



## **Guardianship and Sustainability – the seafood industry keeps its Promise**

The New Zealand seafood industry is keeping its promise.

In 2017 the industry admitted to not always getting it right but promised to continue to raise the bar around innovation, sustainability, guardianship, transparency and environmental responsibility.

That promise will be reinforced in the second year of a campaign that kicks off on Sunday with mainstream television advertising.

The seafood sector has a great story to tell and has made significant and genuine advances in all areas but that is not always the public perception. We will continue to evolve and improve and, most importantly, we are prepared to be judged on our progress.

In the past few weeks we have been going port to port highlighting the industry code of conduct that backed up the Promise made last year.

That code reinforces that we do not condone illegal behaviour; we will work with Government and other interested parties to ensure the fishery is sustainable; we will seek to minimise our impact on the marine environment; we will continue to invest in science and innovation; treat our people fairly; and be accountable.

In every port we have received unequivocal support.

"Its about time we stepped up like this," said one skipper.

The ports visited so far are Nelson, Greymouth, New Plymouth, Tauranga, Whitianga, Auckland, Leigh, Gisborne, Timaru and Lyttleton. A further five - Mangonui, Whangarei, Hawke's Bay, Port Chalmers and Bluff – are scheduled in the next month.

Those communities, dotted from one end of the country to the other, also illustrate how important the diverse seafood industry is in terms of employment, export and domestic market returns and in providing fresh, healthy food.

This is a different industry from even a few years ago. The strides in innovation are significant. Initiatives such as Precision Seafood Harvesting, which delivers exceptional quality fish through a world-class handling process, and the Acoustic Optical System, which targets particular species up to a kilometre down, are world-leading.

Our people are genuinely committed to good environmental practise. Seabird mitigation methods are mandatory and we work closely with government agencies to minimise endangered species captures. In a number of cases the industry has voluntarily removed itself from areas of concern.

And despite what some believe, the advent of cameras on vessels is not something the industry opposes. But we do want them to be fit for purpose – one size does not fit all - and welcome the delay initiated by Fisheries Minister Stuart Nash while that is worked through.

Everywhere we go around New Zealand there are good people doing a good job. They are our people keeping our promise and we are happy to be judged on their actions.

The television and social media campaign beginning this weekend will run until nearly the end of the year and once again features the men and women of the seafood industry, those doing the catching and processing, rather than hired actors.

There are two key themes – sustainability and kaitiakitanga/guardianship. Some 97 percent of all the fish landed from New Zealand waters is from fish stocks certified as sustainable by the Ministry for Primary Industries' scientists. That is thanks to the Quota Management System that limits catches according to the size of the stock. The QMS has served us well over 32 years since its inception in 1986. It is held up as an international example of good practise but it is not perfect. Any system can be improved and the industry is engaging with the regulator to try and achieve that.

We are also proud to be guardians of the resource. Maori are major players in the New Zealand seafood industry and have set the standard.

Their concept of kaitiakitanga is valued by non-Maori commercial fishers as well. In order for our business to prosper for generations to come, the environment must too.

---

## **MPI make major black market paua bust**

A group of Wellington divers face multiple charges for illegally gathering pāua and offering to sell it on the black market.

A Ministry for Primary Industries (MPI) operation targeted the divers who had been in isolated areas around Wellington's south coast.

During the inspection, it was discovered the pair were in possession of more than

600 pāua - 30 times the daily limit for two people. As a result, two vehicles and dive gear that was used in the alleged offending were seized.

MPI fisheries team manager for the eastern and lower North Island Mike Green said the operation concluded after fishery officers went to an area on the capital's south coast to inspect the activities of two divers.

"Following this, four fisheries search warrants were conducted at the addresses of the two divers as well as another two people identified earlier in our inquiry.

"As a result, another 4x4 vehicle and more dive gear were seized."

Four men will now likely face charges under the Fisheries Act – charges that attract a maximum penalty of a \$250,000 fine and/or five years imprisonment.

Further search warrants were carried out this week at properties identified as the homes of people who were allegedly purchasing the seafood from the divers.



### **Extra ACE for tuna fishery**

Southern bluefin tuna fishers are getting an in-season increase in Annual Catch Entitlement (ACE).

Fisheries Minister Stuart Nash allocated an extra 76 tonnes in ACE and increased the recreational allowance by 12 tonnes.

The decision reflects a desire to provide for sustainable utilisation of the species, whilst recognising greater commercial gains and a growing recreational fishery, Nash said.

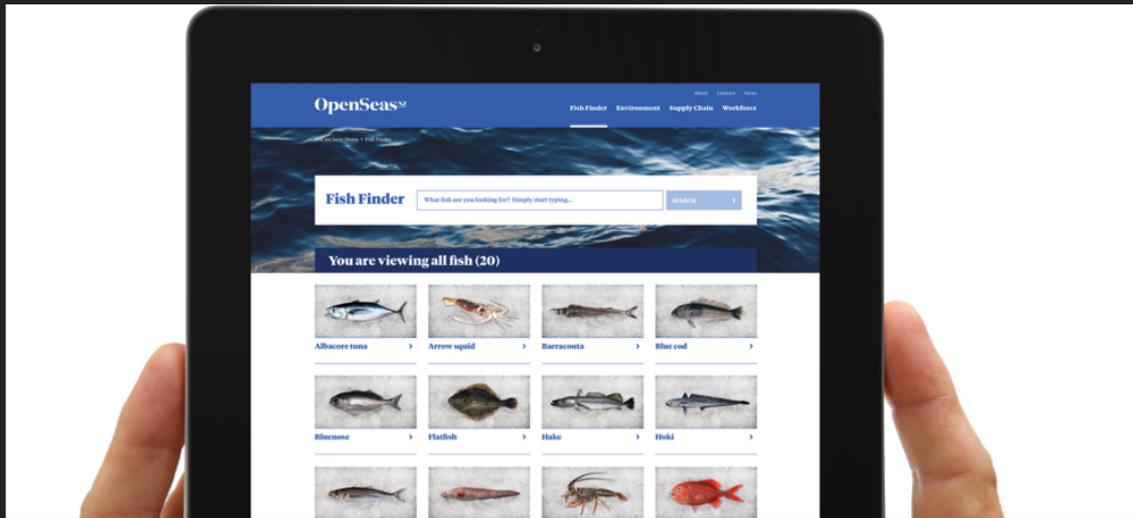
International organisation, Commission for Conservation of Southern Bluefin Tuna (CCSBT) - of which New Zealand is a member – is responsible for managing the species.

A recent CCSBT stock assessment showed an increase in biomass that allowed

extra allocation of quota for different member states.

[Read more](#)

---



## OpenSeas playbook launched

OpenSeas has released a playbook on the programme.

The comprehensive guide aims to help New Zealand seafood companies understand the range of tools available and find ways to best utilise the programme within their businesses.

Launched at New Zealand Seafood Industry Conference in 2017, OpenSeas is focused on presenting short, digestible pieces of information about the environmental, social and production credentials of the industry in order to support seafood sales and communications.

Programme director Jodie Campbell said the opportunities created by OpenSeas are endless and the playbook is a fantastic tool for businesses to get things started.

“The purpose of this playbook is to provide a simplified explanation of the OpenSeas programme and how it can be used to support New Zealand seafood businesses - including examples and suggestions,” Campbell said.

[Read more](#)

---

## Country Calendar

Tune in to Country Calendar this Sunday at 7pm to meet Scott and Maaik McNeil of Awatoru Wildfood. The McNeil's catch tuna and sell it direct to restaurants, along with other wild game they source from around New Zealand.

---

## Fisheries expert launches new sustainable fisheries website

Fisheries expert Dr. Ray Hilborn and his network of scientists have launched [SustainableFisheries-UW.org](http://SustainableFisheries-UW.org).

The website is built around *Sustainable Seafood 101*, a series of posts meant to explain the science, policy, and social aspects of global fisheries.

“Our goal is that anyone interested – a high school student, PhD candidate, or reporter alike – could read Sustainable Seafood 101 and walk away with a good understanding of the complexities of global fisheries,” Hilborn, professor at the School of Aquatic and Fishery Sciences at the University of Washington, said.

The new website also offers free fact-checking and source-finding for any interested journalist. Sustainable Fisheries UW can quickly put journalists, or other interested parties, in touch with the right expert to answer questions or fulfil interview requests.

---

**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

---

This email was sent to [emily.pope@seafood.org.nz](mailto:emily.pope@seafood.org.nz)

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Seafood New Zealand · Eagle Technology House · 135 Victoria Street · Wellington, 6011 · New Zealand

