All figures in this section are based on export data provided by Statistics New Zealand and analysed by Seafood New Zealand for the year to June 2022.

Seafood exports to the end of June 2022 totalled NZ\$924 mil with 118,415 tonnes exported.

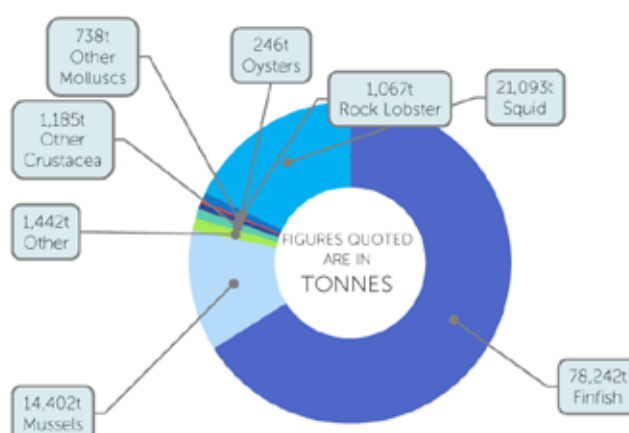
Export value (YTD to June 2022) = NZ\$924 mil



### EXPORT TONNES

Overall export volumes remained stable when compared to 2021. Squid saw a significant increase, with rock lobster export volumes falling. Oyster volumes also fell significantly.

Export volume (YTD to June 2022) = 118,415 tonnes



Source: Export data, Statistics New Zealand, Seafood New Zealand.

FOB = Free on board. The value of export goods, including raw material, processing, packaging, storage and transportation up to the point prior to loading on board ship.

## EXPORTS BY COUNTRY

The top four countries remain the same as 2021. Greece has made the top 10 with an increase of 143%. This is due to increased exports of squid and mussels. Spain also increased significantly in part due to an increase in squid exports.










### Top 10 Export Countries by Value (YTD to June 2022)

	Country	2022	2021	% Change
1	China, Peoples Republic Of	\$334m	\$286m	17 ▲
2	United States	\$154m	\$142m	8 ▲
3	Australia	\$120m	\$114m	5 ▲
4	Japan	\$36m	\$32m	12 ▲
5	Spain	\$31m	\$18m	72 ▲
6	Thailand	\$22m	\$20m	10 ▲
7	Greece	\$17m	\$7m	143 ▲
8	Canada	\$17m	\$19m	-11 ▼
9	Hong Kong	\$14m	\$16m	-12 ▼
10	Poland	\$14m	\$18m	-22 ▼

## EXPORTS BY SPECIES

Rock Lobster fell from the top position, mainly due to Covid restrictions in China. Two new species made it to the top 10, notably Antarctic toothfish and shrimps & prawns other – this is likely scampi. Squid saw a significant increase, up 60% on 2021.

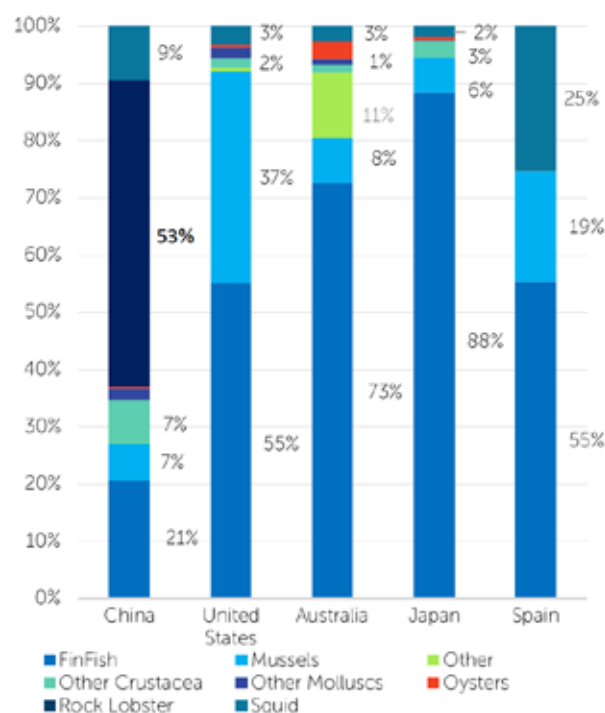
### TOP 10 EXPORT VALUES (NZ\$)

	Species	2022	2021	% Change
	Mussels	\$150m	\$144m	4 ▲
	Rock Lobster	\$143m	\$160m	-11 ▼
	Squid	\$101m	\$63m	60 ▲
	Hoki	\$74m	\$67m	10 ▲
	Salmon	\$69m	\$60m	15 ▲
	Mackerel, Jack	\$35m	\$37m	-5 ▼
	Ling	\$29m	\$25m	16 ▲
	Orange Roughy	\$22m	\$20m	10 ▲
	Antarctic Toothfish	\$22m	\$14m	57 ▲
	Shrimps & Prawns other*	\$21m	\$3m	600 ▲

Source: Export data, Statistics NZ

\*Likely scampi – under review.








### Composition of Exports to Top 5 Trading Partners (YTD to June 2022)



## EXPORTS OF MAIN COMMODITIES

Exports of the main commodities for the year ended June 2022 saw total exports up by 14 percent. Milk, meat and seafood saw the biggest percentage increases when compared to the same period in 2021.

### EXPORTS OF MAIN COMMODITIES (NZ\$)

	NZ EXPORTS OF MAIN COMMODITIES (NZ\$)	2022	2021	% Change
	Milk powder, butter, and cheese	9,892m	8,588m	15 ▲
	Meat and edible offal	5,576m	4,746m	17 ▲
	Logs, wood, and wood articles	2,549m	2,817m	-10 ▼
	Fruit	2,454m	2,312m	6 ▲
	Mechanical machinery and equipment	977m	883m	11 ▲
	Fish, crustaceans, and molluscs**	849m	756m	12 ▲
	Wine	814m	793m	3 ▲
	<b>Total Exports</b>	<b>35,990m</b>	<b>31,625m</b>	<b>14 ▲</b>

Source: Overseas merchandise trade, Statistics NZ.

\*\*Fish, crustaceans, and molluscs (excludes fishmeal & processed oils, powdered products)

# John Chibnall

Tim Pankhurst

John Chibnall, who died on August 6 aged 92, was an internationally recognised big game sports fisherman who built bridges with the commercial fishing industry.

He was instrumental in protecting a resource made famous by American Western writer Zane Grey that attracted international anglers including royalty and movie stars.

When the Quota Management System was introduced in the mid-1980s and foreign longliners were forced out of New Zealand territorial waters, Chibnall was the sports fishing interface with the commercial sector, politicians and officials.

He recognised that if marlin were not to be a quota species, recreational fishers had to play their part too in what had become a heavily depleted fishery.

That led to tagging and releasing of game fish and later to satellite tracking. Today, as many as 80 percent of marlin are tagged and released, with high survival rates.

Chibnall oversaw an annual fishing tournament in the Bay of Islands that saw then Fisheries Minister Doug Kidd, ministry officials and commercial fishing leaders take part.

He was a delegate to the NZ Big Game Fishing Council for 55 years and also served as president, patron and life member.

He was recognised for his services to recreational fishing in 2010 with the awarding of the New Zealand Order of Merit.

The following year he was inducted into the Florida-based International Game Fishing Association (IGFA) Hall of Fame.

Association president Jason Schratwieser in a letter of condolence said Chibnall was an icon in the sport. He was widely regarded as an exceptional angler who landed many fine fish, including a 1220lb black marlin.

He was also an ardent conservationist who helped found and chair the New Zealand Marine Research Foundation.

Chibnall also made a big contribution to the bloodstock and horseracing industries through his business EQUUS, pioneering the handling and transportation of racehorses by air.



He also drove Bay of Islands Swordfish Club projects to restore classic fishing launches Otehei and Avalon, the latter now displayed in the IGFA museum in Missouri in the US.

The marlin fishery has recovered from its low point and a lot of that is due to the work Chibnall put in,

according to Intersea founder and commercial fishing industry veteran Gary Monk, also a keen game fisherman.

Monk said there was a lot of antagonism towards commercial fishing in the 1980s and Chibnall had the presence and the mana to calm people down and build an alliance.

"I had the greatest respect for John," Monk said.

"There's no doubt the fishery is healthier. Last season I caught three marlin in two days, including a 300kg blue, all tagged and released."

Fellow game fisherman and friend Trevor Wolston paid tribute to John Chibnall at a memorial service at Paihia and the need to step up and fill his shoes.

"Already we have a group trying to stop game fishing completely and in this woke world these threats will continue to grow," he said.

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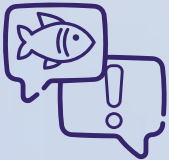
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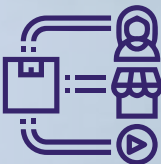
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