



Friday update



Captain's Blog

September 29, 2017



Sydney Fish Market guide Alex Stollznov with a \$1600 Tasmanian king crab.

Top dollar for New Zealand seafood at Sydney Fish Market

New Zealand seafood continues to fetch premium prices at the renowned Sydney Fish Market.

FinestKind owner Donna Wells was there just after dawn on Wednesday to see yellow belly and sand flounder receive top dollar at auction.

To further the provenance of the highly regarded New Zealand product, Donna is placing pictures of the catch vessel on the polystyrene boxes – in this case Port Nelson-based Kiwi.

"Very good product," the Indonesian buyer said on the auction floor.

About 10 percent of the 13,000 tonnes of seafood sold annually at the market,

In the Media



Another orange roughy success story

Scoop (22 September) An orange roughy fishery south of Stewart Island has been given the green light to reopen after 19 years.

In 1998, the seafood industry agreed to cease fishing in the ORH3B Puysegur area to rest the fishery and allow stocks to rebuild. Over the past 19 years the industry has contracted a number of research surveys from NIWA and CSIRO to monitor the rebuild and to inform a new stock assessment in 2017.

Deepwater Group chief executive, George Clement, said this stock has now rebuilt to almost 50 percent of the original biomass.

The Minister of Primary Industries has approved an increase in the catch limit from 1 October.

"The commercial catch limit here has been increased to 347 tonnes, allowing a very conservative harvest rate of only four orange roughy out of every 100 in the population," said Clement.

the world's second largest after Tokyo's Tsukiji, comes from New Zealand. Ngai Tahu blue cod, processed the day before at Bluff, was also snapped up on the day.

Delivery time from New Zealand is usually faster than it is from Australian states.

The fish market, founded in 1945, has become a major tourist attraction, as well as the source of Sydney's best and cheapest seafood.

An incredible number of visitors – three million a year – come here.

Well heeled tourists from China arrive by tour bus straight from the airport and spend an average \$10–15,000 per group. It is not hard to rack up such a sum when live Tasmanian king crabs, the world's largest species, sell for \$180/kg.

Market guide Alex Stollznow held up a fearsome-looking specimen weighing 9kg, valued at \$1600.

The Asian tour groups are also keen on Penfolds' flagship Grange, available at the market bottle store for around \$700 a bottle.

Annual seafood sales here total \$160 million and combined with tourism provide a major boost to the NSW economy.

Over 100 different species totalling 55 tonnes are sold on an average day under a Dutch auction system originally applied to selling tulips.

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Pregnant women not getting enough Omega-3

Scoop (22 September) The first-ever study on the intake of omega-3 fatty acids in pregnant women in New Zealand has found only 30 percent are getting their recommended daily amount.

A cohort of 596 pregnant women, in their last trimester of pregnancy and from all regions of New Zealand, volunteered to take part in the online study. Participants were required to complete a food frequency questionnaire, which was designed to investigate polyunsaturated fatty acid intakes over the last three months of their pregnancy.

The study was published in the *New Zealand Medical Journal*.

Dr Kathryn Beck from Massey's School of Sport, Exercise and Nutrition said omega-3 fatty acids are important during pregnancy for a number of reasons.

"They help form important building blocks for our cells, and are essential for the development of baby's brain and growth," Beck said.

"These fatty acids help support mothers to have a healthy pregnancy."

[Read more](#)



FinestKind owner Donna Wells with Nelson flounders on the auction floor.



Sealord wins best new product

Sealord's hoki fries have been named best new product by the Marine Stewardship Council Oceania.

Hoki Fries are a great example of how Sealord leveraged global food trends to bring innovation to market.

The company's innovation team could see flavoured and loaded fries becoming more and more popular and along with growth in sharing food, developed a product range that tapped into both these trends.

Registered buyers, 180 on this day, sit in tiered rows in a grandstand as three auctions proceed simultaneously, each taking only several seconds.

The price is set at \$3 to \$5 above what is expected and the electronic clock rapidly winds down until a button is pushed and the sale is made.

If the buyer is too eager, he may pay over the odds. But wait too long and there is the risk of missing out. As soon as it becomes profitable to the buyer, the product is sold.

In pre-electronic days when it was a voice auction, 200 boxes would be sold an hour in marathon 14-hour days.

Now the market opens at 3am, the product delivery cut-off is 4am, buyers have 90 minutes to inspect the seafood on offer, the auction begins at 5.30, is all over by about 8.15 and an hour later is all out the door, being delivered to restaurants and retailers across the city and surrounds.

Quality is paramount. An emphasis on delivering the seafood in the best possible condition and widening consumer tastes have seen some marked price increases. An example is live pippies that 10 years ago sold for \$5kg as bait and now fetch \$30kg as a gourmet food.

All the product is chilled or live, not frozen.

The market employs three assessors to ensure quality is maintained.

It aims to be the world's best on the back of a \$250 million redevelopment on a harbourside site next door, due to open in 2021.

The current market, as popular as it is, is cramped and rundown, the site of Fairfax's onetime newsprint warehouse. The new facility, a dedicated fish market for the first time, will have a wavy roof and solar panel cladding like fish scales. The market was a popular destination ahead of the Australian industry's biennial Seafood Directions conference in Sydney this week, where market manager Bryan Skepper detailed the new development to 350 delegates.



A 36kg groper sold at the market.

Sealord has been a supporter of MSC since the New Zealand hoki fishery was first certified in 2001.

"Making seafood simple is at the heart of what we try to do, and MSC certified Sealord Hoki Fries not only taste delicious but are easy to use and consumers can feel good about eating a range made from sustainably caught New Zealand Hoki," Sealord marketing manager Melissa Butler said.

Other award winners included Coles for Supermarket of the Year and John West Tuna for Brand of the Year.

The prizes are part of the annual Wave of Change awards that recognise changemakers in the sustainable seafood sector throughout Australia, New Zealand and the Pacific.

The awards come before Australia's largest seafood conference, Seafood Directions, which celebrates industry innovations.

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The election result is bad news for Maui and Hector's dolphins, according to *Wanganui Chronicle* editor Mark Dawson. Dawson said set netters and trawlers are the greatest risks to the marine mammals and all parties except National would move fishers away from the practices.

Adopting technology and looking at new species is key to keeping up with increasing consumer demand said Cawthron Institute's aquaculture group manager Dr Serean Adams. New markets in Africa and Asia and a growing population brought opportunities for new aquaculture species such as geoduck, which can sell for over \$100/kg in China. Adams said the industry should also be ready for new challenges, highlighting the *bonamia ostreae* parasite and uncertainty of mussel spat. Adams made the comments at the New Zealand aquaculture industry conference in Nelson last week.
