



Friday update



Captain's Blog

September 15, 2017

Marine protection claims misleading

The claim by World Wildlife Fund (WWF) that 'less than one percent of Aotearoa's oceans are fully protected' is being displayed on billboards around New Zealand.

It needs to be challenged.

If not dishonest, it is highly misleading. This is a battlefield of terminology. WWF have been careful to use 'fully' protected as that conveniently ignores the 17 seamount closures and 17 Benthic Protected Areas (BPAs) covering around 30 percent of our vast 200-mile Exclusive Economic Zone (EEZ).

It also ignores the 44 marine reserves, 63 Marine Protected Areas (MPAs) and 19 Type 2 MPAs - totalling 12 percent of the territorial sea out to 12 miles.

Not to mention the eight marine mammal sanctuaries, 43 mataitai reserves and numerous regulatory and voluntary closures.

All of the above are missing in action from the WWF campaign, which is funded by the US-based Pew Foundation in a bid to persuade a future government to pass legislation enabling the creation of the Kermadec Ocean Sanctuary.

The fact is, the Kermadecs are not at risk from fishing.

The 600,000 square kilometres around the Kermadecs are already seabed sanctuaries.

In 1990, the Kermadec Marine Reserve was created - a no-take sanctuary that extended from the shoreline to 12 nautical miles out. Then, in 2007, the seabed of the EEZ to 200 nautical miles

In the Media

New Zealand First candidate and former Sealord chairman Shane Jones has told the *National Business Review* that the Ministry for Primary Industries has lost touch with the fishing industry. The former Labour MP used the implementation of Electronic Monitoring and Reporting regulations as an example of 'excessive, ham-fisted bureaucracy'. Minister for Primary Industries Nathan Guy rejected the accusations. He said Jones was grandstanding and MPI had held meetings with the fishing industry to work through the new regulations.

Sealord skipper Peter Connolly has spotted a 15-metre long dead whale floating off the western side of d'Urville Island. Connolly told *Stuff* he couldn't be certain what type it was, but guessed it was a blue whale based on its lines. The whale was reported to the Department of Conservation and Connolly said he put photos on social media to warn vessels in the area to take care.

The operation to remove all farmed oysters from Big Glory Bay is nearly completed. 1500 tonnes of oysters have been destroyed and sent to a dump site in order to protect the wild fishery in Foveaux Strait from the deadly parasite *bonamia ostreae*. The final step is to go back into the marine farms and make sure no oysters were missed. The Ministry for Primary Industries response team is expected to leave the region by the end of September.

out was declared a benthic protection area (BPA), which banned all dredging and bottom trawling in the 200 nautical miles – and all fishing on the seabed to fifty metres up.

Very little fishing goes on in the waters of the Kermadecs at present. The area, FMA10, is considered commercially unviable due to its distance from New Zealand, the existing no-take marine reserve and the fact that no infrastructure can be built on the Kermadecs due to the conservation status of the land. It seems of little point to create a 600,000 no-take zone when there are already strict limitations on fishing.

Examples such as the Ross Sea, the world's largest marine reserve, spanning 1.55 million square kilometers of Antarctic waters, show conservation and commercial fishing can be easy bedfellows when collaboration results in workable compromise. In that case, nearly three quarters of the Marine Protected Area was closed to all fishing, while allowing sustainable harvesting of fish and krill in other sections of the Ross Sea.

As international fisheries expert, Professor Ray Hillborn points out, MPAs should be established where the problems are, not where it is politically expedient.

WWF and the fishing industry work collaboratively in many areas, namely seabird conservation and sustainability, through the Marine Stewardship Council and the industry welcomes that collaboration.

However, it is our view that turning more focus to the major threats to ocean health and biodiversity – namely global warming, ocean acidification, oil spills, floating masses of plastics, pollutant run-off from land, and illegal fishing would do more for our planet than a race for the most 'fully-protected' ocean sanctuaries.

More than 100 new jobs at Sealord

Over 30 new jobs for Nelson were announced today by Sealord at a meeting with the Nelson City Council with over 100 new jobs in the group by May next year. Sealord announced a new night shift in its coated products factory to supply the Australian supermarket chain, Coles with an expanded range of Sealord products.

In addition to the new land-based factory positions created with the expanded Coles range, Sealord is currently recruiting for 80 new positions for its



Fishing operators recognised for seabirds protection

The winners of this year's Seabird Smart Awards are leading the way when it comes to protecting seabirds says Bill Mansfield, the Chair of the Southern Seabird Solutions Trust.

"All of the nominees for these awards are environmental champions. Each has contributed on and off the water to reinforce the importance of seabird smart fishing practices. Their passion and actions have positively affected the attitudes and behaviour of others. We want to recognise them and thank them for their vision and their work," said Mansfield.

Altair Fishing Limited took home the trophy for their commitment to seabird mitigation across their five West Coast tuna vessels.

The Seabird Smart trophy was accepted by company director, Diane Brookes and skipper Mike Smith

Gavin Heineman won a special innovation award for re-engineering his fishing deck so that fish discards are released away from the seabird danger zone of his trawl cables.

The Award winners were announced by the Minister of Conservation, Maggie Barry, at a reception for the parties to the international Agreement for the Conservation of Albatrosses and Petrels at Te Papa on Monday.

[Read more](#)

Update on communications campaign, The Promise;

We are receiving some great feedback. Sydney Fish Market said; "With over 12% of seafood traded at SFM coming from New Zealand, it is great to see the industry leading the way in sustainable practises. Visit Seafood NZ to see what else is being done to protect marine resources." Glen Gorman says; "It warms my heart to see this excellent production,

new state-of-the-art vessel due to arrive in Nelson next May. Sealord Chief Executive Steve Yung says Coles is adding eight new Sealord products, bringing the total range of Sealord products offered by Coles to 14.

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for years we have been publicly slandered without recourse, now New Zealanders can see the positive side of our vital industry and some of the great people involved, well done Seafood New Zealand.” And, this in our Facebook inbox; from Rebecca Biggs; “Hi, I am not involved in the Seafood Industry – but just want to say what an awesome job you guys are doing of promoting yourselves and the industry – so cool to see so many big companies working collaboratively on a ‘good pr’ program, and doing it so well Thumbs up.”

And, this was the icing on the cake, out of Waiheke Island; “Hi there, we own a fish n chip restaurant on Waiheke island – “The Local” which recently featured in the “Urban List” Best Fish n Chips Auckland 2017. We are very keen to promote the fishing industry within the restaurant via our TV. Do you have video’s/clips that could be put onto USB’s at all. We look at your TV adverts regularly promoting the industry and have wondered if this is available? For us to educate our customers in store would be a massive bonus for both ourselves and our customers. To also see how fish is caught and to show the different types of fishing. And to have questions answered by the professionals, ie what is “precision seafood harvesting for example? Sustainability and traceability is what a lot of our customers ask. We have a huge number of tourists here on Waiheke and we regularly get asked about our industry. We note that fishing NZ was ranked in the top 5 in the world last year. We are proud to be involved within this industry albeit in our small way and only wish to help promote this to our people. We look forward to hearing from you in due course. Best regards, Simon Pope”

Needless to say, the four mini documentaries are currently winging their way to Waiheke. If you would like to share our stories by playing the web episodes publicly, or know someone who would, just let us know. This collateral is owned by the industry and it is in all our interests to share widely.