



# Friday update



## Captain's Blog

May 19, 2017

### **Public trust in Non-Government Organisations (NGOs) has fallen.**

The percentage of New Zealanders who trust NGOs has fallen by three points to 51 percent, according to the Edelman Trust Barometer, a respected online survey that is run across 28 countries.

The New Zealand report sponsored by the communications company Acumen, which drew on 1150 respondents last December, showed trust in business fell even more – by four points to 47 percent measured against the previous year.

Media is the least trusted of the four institutions measured, tumbling nine points from an already low 38 percent to just 29 percent.

However, Government showed a five percent increase to 46 percent.

New Zealanders are generally more content with their lot compared with other countries measured but, even so, 47 percent believe the system is failing them (against 53 percent globally).

One third of Kiwis are uncertain and 22 percent believe it is not at all true that the system is failing (15 percent globally).

The findings were based on four measures – sense of injustice, lack of hope, lack of confidence and desire for change.

It is such sentiments that are widely seen to have driven the surprise election of Donald Trump as US President.

The findings also show that facts matter

## In the Media

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### **Seafood companies and iwi slam EPA over seabed mining application**

The Environmental Protection Authority's (EPA) handling of the application to mine 50 million tonnes of iron sand from the ocean floor off the coast of Taranaki, each year for 35 years, is being slammed by seafood companies and local iwi.

The application by Trans-Tasman Resources (TTR) is opposed by Fisheries Inshore New Zealand, the New Zealand Federation of Commercial Fishermen, Talley's Group, Southern Inshore Fisheries Management, and Cloudy Bay Clams. Te Runanga o Ngati Ruanui Trust and a range of environmental groups have also submitted opposition to the bid.

TTR's first application was refused in June 2014 after a Decision Making Committee appointed by the EPA found the application was premature and more time should have been taken to understand the proposed operation, its effects on the receiving environment and existing interests.

Fisheries Inshore New Zealand (FINZ) chief executive, Dr Jeremy Helson, says "TTR's latest application is almost identical to the first, and does not address the EPA's key reasons for refusing TTR consent in 2014.

[Read more](#)

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### **Ministry moots more scallop season closures for top of the south**

less and bias is the filter. Twenty eight percent say they would support politicians they trust to make things better for them and their families, even if they exaggerated the truth. Half would rarely, if ever, change their position on important social issues. Just over half do not regularly listen to people or organisations with whom they often disagree and they are four times more likely to ignore information that supports a position they do not believe in. These changing attitudes present a challenge for all institutions. In the case of seafood, the New Zealand industry is widely acknowledged internationally as being world leading in sustainability and innovation. But the truth may not be the public perception. It is becoming increasingly obvious glossy PR campaigns do not resonate. Messaging has to be long term and it has to be credible. Fronting up to shortcomings is the only way to regain trust. Facts and science matter less – arguments are won through sentiment, through “heart and soul”. Being genuine is paramount, even if that is flawed. The New Zealand seafood industry has a great story to tell and it has thousands of advocates. They are the “real people” out there on the water and on land every day catching and harvesting healthy food. You can expect to see and hear more of them in coming months.

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## Lobster Fishing Families Call for Fair Go

Rock lobster fisherman Sam Wood is 33 Years old. Based at Whitianga, Sam is a third-generation commercial fisherman. Like his father and grandfather before him, Sam fishes in the CRA 2 management area which extends from Te Arai Point to East Cape. Six years ago, Sam and his brother Aaron took over their father’s lobster fishing business which he ran for over thirty years. “My family has a long-term commitment to the CRA 2 fishery and we are heavily invested in our future as commercial fishermen”, said Sam.

**Stuff (16 May)** The Ministry for Primary Industries has indicated a preference to keep the Challenger scallop fishery closed for another season. This is on the back of poor results from a survey back in January. The ministry's inshore fisheries manager Steve Halley said the fishery was close to its lowest recorded levels even though some scallop beds had stabilised during last season's closure. Speaking in February, Challenger Scallop Enhancement Company chairman Doug Saunders-Loder said they expressed "real concerns" the survey missed key information regarding pre-recruits and mortality because of its timing. A more accurate assessment could be made if the survey was done in September when the fishing season traditionally starts. "We maintain the view that the decision-making process regarding the management of the scallop fishery in the Marlborough Sounds or in Tasman and Golden Bays needs to be based on the best available information," he said. [Read more](#)

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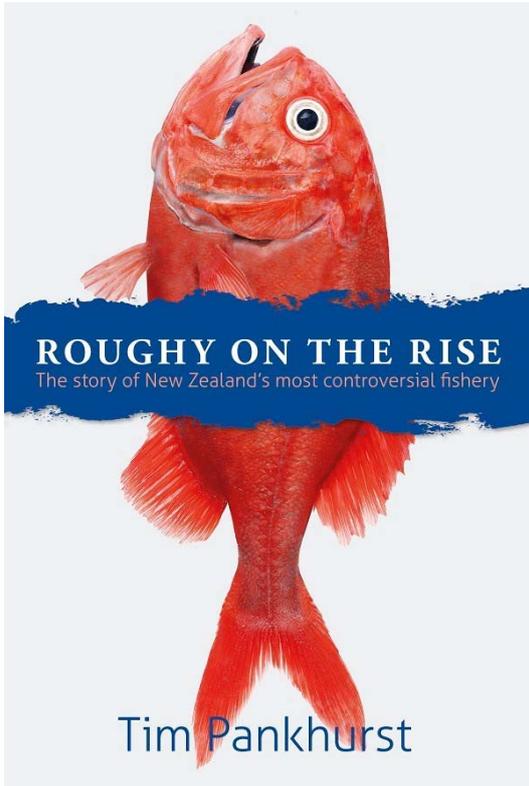
## Research fit for a king (salmon)

**Nelson Mail (15 May)** Scientists have met in Nelson to talk product efficiency and profitability of king salmon. A Cawthron Institute technical advisory group welcomed the scientists from USA, Australia, Scotland and New Zealand who came to work with domestic experts and industry leaders. Cawthron senior aquaculture scientist Dr Jane Symonds said the meeting allowed industry players to see the science involved and put the local industry into perspective. "We wanted to tap into expertise outside of New Zealand and get NZ scientists involved and make sure everyone had a good idea of what the project was about and share ideas – it actually went really well," Symonds said. "Talking to some of the researchers from the University of Tasmania, they were quite keen to develop something in parallel because they could see the merits in what we were doing – it was a really good endorsement of what we're planning to do." [Read more](#)

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“I have seen a lot of negative stuff in the media lately about lobster fishing across the Bay of Plenty and I want to see better recognition and respect for the people involved in this business”.

Sam is particularly concerned about recreational fishing lobby groups such as LegaSea, who claim that big business is dictating fisheries management and is somehow in collusion with the Ministry for Primary Industries (MPI). Sam is adamant that such claims are false.  
[Read more](#)



### **Roughy on the Rise on sale now**

You can now purchase a copy of *Roughy on the Rise*, the story of New Zealand's most controversial fishery.

The story of orange roughy is one of cowboys, characters and conservation. *Roughy on the Rise* charts the discovery of this mysterious deepwater fish, its exploitation, its depiction by environmental NGOs as the epitome of unsustainable fishing, the slow unlocking of its secrets, its key role in bankrolling the development of the New Zealand seafood industry – and latterly its recovery.

[Click here to purchase a copy](#)



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### **2017 Seafood Industry Conference – Registrations now open**

Registrations for the 2017 New Zealand Seafood Industry Conference are now open and we are pleased to announce that our keynote speaker has been confirmed.

Alex Olsen of A. Espersen A/S, Denmark will headline the conference. Alex is a progressive thinker who will talk about 'Seafood in a changing world – how we deal with the challenges we face'.

Alex started with Espersen in 2007 and has since developed Espersen's Sustainability and Governance initiatives throughout their supply chains. Prior to this position, Alex spent twelve year with McDonald's Europe in quality assurance, purchasing and finally as one of the pioneers in establishing the McDonald's Agricultural Assurance Program. He also worked seven years as a microbiologist at the Danish Meat Research Institute.

Along with Alex, we have a wide range of speakers. You can view the programme and speaker profiles [here](#).

[View the programme and register now.](#)



### **Seafood Stars Awards**

Excellence and innovation in the seafood industry are again being rewarded with the Seafood Innovations Ltd – Seafood

## Ocean Bounty

This week Ocean Bounty is in search of southern blue whiting. It shows Chris Carey and the crew as they trawl near the Auckland Islands. There is stunning footage from the Snares, where Paul Sagar and his team are surveying the Buller's albatross, and Graeme also speaks to NIWA scientist, Richard O'Driscoll about the importance of research.

Tune in to Three at 5pm on Sunday to check it out, and if you missed last week's episode on the Chatham Islands, [click here to watch it OnDemand](#)

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Stars Awards that will be presented at the New Zealand Seafood Industry Conference this year, Chief Executive Tim Pankhurst says.

"The awards are a great way to reward innovation and excellence within our industry and tell stories about our seafood, our people and our ongoing commitment to sustainability.

"We are seeking nominations now and urge you to select your star achievers and tell us why you think they are the best choice."

Seafood Stars Awards will run across all facets of the industry and will be presented to those who have made a significant contribution to the seafood industry.

[Click here](#) to download the form and nominate someone.

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