



# THE UPDATE

Captain's Blog



## New Zealand seafood on US restaurant chain menu

US-based Roger Berkowitz sells fish – a lot of it.

And he was in New Zealand this week looking to purchase top seafood for his 32 Legal Sea Foods restaurants across Boston, Philadelphia and Washington DC.

On his first visit to this country he was impressed by the quality and freshness of our seafood, along with the Cloudy Bay wines he imports.

“No one is going to compete with New Zealand – the waters are so pure,” he said.

He is looking to buy orange roughy and squid and is already selling King Salmon’s giant Tye fish that are grown to 15kg plus.

Of about 15 such fish harvested each month and sold under the premium Ora King Salmon brand to high end restaurants from Tokyo to New York, two go to Legal in Boston.

Berkowitz caught up with King Salmon chief executive Grant Rosewarne to discuss continuing supply and possibly increasing the order.

He has built a seafood empire from humble beginnings.

His grandparents opened a store in 1904 in Cambridge, Massachusetts, its Legal Cash Market name drawn from government-issued redemption stamps.

His father George moved into seafood in the 1940s to compete with newly emerging supermarkets.

He opened a fish’n’chip shop next door, a Jewish family earning much of their livelihood on Fridays and during Lent.

The business got a huge boost in the 1960s with an influx of Asian computer science students into Harvard and MIT.

“I was a kid standing on a crate behind the counter and they would point to the fish they wanted, open up the package and eat it raw.

“Asians had less heart disease, less cancer, longer lives – the health benefits of fish came to be realised.”

Proximity to Boston Pier and fresh seafood was a big advantage and then along came the first of the TV cooking shows, hosted by a local woman named Julia Child, soon to become famous, who used fish in her recipes.

Suddenly, fish, which had not been a popular mainstream dish, was sexy.

The newly available orange roughy got a similar boost a couple of decades later when it featured in a romantic restaurant scene on the soap opera Dallas.

Berkowitz is a stickler for freshness and quality and the business has its own processing and distribution centre and lab testing.

Every tuna and swordfish is tested for mercury content and he notes the minute traces have not altered over a hundred years, despite some alarmist reporting.

He has moved into seafood convenience sales and also produces a seafood chowder sold nationally that is famous for being served at presidential functions from Ronald Reagan to Donald Trump.

“We are founded on quality of produce and unwillingness to compromise our values,” he says.

It’s incumbent on me to do the right thing.

“We are always sensitive to what’s sustainable.”

The Marine Stewardship Council sustainability certification of New Zealand-caught orange roughy and toothfish reassures him.

When those species were being overfished in the 1990s, he stopped serving them.

He believes seafood consumption will only go up, with two sectors particularly concerned about healthy eating – millennials and seniors.

Berkowitz and wife Lynne were guests of honour at a dinner at US Ambassador Scott Brown’s Lower Hutt residence last weekend where Kiwi chef Matt Allison served up seafood chowder with Bluff oysters and baked Mount Cook salmon with rock lobster tortellini.

They were also given a tour of the Ambassador’s extensive rock’n’roll collection – Brown is an accomplished guitarist who has played on stage with Kiss and Cheap Trick.

They rounded out their visit in Queenstown, including dinner at Darren Lovell’s celebrated Fishbone restaurant.



Roger Berkowitz and American Ambassador Scott Brown trying out a Kiss drum kit.

Photo, Tim Pankhurst

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## Sustainable seafood shines in eBook

The Marine Stewardship Council has published a gallery-style eBook of MSC certified seafood titled 'Sustainable seafood and where to find it'.

The 33-page resource contains information on 28 species found in the waters of Australia, New Zealand, Western Central Pacific and selected Asian countries, all of which hold the blue tick of sustainability.

MSC's blue label is only applied to wild fish or seafood from fisheries that have been certified to the MSC Fisheries Standard – a science-based set of requirements for sustainable fishing.

Each page highlights an MSC certified species, providing information on the fishery, where the species is found, catch method, certification history and serving suggestions.

A 'did you know section' incorporates more novel facts on the species and a 'trends' section touches on its export market, value, characteristics of the fillets, the flavour profile and how it's typically prepared among chefs.

New Zealand MSC species also feature, including hake, hoki, ling, southern blue whiting, orange roughy, albacore tuna, skipjack tuna and Antarctic toothfish.

An index at the back of the book provides a complete list of certified fisheries in Oceania.

The book forms part of MSC's vision to encourage more wholesalers, suppliers, retailers, brands, chefs and the like that use and serve seafood to join the MSC movement of sustainable seafood. It's hoped the eBook will stir conversation about the range of MSC products currently available.

The eBook is freely available through MSC's website. [Download your copy here.](#)



## MOSS process achieves success

Nearly 1200 commercial maritime operators officially transferred to the new Maritime Operator Safety System (MOSS) last Thursday, marking the completion of a five-year long process.

Seafarers began transitioning from the old Safe Ship Management system on 1 July 2014 when MOSS made its debut. The new system makes clear that the maritime operation, not just the vessel, needs to be examined to ensure all safety risks are identified and managed.

The transition marks one of the most significant changes in the maritime sector in 15 years, said Maritime NZ deputy director, compliance, Pelin Fantham.

Last week, Fantham presented Whangarei scampi company Penwarden Holdings Ltd with its certification for completing the transition to MOSS.

The company's general manager Sam Penwarden said the switch was daunting at first, but has proven to be smooth sailing, with both the company's vessels, the *Bilyara* and the *Karearea*, now working to the new system.

"Our MOSS entry was a swift and efficient process, as was registering the new vessel into the ship registry," he said.

"MOSS allows us to develop our own safety systems specific to our operations, while having good oversight from Maritime NZ – it has the balance right and helps us operate more safely."

Fantham acknowledged MOSS is no small feat for operators.

"We greatly appreciate their efforts and have worked closely with them to help the transition process be as straightforward as possible.

"As a result, it has helped to improve safety in the maritime industry and strengthened the relationship between Maritime NZ and operators."

For more information on the MOSS safety system, visit the [Maritime New Zealand website](#).

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## Remembering Alan Culverwell

Our hearts go out to the family and friends of pāua industry legend Alan Culverwell who died in tragic circumstances in the early hours of Thursday 2 May. A keen pāua diver from Picton, Alan was a long-serving director on the New Zealand Pāua Industry Council and well known in the Chatham Islands pāua industry for his early campaigning efforts for catches to be sustainably managed.

Alan, his wife Derryn and twins Briar and Flynn were a couple of years into their dream cruise and heading back to New Zealand when they were attacked by sea bandits in the early hours of the morning while anchored on the north coast of Panama. Alan was killed while protecting his wife and children. Alan's son and his best mate dropped everything to race over to Panama to support Alan's whanau with all the things that tragedy brings.

Alan's family paid tribute to him as a dedicated, loving husband, father and son this week at a small memorial in Panama. Yellow flowers were released into the Caribbean Sea as the boat left port. Al will be brought back to New Zealand and buried at sea where he spent much of his life.

“There was universal shock and disbelief when we in the pāua industry, fellow divers and friends, heard the news,” Pāua Industry Council chair Storm Stanley said. “Al was a man of great mana amongst us. One of the best pāua divers anywhere, a staunch and loyal friend. He worked hard to earn a living, always trying to find that balance between his work pāua diving, often on the Chatham Islands, and being home with his family who meant everything to him. We will miss our friend and feel for Derryn and the kids at this agonising time.”

The Pāua Industry Council have organised to be a clearing house for anyone wishing to contribute funds to the family. Any donations should be sent to:

**Paua Industry Council Ltd**

**BNZ**

**02-0500-0698118-000**

**Account name: Alan’s Fund**



The late Alan Culverwell in his element.



## New Zealand Seafood Industry Conference and Technical Day

### Registrations open

Registrations for the 2019 New Zealand Seafood Industry Conference and Technical Day are open.

This year the conference will move to New Zealand's tourism capital Queenstown, with the technical day taking place on Thursday 8 August and the conference on Friday 9 August.

The theme for this year's seafood conference is Blue Growth – Charting Seafood's Future, looking at how one of New Zealand's key primary sectors can best position itself for future growth and success.

We have a great array of speakers, details of the full programme will be available soon on the [Seafood New Zealand website](#).

**Seafood New Zealand has negotiated accommodation rates at the conference venue and neighbouring hotels. Please note, there are now a limited number of rooms available at the [Rydges hotel](#), so be in quick to secure remaining accommodation and flights. Bookings can be made through the [Information](#) section on the conference webpage along with [links](#) to Air New Zealand for group flight bookings.**

[Register now.](#)

### 2019 Technical Day research posters

Seafood New Zealand is calling for research posters to display at the 2019 Seafood Industry Conference and Technical Day.

Researchers are invited to show their posters throughout the technical day on 8 August and at the networking function that evening. They will also be displayed at the conference on 9 August.

Posters must align with one of the following themes:

- Our Marine Environment

- Quality Safe Seafood
- Innovation

View more information on the poster specifications [here](#).

Submissions close 28 June 2019.

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## Seafood Stars Awards

The 2019 Seafood Stars Awards are open for nominations. The awards are a wonderful opportunity to celebrate our industry people and their achievements. This year's award categories include:

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

For more information on each category [visit our website](#), or [download the form](#) to nominate someone today.



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## News

Kono chief executive Rachel Taulelei has been acknowledged for her business achievements by the Kea World Class New Zealand Awards. The awards celebrate Kiwis who have achieved outstanding success in their chosen field, both locally and abroad. Taulelei is being recognised for her ongoing work in the seafood industry and promotion of New Zealand as a world-class producer of food and beverages. Taulelei founded sustainable seafood company Yellow Brick Road, was named as Maori Woman Business Leader for 2018, is a member of the New Zealand order of Merit and received the Sir Peter

Black Leadership award, amongst her many other achievements. She also holds a pivotal role in maori-owned food and beverage company Kono, which employs over 450 staff, farms more than 1000ha of land and sea and exports to 25 countries. Taulelei and her fellow award recipients will be recognised at an Award Gala dinner in Auckland, June 20.

The Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Services (IPBES) has released an 1800 page report on the state of the world's ecosystems, warning that one million species are at risk of extinction, *Stuff* reported. The summary highlighted five key ways that biodiversity has been reduced: Turning forests and grasslands into farms, cities and other developments; overfishing the world's oceans to an extent that a third of the world's fish stocks are overfished; permitting climate change through the burning of fossil fuels; polluting land and water; and allowing invasive species to crowd out native plants and animals. More than 559 domesticated breeds of mammals used for food have disappeared and more than 40 percent of the world's amphibian species, a third of marine mammals and one third of sharks and fish (2341 species) are threatened with extinction. The ocean is no better off. Endangered New Zealand species include the Maud Island frog, of which there are approximately 20,000 remaining, Maui's dolphins with a population of 55 and the fairy tern with an estimated population of 35-40. In a separate article, Greenpeace executive director Russel Norman said the report shows that 66 percent of the ocean is experiencing multiple human pressures and marine life is showing "severe impacts" from overfishing and pollution. The "richness and abundance" of all levels of ocean life is in decline, he said. "With the fourth largest EEZ on the planet, New Zealand could play a leading role when it comes to protecting the world's oceans." Greenpeace has launched a global campaign calling on governments to support a binding Global Ocean Treaty, which would see at least 30 percent of the world's oceans classified as ocean sanctuaries by 2030.

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**Check out the latest Seafood Magazines**

