



# Friday update



## Captain's Blog

April 21, 2017

### Fish 'n' chips still number 1

Fish 'n' chips remain New Zealand's most popular takeaway.

That is despite all the competition from burger and pizza and sandwich chains, sushi bars and Indian and Chinese takeaways.

The two biggest players – McDonald's and KFC – spent a staggering \$102 million on advertising in this country over the last two years, according to the Nielsen research company.

Yet fish 'n' chips continue to be the fast food favourite and are becoming even more popular.

An estimated 1.7 million Kiwis ate fish 'n' chips in the month before the Nielsen survey.

That is up 11 percent on the same period two years earlier.

In that same one-month period, 80 percent of all New Zealanders ate fast food and more than a quarter did so more than five times.

The Millennial cohort (Generation Y), those born between 1982 and 2004, are the driving force behind the New Zealand fast food industry, according to Nielsen. Nine out of 10 have eaten fast food in the last month, up from 81 percent two years ago.

This group collectively spends \$33 million on takeaway meals every month. There has been a significant increase in the number who say they eat on the run and often buy takeaway food to eat at home.

More people are health conscious and fish wins on that front.

## In the media

### Staff numbers soar as Sealord

**prepares for another hoki season** Staff (19 April) Sealord are increasing their staff numbers as the start for the hoki season approaches.

The season officially kicks off in June and runs through to September, even though fishing for our biggest export fish by volume started a fortnight ago.

Sealord owns 30 percent of hoki quota and with a recent rise in processing levels they are looking to fill about 300 temporary land-based factory roles.

Recruitment advisor Ben Cave said the company received about 750 applications last year.

"We do have quite a few people who have had friends doing it in the past and they've arrived in NZ now and are quite keen to be a part of it," Cave said.

"But we don't take everyone – it's a pretty strenuous process through our assessment centre to pass."

From mid-May through to the end of June the company would be taking on about 40 staff per week.

[Read more](#)

### The overseas catch: the state of recreational fisheries management abroad

**NZ Initiative (19 April)** Dr Randall Bess says unless there are changes to recreational fisheries management in New Zealand angler experiences will continue to worsen.

It is also a key component in the fast growing sushi market and hoki is the mainstay of McDonald's fish burgers. Fish 'n' chips have moved far beyond the traditional "shark and taties", commonly known as "greasies", wrapped up in newsprint.

A new wave of shops have gone upmarket, offering a wide variety of fish species cooked to order, often attractively served in boxes with condiments such as lemon wedges. Tauranga's Bob Palmer has been in the trade for well over 30 years and once had seven shops, one for each of his sons. His Western Bay Seafoods is down to three now, operating as Bobby's Fresh Fish Markets.

When Bob, 61, left school he said he had three options - "the bush, the mill or the pakeha".

He chose the latter and ended up with plenty of pakeha working for him, along with the extended family.

He said fish 'n' chips were as popular as ever.

He used 380 tonnes of chipped potatoes last year, all cooked in beef fat.

He has always served a wide variety of fish and reckoned the only thing that has changed was the prices.

"You can come down here and feed your family for 20 bucks and they go away from here full," he said.

"Young families always come here. Once you've got the trust, you've got everything.

"Something the pakeha taught me, if you want to be around for a long time, don't be greedy."

He was speaking mid afternoon on Tuesday and all 19 of his tables were full.

A Chinese tour bus had just left with 22 people on board all eating hot fish 'n' chips, savouring a New Zealand experience.

"When the cruise ships come in we'll have 18 or 20 for breakfast and they're back for lunch."

"Great tasting fresh fish and chips served on trays at the waterfront," Jennie Gutry posted on Bobby's website. "Great value and one of the best fish and chip meals I've had in New Zealand. They even had vinegar! Popular for a reason."

"You can choose your own fresh fish and get it cooked there and then," said another. "It is a place we usually take overseas visitors for real kiwi kai."

My own favourite is Kilbirnie Fish and Chips in Wellington owned by hard working Chinese couple Pek Lin and Pihong Yang that always uses the underrated blue warehou. Huckle and Co in Seatoun, previously the awfully named Greasy Groper, has lifted its game. In Nelson it's hard to go past Haven Fish and Chips on Wakefield Quay and The

"Fishers will face a steady decline in daily bag limits, increases in minimum legal sizes, and shorter fishing seasons," Bess said.

Bess makes these assertions in his second report in a series on recreational fisheries management.

New Zealand is similar to many other fishing nations as increasing demand for limited resources forces commercial and recreational sectors to look for shared management structures, Bess said.

He describes four different management systems - Gulf of Mexico red snapper, Northern California red abalone, British Columbia halibut and Western Australia - as examples for dos and don'ts when it comes to shared fishery management. Bess further outlines four concepts for finding workable solutions; fish stock rebuilding, integrating recreational fisheries into management processes, effective allocation/reallocation mechanisms and cost sharing.

[Read more](#)

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## Marlborough iwi plan to raise sea guardian in fight to stop salmon farm relocation

**Stuff (16 April)** A Marlborough iwi are planning to cite a tribal deity in an attempt to stop the relocation of six salmon farms.

Ngati Kuia, who are opposed to the farm moves, are understood to be using a taniwha, known as Kaikaiawaro, as a reason to cease development.

The iwi believe the move is driven by short-term goals and a spokesperson for the tribe said the farms were a threat to the Sounds health.

"The world is changing with increasing demands and new technologies. It is increasingly important that we take a long-term view and look after our special place, our home, our taonga.

"In our view this proposal is being driven for short-term profits and over the long-term will have major consequences on our environment, social, economic and cultural wellbeing."

According to legend, Kaikaiawaro is the kaitiaki of the Ngati Kuia, with the latest reincarnation being the beloved dolphin Pelorus Jack.

A panel is currently listening to submissions from residents, businesses and other stakeholders, with the hearings to continue to May 17.

[Read more](#)

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Smokehouse on Mapua Wharf is superb, as long as you don't mind waiting. Lesser known ribaldo and elephantfish were fish of the day on recent visits. There is nothing more Kiwi than fish and chips and everyone has their favourite. Even the heavily promoted American-based hamburger and chicken chains cannot beat that tradition.

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**2017 New Zealand Seafood Industry Conference – Oceans of Innovation**  
**SAVE THE DATE – AUGUST 3, 2017**

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### Seafood Stars Awards 2017

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

The categories are:

- Future Development Innovation Award
- Young Achiever Award
- Longstanding Service Award

To nominate someone, [click here](#) and [download the form](#).

### New Zealand's most controversial fishery deemed sustainable by global body

**Stuff (14 April)** Orange roughy, once deemed New Zealand's most controversial fishery, is being praised by the Marine Stewardship Council.

It has been the development of new technologies, such as Sealord's acoustic optical system, and major reductions in catch volumes that saw MSC's coveted blue tick given to the long living species. Patrick Caleo, MSC Asia Pacific director, said it has been an amazing turnaround. “[Orange roughy] was the poster child for all things bad in the fishing industry...When they can go from boom to bust to a place of redemption, they need to be recognised,” Caleo said.

Whilst environmental groups have raised concerns about roughy's certification, Caleo said the process to gain MSC certification was fact based and highly rigorous.

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