



### **Fisheries scientist launches new sustainability website**

Prof Ray Hilborn is seen as both hero and villain.

His willingness to confront shonky science and activist academics has made him a pin-up for the seafood sector.

On the flip side, that staunch advocacy has also made him a target for the relentless anti-commercial fishing lobby which has sought to discredit him. He is undeterred and has now launched Sustainable Seafood 101, which incorporates an earlier website CFOOD – Collaborative for Food from Our Oceans Data – a network of scientists building and maintaining a range of data bases on the status of fish stocks.

Its data base funders include the US National Science Foundation, the Walton and Packard foundations, the European Commission, the United Nations Food and Agriculture Organisation, fishing companies and Australia's Commonwealth Scientific and Industrial Research Organisation.

Hilborn, professor at the University of Washington's School of Aquatic and Fishery Science, has enough publications and honours to sink a small trawler, including the Volvo Environmental Prize and the International Fisheries Science Prize.

He believes the science literature and media are full of stories disputing fisheries sustainability that are overstated, or simply wrong.

His website features Brandolini's Law: "The amount of energy needed to refute bullshit is an order of magnitude greater than to produce it."

He has now added a quote from satirist Jonathan Swift: "Falsehood flies and truth comes limping after it."

Hilborn testified before a US Senate sub-committee in Washington DC last October that federal fisheries policies had led to a rebuilding of fish stocks, with the number of fish in the sea rising in all regions. It had succeeded by relying on scientific advice.

The major threats to US fish stocks and marine ecosystem biodiversity are now ocean acidification, warming temperatures, degraded coastal habitats, exotic species, land-based runoff and pollution.

A similar situation applies in this country, where 97 percent of fish landed are from sustainable stocks, according to the latest Ministry for Primary Industries assessment, but where other factors are coming into play.

There have been several comparisons of fisheries management systems around the world “and New Zealand always comes out among the top countries”, according to Hilborn.

Fish provide hundreds of millions of people with livelihoods, billions with their primary source of protein, and they are one of the least environmentally impactful foods people can eat, Sustainable Seafood 101 states.

It concedes not all fisheries are in a good state, with poor fisheries management leading to overexploitation continuing to be a problem in several parts of the world.

“While many claim this is the result of indifference and greed, we believe that poor management and overfishing is fundamentally tied to global drivers of poverty that strip developing countries of the capacity needed to manage their fisheries.

“Fisheries are among the most complex natural resources on the planet. In Seafood 101, we break every aspect of fisheries down to give you a full understanding of how science, policy and human interests interact to determine sustainable versus unsustainable seafood.”

Hilborn contends fish stocks in countries with good management systems – such as New Zealand, US (Alaska), Iceland and Norway – are in good heart. That makes the doomsayers’ claims that worldwide fish stocks will be wiped out by mid-century simply not credible.

“They’ve got an agenda and will distort whatever they want,” Hilborn says.

“They have no science capacity and they’re not interested in science unless it tells a story that’s consistent with what they want to say.”

[Sustainable Seafood 101](#) aims to put that right.



**SUSTAINABLE  
FISHERIES**

The science of sustainable seafood, *explained*



# SAVE THE DATE

The 2018 New Zealand Seafood Industry Technical Day and Conference will be held at Te Papa, Wellington.

August 1 to August 2, 2018

---

## Next steps in digital monitoring

Fisheries Minister Stuart Nash has boosted implementation of digital monitoring.

Fisheries New Zealand, one of four new business units within the Ministry for Primary Industries, [released a discussion paper](#) on proposed amendments to allow for digital monitoring and innovative trawl technology.

Nash said all trawlers over 28 metres in length had been operating e-logbooks and geospatial position reporting since October 2017.

"This form of digital monitoring is to be extended to the rest of the commercial fishing fleet and land-based fishers, with the roll-out expected to start in the last quarter of 2018," Nash said.

"There are approximately 1100 commercial fishing vessels and fishers affected that use a range of fishing methods.

"Geospatial position reporting allows fisheries officials to know where fishing is occurring and e-logbooks enable more accurate and up-to-date information about catches."

The proposed changes deal with a number of technical issues such as timing of electronic reporting and how to respond to equipment failures at sea.

"The regulations are designed to encourage innovation in fishing equipment and have the potential to reduce bycatch and minimise damage to fish during trawls," Nash said.

"Electronic monitoring through cameras offers a third layer of technology and enables verification of the catch reporting. Regulations for on-board cameras are not part of this consultation process.

"Work is continuing on a range of options for how the camera regime will work."

[Learn more about digital monitoring](#)

---



### Season two of Ocean Bounty kicking off

Ocean Bounty, an hour-long documentary series on commercial fishing, begins its second season this weekend.

Hosted by Graeme Sinclair, the show traverses New Zealand's coastline, and further, telling the sector's stories.

Ocean Bounty is a 13 episode series that begins on Three this Sunday, May 13 at 5pm.

"The stories are about sustainability, the value of the Quota Management System and investigating what the industry does not only to protect fish stocks for now, but also for our kids," Sinclair said.

Having a successful season under the belt opened a lot of doors, Sinclair said.

"What we found is because of season one, people have really opened up to us perhaps in more ways than they would have otherwise," he said.

"It makes the stories more compelling and will give this season a little bit extra for viewers."

Season two starts in Kaikoura, where Sinclair explores the lingering effects of 2016's devastating earthquake, along with looking at the role community organisation Te

Korowai has on the management of the marine environment.

“The commercial industry has a lot of great stories to tell and that is what Ocean Bounty is about.

“An episode will follow Sealord’s new vessel *Tokatu* from its build in Norway all the way back to Nelson.

“Maori are key players in New Zealand fishing and we examine effective fisheries management through their eyes.

“Innovation plays a big role this season as we look at Spat NZ, a successful mussel breeding programme is changing the sector, and see how the industry is fishing smarter to protect marine animals.

“There are so many great yarns to tell this season and we can’t wait for the New Zealand public to see that.”

**Ocean Bounty is a 13 episode series that begins on Three on Sunday, May 13 at 5pm.**



### **Inaugural Sustainable Seafood Day**

Marine Stewardship Council urges New Zealanders to keep the oceans “Forever Wild” with the inaugural Sustainable Seafood Day.

The day will be marked in Wellington at an event on Monday 14 May, at Te Papa, with the keynote address from the Fisheries Minister Stuart Nash, followed by a panel featuring MSC Oceania programme director Anne Gabriel, Sanford chief executive Volker Kuntzsch and NIWA principal scientist – fisheries Dr Matt Dunn.

Hosted by the [Marine Stewardship Council](#) (MSC), an international NGO aimed at ending unsustainable fishing and keeping oceans healthy and teeming with life, the day aims to raise awareness of importance of sustainable seafood and recognise fisheries certified to the MSC Sustainable Fishing Standard in New Zealand.

“With over half of New Zealand’s total wild caught seafood certified to the MSC

standard and 74 percent of deepwater fisheries certified, it is time to celebrate this leadership and commitment to safeguarding the oceans for future generations,” Gabriel said.

The theme for the day “Forever Wild” marks the 20th anniversary since MSC was established by seafood company Unilever and environmental organisation WWF as a science-based and stakeholder driven programme to incentivise global fisheries towards more sustainable practices.

There are currently eight MSC certified fisheries operating in New Zealand; albacore tuna, hake, ling, southern blue whiting, hoki, Ross Sea toothfish, skipjack tuna, orange roughy.

---

### **Māori business leaders recognised**

Multiple seafood industry leaders walked away winners at the recent University of Auckland Aotearoa Māori Business Leaders Awards.

Congratulations to Kono chief executive Rachel Taulelei, Sealord and Moana NZ chairman Whaimutu Dewes and the Iwi Collective Partnership, who all picked up prizes.

**Māori Woman Business Leader Award: Rachel Taulelei MZNM:** Rachel Taulelei (Ngāti Raukawa, Ngāti Rarua, Ngāti Koata) has championed Aotearoa as a producer of premium food and beverages for 20 years. She’s chief executive of [Kono NZ](#), a family-owned producer that employs more than 400 staff, farms 530 hectares of land and sea, and exports to over 25 countries.

**Maōri Governance Leader Award: Whaimutu Dewes – for a new generation of leaders:** Whaimutu Dewes (Ngāti Porou, Ngāti Rangitīhi) has been instrumental in milestone developments in New Zealand constitutional law, particularly the recognition of Tiriti o Waitangi property rights and structures to realise the economic outcomes of those rights. He has negotiated significant joint ventures in forestry, carbon sequestration, seafood harvest and global marketing.

**Outstanding Māori Business Leadership Award: Iwi Collective Partnership:** The [Iwi Collective Partnership](#) is the largest collective of iwi Māori commercial fisheries interests. Formed in 2010, it pools 16,000+ metric tonnes of fisheries resources owned by 15 iwi, allowing it to optimise returns and create economies of scale to better manage, protect and grow the pot for all members.



Kono chief executive Rachel Taulelei accepting her Māori Woman Business Leader Award.

---

**Check out the latest Seafood Magazines**

CONTACT

**Email** [info@seafood.org.nz](mailto:info@seafood.org.nz)

**Phone** [+64 4 385 4005](tel:+6443854005)

**Physical address**

Level 6

Eagle Technology House

135 Victoria Street

Wellington 6011

New Zealand

