

Friday update



Captain's Blog

July 22, 2016

Protecting our ocean companions

There have been great strides taken by the seafood industry over the past couple of decades in protecting the rich diversity of seabirds that we share our oceans with.

New Zealand is home for more than one third of the world's seabird species. The seafood industry takes its responsibility to ensure they survive and prosper seriously.

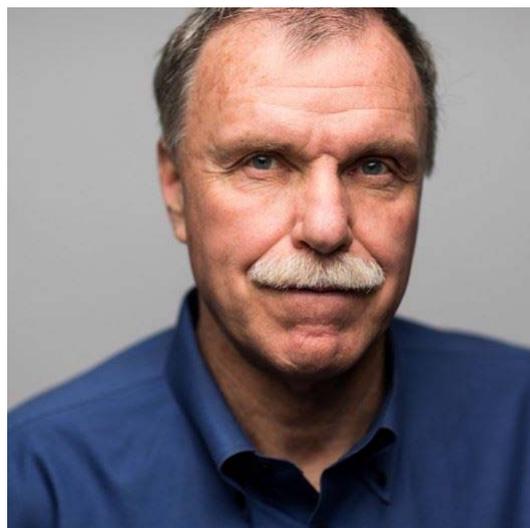
Over the past 14 years industry has been working with the Department of Conservation (DOC) and Ministry for Primary Industries (MPI) and the NGO sector through the [Southern Seabird Solutions Trust](#).

As trust convenor Janice Molloy says, it seems an unlikely coalition of fishing industry leaders, government officials, conservationists, eco-tourism operators, scientists and researchers. Through this disparate grouping there has been a continued collective commitment to improving the conservation status of New Zealand's seabirds.

A number of measures have been achieved that include workshops for fishers encouraging a "seabird smart" approach to fishing, hosting events with a focus on seabird mitigation and rewarding industry efforts in protecting seabirds.

Industry works with the trust on a wide range of projects around the country. For example, in the north the black petrel/taiko Working Group, that includes Moana (Aotearoa Fisheries), Sanford and

In the Media



Marine biodiversity needs more than protection

Nature (July 13) published a commentary by leading fisheries scientist Prof Ray Hilborn, who said advocates of marine protected areas and those in fisheries management must work together, not at cross purposes to sustain the seas.

"Many conservationists see the establishment of these marine protected areas (MPAs) as the only way to protect biodiversity. Others — me included — argue that the protection of biodiversity at sea can include recreational and industrial fishing and other uses of ocean resources. In fact, we think that closing waters to some kinds of fishing gear and restricting the catch of named species can offer much more protection than

Leigh Fisheries, work together to protect this endangered species.

The National Plan of Action (NPOA) – Seabirds 2013 that recognises New Zealand’s unique place in the world for seabirds and the desire to be at the leading edge of international seabird conservation has industry’s full and active support.

A wide-range of industry-led initiatives to prevent seabird capture have been developed including the requirement for surface long-line fishers to use tori lines (bright streamers to scare the birds away), night fishing, extra weights added to the lines to drop them quickly out of birds’ reach, dyed baits to confuse the birds, baffles to keep them away from warps at the stern of trawlers and careful release of any offal.

Industry has also been involved in trials with on-board cameras to increase monitoring of seabird behaviour and protection. A recent industry collaboration with DOC worked on the improvement of tori line materials and performance on small coastal long-liners.

“Seabird bycatch is a serious issue and I’m delighted at the relationship forged with the seafood industry which shows you’re taking this issue seriously and doing something about it,” DOC Director General Lou Sanson said.

He said it was thanks to funding from the seafood industry through the Conservation Services Programme that new research into six species of vulnerable Chatham Island seabirds would be undertaken this year. That included three species of albatross, northern giant petrel and Pitt Island and Chatham Island shag.

To ensure its members are well informed about seabird mitigation, industry also jointly funds, with the DOC and MPI, seabird liaison officers for deep water and coastal fleets.

Fishing vessel owners are constantly looking for innovative ways to prevent catching seabirds while fishing. Late last year, for example, Sealord, as part of its refit of the deep water vessel, Ocean Dawn, fitted a new “bird baffler” to repel birds, and it is working.

All of these measures that have involved considerable investment in time and money over the past decade are paying off. The 2015 Ministry for the Environment Environment Aotearoa report shows the significant progress in reducing seabird capture, estimating mortality had fallen by around 40 per cent since 2002.

Given that commitment, it is doubly disappointing when there is the odd case of a skipper failing to do the right thing. Such incidents are in the minority but they unfairly tar all those in the industry. That is why there is a common feeling that anyone convicted deserves whatever sanctions come their way.

It would be great to get to the point

cordoning off even 30% of an area. We are concerned that MPAs may simply shift fishing pressure elsewhere.”

[Read full article](#)



Aotearoa Fisheries rebrands to Moana New Zealand

Idealog (July 15) reported on Aotearoa Fisheries Ltd rebranding to Moana New Zealand, signalling a move to premium seafood and direct connections with consumers. Moana New Zealand Chief Executive Carl Carrington said New Zealand has the world’s most pristine and sustainably managed fisheries.

[Read more](#)



Moana New Zealand Chief Executive Carl Carrington

Land and sea effort for sustainability

Waatea News (July 15) reported on Moana New Zealand Chief Executive Carl Carrington warning of the impact of land use on coastal fisheries. Carrington said that environment has to be fought for, as the company discovered when it conducted an ecosystem services review of the Marlborough Sounds paua fishery. Biomass was dropping, not because of commercial or recreational overfishing but because of run-off from

where we can say there are no seabird deaths as a result of fishing. Seabirds are our fishers' ocean companions.

As one young skipper recently said "there is nothing more beautiful than to see a flock of cape pigeons."

Others may opt for soaring albatrosses as their favourite but there is no argument our seabirds deserve admiration and protection.

– Tim Pankhurst



Seafood Industry Conference

Checked our engaging conference programme yet? Click buttons below to browse through the programme and speakers, and submit your registrations! 31 August 2016, Te Papa, Wellington

[Register](#)

[Programme](#)

Seafood Stars Awards

Keep those nominations coming!

Seafood New Zealand is marking our Quota Management System's 30th anniversary this year with the launch of a special seafood awards programme – the Seafood Stars Awards.

Send in your nomination entries by July 31! Click link below for award and nomination details.

[Nomination form](#)

farming and other land-based activity, he said. [Read more](#)



NZ King Salmon set to double production with three new farms

NBR (July 15) reported on New Zealand King Salmon's three new farms opening this year allowing it to gradually double production, and take its annual sales from \$115 million to \$230 million. The three new farms bring the company's salmon farms to seven, all in Marlborough. New Zealand King Salmon already accounts for about half the 12,000 tonnes a year of premium Chinook salmon that New Zealand produces. [Read more](#)



New Zealand King Salmon Chief Executive Grant Rosewarne and marketing general manager Jemma McCowan

Salmon on NZ supermarket shelves needs to be differentiated

NBR (July 15) reported on the need for New Zealand supermarkets to differentiate between the salmon varieties on its shelves. New Zealand King Salmon marketing general manager Jemma McCowan said until recently the salmon offered in supermarkets was only the home-grown King salmon but that a wider range is now being offered but not differentiated. "There's very little

information in New Zealand typically on the supermarket counter as to what salmon the consumer is buying." New Zealand produces only a premium species of salmon, King Salmon or Chinook, which sells internationally for nearly double the price of the more ubiquitous Atlantic salmon species.
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