

DECEMBER 2017 • VOLUME 25 • NO.6

# Seafood

NEW ZEALAND

**Exclusive: New minister  
opens up p20-22**

**Pet food from the  
ocean p10-12**

# OUR PROMISE

*This is our promise to every New Zealander.  
A promise about one of our most valued and treasured resources.  
We are the men and women of the New Zealand seafood industry and we want you to be  
proud of each and every one of us.  
We promise to be guardians of our oceans and to continue finding new ways to lead the  
world with sustainable practices – right now and for decades to come.  
We may not always get it right, but we're committed to always exploring ways to do  
things better.  
We have nothing to hide and much to be proud of.  
So come with us and share our stories at [seafood.co.nz](http://seafood.co.nz).*

## OUR PROMISE IN PRACTICE

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

### OUR CODE OF CONDUCT

#### **We do not condone illegal behaviour.**

We will always aim to do the right thing. The law surrounding fishing is both technical and complex and, at times, some people may make mistakes. When the law is breached, we will accept the consequences and make changes where needed.

#### **We will work with Government and other interested parties to develop and implement principled and practical policies to ensure the use of fisheries resources is sustainable.**

If we don't fish sustainably our industry has no future; it's the cornerstone of our business. We must ensure the economic gains we derive do not come at the cost of long-term sustainability. Working constructively with Government is vital to strike the best balance between current resource use and future opportunities for all New Zealanders. Striking this balance requires application of sound principles to develop evidence-based policy that uses robust information.

#### **We will continue to actively minimise our impacts on the marine environment and encourage others to act similarly.**

It is important to us we look after our marine environment. All New Zealanders derive benefits from our natural resources today, but we are also guardians for future generations. This responsibility requires that we take care when we harvest; that we are conscious of our impacts, and that we work hard to reduce them. All food production has an impact on the environment, but we will strive to get ours as close to zero impact as we can.

#### **We will continue to invest in science and innovation to enhance fisheries' resources and add value.**

Our fisheries are a treasured resource and, like all other countries, New Zealand uses these natural resources for food, recreation and commerce. We commit to harvest the commercial component of these resources responsibly. We commit to investments that add value to the resources we harvest to deliver optimum value to New Zealand.

#### **We look after our people and treat them fairly.**

We value our people. Whether they are working on land or on vessels at sea, we will work hard to keep them safe and to create an environment that fosters their passion for the seafood industry.

#### **We will be accountable for delivering on Our Promise and will support increased transparency.**

We will report annually on the progress we are making. We understand that much of what we do is over the horizon and out of sight, and we welcome the public becoming better acquainted with how we operate. Increased transparency is part of building that understanding and trust, but it must be affordable, practical and respect the privacy and dignity of our people.



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# In this issue

The year is ending but in its closing stages comes a welcome beginning for our industry with the return of a stand-alone fisheries portfolio. The Labour-led coalition recognised that fisheries weren't getting a fair go under the Ministry for Primary Industries, and has appointed Napier MP Stuart Nash to rebuild and enlarge the relationship between the industry and other stakeholders – all New Zealanders, actually – in the management of our bountiful and fragile marine resources.

Nash readily agreed to an in-depth interview for this magazine, and showed both an early grasp of the issues and a willingness to answer every question. As you will see, he made it clear that he intends to consult all sectors and interest groups – and won't champion the industry at the expense of the recreational sector, iwi or the NGOs, or vice versa. Everyone will be invited to put their views; everyone will be listened to, he says. Along with the agriculture and forestry ministers, he has decided to concentrate on dealing with pressing issues first via a fisheries business unit, rather than setting up a separate ministry. His explanation for that, and his thinking around reviewing the Quota Management System, the use of technology and the image of the industry make interesting reading – and give us some benchmarks to return to as the parliamentary term unfolds.

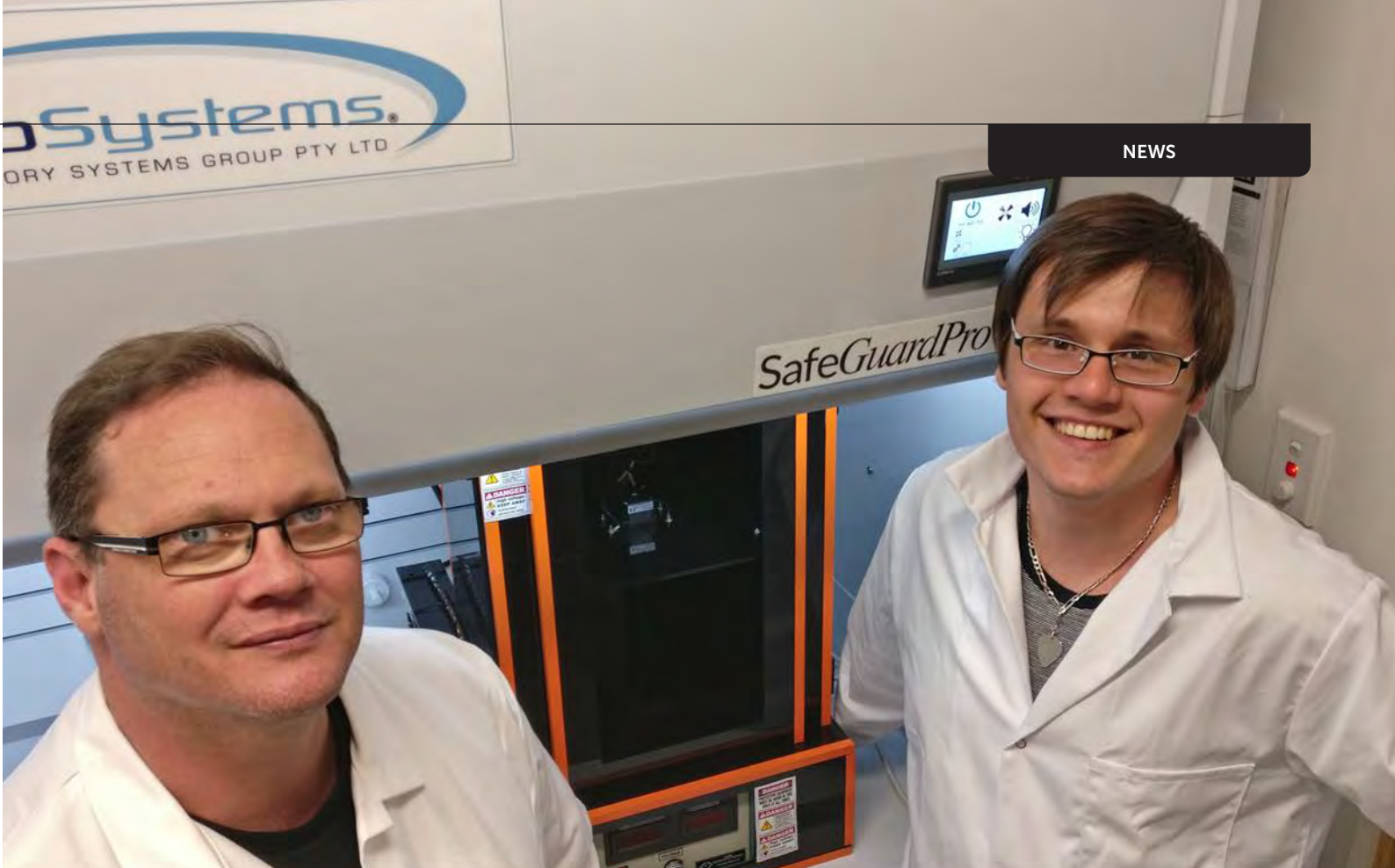
There's a lot of other good reading in this issue, including the opinions of four industry leaders on what the new minister ought to prioritise, the story of the late Jim Jenkins, who came from the United States as a young backpacker and ended up becoming instrumental figure in mussel, salmon and oyster farming, and profiles of three Kiwi companies using seafood by-products to successfully make and market pet food.

We hope the magazine provides some enjoyment as well as information over the summer holidays – and would be pleased to get more of your views in the form of letters to the editor.

Merry Christmas and a happy New Year to all.

**Tim Pankhurst**  
Chief Executive





Massey University associate professor Johan Potgieter with PhD student Juan Schutte. Picture: Massey University

## Breakthrough could help millions

**Matt Atkinson**

**Collagen from hoki skins could help cure blindness in millions of people worldwide.**

A team of experts are using a specially designed 3D printer and hoki sourced collagen to print corneas – the translucent part of your eye.

Massey University associate professor Johan Potgieter is leading the project and said the breakthrough could change lives.

"We've got people around the world who need this stuff and we've got a very unique fish source that produces collagen that we can use," Potgieter said.

"The reason it is so important is around the world 10 million people need corneal replacements a year."

Plant and Food Research is creating the medical grade hoki collagen which is particularly compatible with the human body. Collagen is one of the main

proteins in the make-up of corneas.

Potgieter, an expert in mechatronics, additive manufacturing and robotics, said it was not the first time he had attempted the project.

"Many years ago a colleague and myself tried to print corneas using medical grade collagen we got off the shelf. It didn't work. Collagen went all over the place, we didn't get the right structure.

"Collagen is one of the hardest things to print, especially in the cornea. It has these layers that you have to get right for the transparency."

This time through they had a "perfect storm and everything came together nicely", he said.

The breakthrough has been recognised by the Ministry of Business, Innovation and Employment, which gave the team a \$1 million grant to take the project through to full-scale production.

The money is for a three-year period, with the team having a clear end goal in mind, Potgieter said.

"We'll have machines that produce 300-400 corneas a night and we'll actually have a New Zealand-based supply chain that we have created from fisheries to produce medical grade

corneas."

Other New Zealand companies are already embracing the hoki sourced collagen.

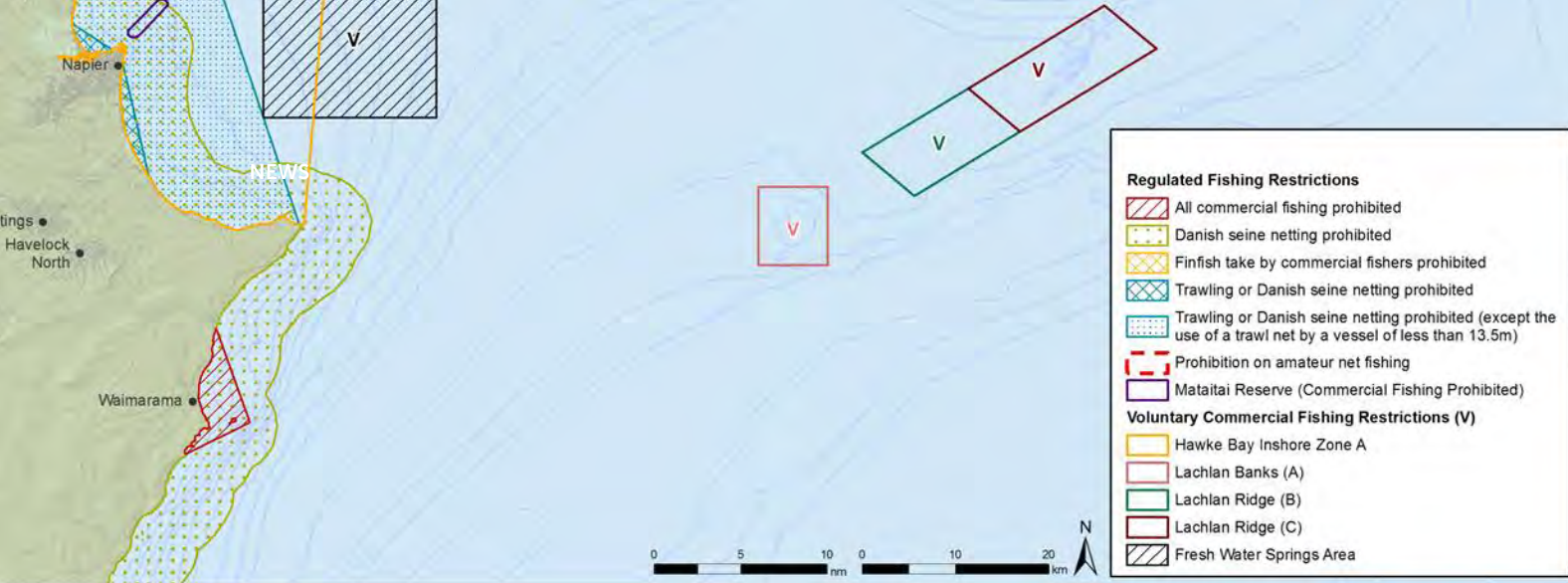
Revolution Fibres, an Auckland-based company, has been using it to create ground-breaking cosmetics, such as anti-ageing products.

Its co-founder Iain Hosie is part of the Massey team, along with Auckland University professor Charles McGhee, a world-leader in corneal surgery.

Potgieter sees the enterprise as a major opportunity for the Maori economy – particularly with the country's biggest hoki quota owner, Sealord, 50 percent owned by the iwi-controlled Aotearoa Fisheries Ltd.

"I really felt that if we were looking for a project that would utilise a raw product out of New Zealand, something that would speak to the rest of the world through a cutting-edge innovation in niche areas, this was probably a good one.

"There were a lot of things that ticked all the right boxes for us."



## Closure to continue

The commercial fishing industry will again support the closure of 237 square kilometres of ocean off Hawke's Bay this summer.

The voluntary measure, agreed between Napier Fishermen's Association and LegaSea Hawke's Bay is supported by Fisheries Inshore New Zealand (FINZ) and the Ministry for Primary Industries.

The area, known as Springs Box, is due east of Napier Port and to the north

of Cape Kidnappers.

It was originally closed to commercial fishing for the summers of 2015/16 and 2016/17 in order to improve the recreational fishing experience.

FINZ chief executive, Dr Jeremy Helson, said the feedback from the past few years has been largely positive and the collaboration between recreational and commercial had improved relations between both sectors.

"We are committed to working with recreational fishers in this shared fishery. It is an excellent example of the compromise and collaboration possible between competing sectors.

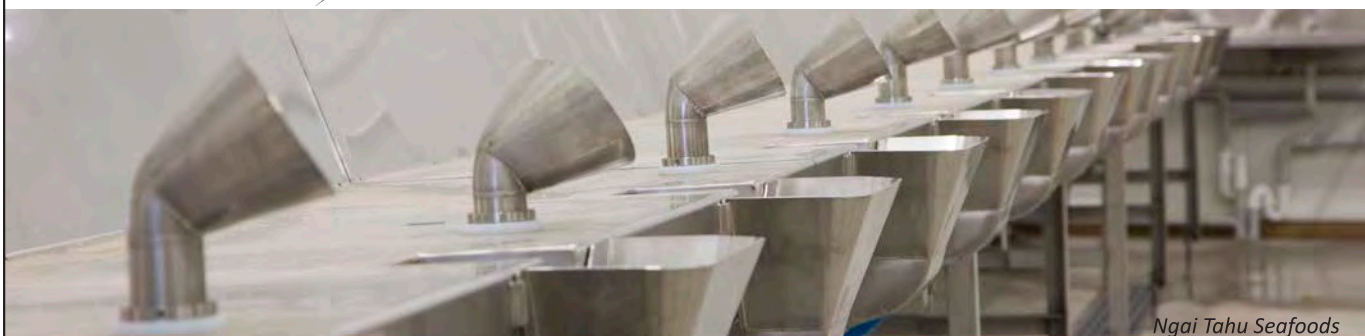
"To this end, LegaSea Hawke's Bay has also agreed to monitor the recreational catch within the Bay, with a particular focus on the Springs Box area during the closure. This will give all concerned an indication of the effectiveness of the closure through an improvement in recreational fishing," said Helson.

Data will be collected using the existing Colin Murray Ramp Survey method.

The closure will apply to all commercial fishing, with the exception of fishers trolling for tuna, for the period 1 December 2017 to 28 February 2018.



## DESIGN & CONSTRUCTION



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The Sanford executive team, left to right: Chief operating officer Greg Johansson, chief people officer Karen Duffy, chief executive officer Volker Kuntzsch, chief financial officer Clement Chia, chief customer officer Andre Gargiulo. Picture: Sanford

## Sanford lifts profit despite problems

Bill Moore

**In spite of a shortened hoki season, problems with its new trawler *San Granit* and the Stewart Island oyster cull, Sanford has reported an 8 per cent increase in net profit after tax for the year ended September 30.**

New Zealand's biggest fishing company - holding 23 percent of quota - lifted profit to \$34.7 million on a 3 per cent revenue increase to \$477.9m.

This was despite flat sales volumes by greenweight tonnes, which the company said was in line with increasing the value extracted from its products.

In a joint statement in the annual report, chairman Paul Norling and chief executive Volker Kuntzsch said the increase in sales revenue was primarily due to improved pricing in the king salmon farming business and higher fish catch volumes. The commissioning of Sanford's latest vessel, *San Granit*, and the contribution from charter vessels supported most of the wild catch volume increase over the previous year, up from 83,495 tonnes to 91,936 tonnes.

"*San Granit* presented us with a number of challenges during her initial voyages for Sanford and her performance was unsatisfactory for several months. Management and her crew have worked hard to overcome these commissioning issues and we are pleased that her latest trips have finally

given us good insight into her true capabilities in the Southern Ocean," they wrote.

"The next year should bring more predictable production and value creation from this significant investment."

Norling and Kuntzsch said Sanford's scampi trawlers and longliners did an excellent job delivering high-value product, and the deepsea fleet performed well until challenged by an unexpectedly short hoki season.

This had a significant impact on frozen and fresh fish production.

"While New Zealand has an excellent track record in managing its fisheries in a sustainable manner and successful reproduction across year classes naturally varies, we believe that a prudent approach in circumstances like these is appropriate when setting total allowable catches for the next season. Stability in setting the TAC may therefore be the most appropriate approach at this time," they said.

The inshore fleet also faced a number of challenges but its catch exceeded 2016 volumes. However pelagic catches such as mackerels and tuna fell well short of expectations, because of a poor showing of skipjack tuna in New Zealand waters last summer, and the decision not to harvest jack mackerel due to uneconomic market prices.

The pair said Sanford's aquaculture business gave "good reason to be satisfied" while the Stewart Island salmon farm and Bluff processing plant provided excellent quality fish with improved productivity and yield. This gave higher returns on a 5 per cent year-

on-year volume reduction. The most significant step in the salmon business was the launch of the Big Glory Bay brand, highlighting the Stewart Island provenance of Sanford's king salmon, and a limited volume of its greenshell mussels.

"We are very excited to see Big Glory Bay on the menu of some high-end New Zealand restaurants already and are currently working on international opportunities in this regard as well. The launch of this brand is strongly aligned with our strategy of value creation through branding and innovation," Norling and Kuntzsch said.

They said an important milestone for Sanford's mussel business was the excellent performance of Nelson-based SPATnz, with the first harvest of hatchery-reared mussels seeded on to Marlborough Sounds marine farms, with better and more even growth than wild-caught spat.

The removal of all Sanford's oysters from its Stewart Island farms following the discovery of the parasite *Bonamia ostreae* did not have a significant impact on Sanford's overall business, but was a personal and professional blow for those who worked the farms, they said. "Sanford is a significant quota holder in the wild oyster fishery. We are committed to the health of this fishery and wish to see its preservation through decisions and actions that are supported by the best available science and ongoing testing."

In the 2017 year the workforce grew by 11 per cent, reaching 1717, including permanent and casual staff and independent sharefishers.



Tutor Valentino Lobo (left) helps students Adison Church and Pakihana Hawke guide a ship into a virtual Port of Auckland. Picture: NMIT

## Simulator is one of a kind

Bill Moore

**From the ship's bridge you can see the wharves come into view with the hills behind. The sea is ruffled by a stiff breeze. A tug crosses the harbour on your starboard side. The pilot issues his instructions to the helmsman and the ship is guided smoothly to its berth.**

All of this is happening in real time and feels like the real thing – but it's virtual reality as supplied by the Nelson Marlborough Institute of Technology's new bridge simulator, the most advanced of its kind in New Zealand and recognised as up with the world's best.

Supplied by Norwegian company Kongsberg, the simulator – linked to an engine room simulator down the hallway – duplicates the instrumentation and work stations of a ship's bridge.

It has the ability to allow navigation of a ship in Nelson, Picton, the Marlborough Sounds, Auckland,

Wellington and many overseas ports, and can show all sea and weather conditions.

It enables the NMIT's International Maritime School of New Zealand to train fishing vessel mates and skippers, harbour pilots around New Zealand and deck watch officers on merchant ships and superyachts.

Maritime department head Monique Day said the simulator was the only one of its type in the country, and gave NMIT a big advantage as a training institute.

"We can model harbours to create numerous scenarios to assess a student's knowledge of collision regulations, ship handling and pilotage in a variety of weather and tidal conditions," she said.

Wide screens in front of the student "skipper" will give a real-world view of what they face. "We'll be able to throw challenging and dangerous scenarios in front of them and see how they respond."

The virtual bridge gives a realistic 270-degree view of wharves and main navigational hazards including other vessels, from yachts to tugs, cruise ships and large container ships.

The simulator's capabilities were

showcased at a launch function on the NMIT campus attended by guests from the fishing and wider maritime industries, who saw a live demonstration of a vessel being piloted into Port Nelson by harbourmaster Dave Duncan, with interaction from the tug crew.

Duncan said simulators could be of great value, citing the example of Port Nelson modelling the handling of a very large vessel in 2013 on an outside simulator before going ahead with the project to bring it to Nelson.

"It brought over \$8 million to the region and \$1.7m to the bottom line of the port – and it only cost us \$6000 in the simulator for the day."

Addressing the guests NMIT chair Daryl Wehner said the acquisition of the simulator – which the institute describes as a "significant purchase" without giving the cost – was a reinforcement of NMIT's vision and commitment to make "work and world-ready graduates".

"It's not only significant for Nelson, not only significant for NMIT, but it's significant for New Zealand."



# Watch your back

#2



YOU KNOW HOW  
BALLOONS BRIAN POPPED  
HIS BACK? HE USED TO  
STOOP AND LIFT CASES  
LIKE BALLOONS. SHOULD'VE  
USED HIS LEGS.

DOESN'T  
EVERYONE?

ONE MORNING THE  
PAIN GOT SO BAD HE  
COULDN'T EVEN PUT ON  
HIS BOOTS. BUT NOT BEING  
ABLE TO FISH REALLY  
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# PETS GOING CRAZY FOR SEAFOOD

At first, pet food may seem like an unusual industry for seafood companies to be linked to, but as Matt Atkinson found in talking to three companies, the relationship embraces traits at the heart of our seafood industry: sustainability, quality and 100 percent New Zealand.



Simon Thomas

## Omega Innovations

**New Zealand King Salmon had a dilemma – how to better use the 600 tonnes of by-product they were producing each year.**

The solution was setting up Omega Innovations – an internal division whose focus is to create new products using the leftover salmon.

One of the first off the line was dry and wet cat and dog food under the brand Omega Plus.

Omega Innovations manager Simon Thomas said they had been moving at a rate of knots since setting up the division.

"When we launched Omega Plus we went from concept to launch in 18 months, which is a pretty fast way of doing it," Thomas said.

"It's been a pretty torrid old time but we're making some good progress."

Omega Plus was launched in South Island supermarkets in September 2016 and is now available in the North Island.

The range, which includes wet and dry pet food as well as treats and dietary supplements, is predominantly made of king salmon, which gives the products high levels of health-beneficial

omega-3 and protein.

National sales manager Tina Thomas said consumers were responding to the premium salmon the pet food is made from.

Sustainability and traceability were becoming increasingly important to consumers, aspects New Zealand King Salmon excelled in, she said.

"Our product is very fresh and is harvested daily," she said.

"Because we are a vertical company we know the product is coming from the pristine waters of the beautiful Marlborough Sounds."

Thomas has been singing the praises of Omega worldwide, attending conventions in North America and looking at market access in China and Australia.

"Export is of interest because of the size of the market. You don't have to grab much market share to have a large chunk of business. It is just determining where we want to go and position ourselves."

But, even with major opportunities overseas, there is still room for more development domestically.

"With the growth we have coming on in the company - with new farms coming on and our production going from 6000 to 11,000 tonnes we have a student army of by-product coming our way."

In what some might see as an unusual business decision King Salmon still provide salmon to other pet food companies, but Thomas said they were happy to be working with the competition.

"Brand New Zealand has to get together and work with each other. We don't have to see each other as competition in the [export] markets ... and we should be co-operating, sharing knowledge.

"It is easier enough for us to all work together and promote brand New Zealand and the quality of the products coming out of here."





Robertson and her newfoundland, Beau. Picture: Newflands



## Newflands

**A veterinary nurse has used her love for animals as motivation to create premium pet food made from hoki.**

Newflands, started by Fiona Robertson, uses natural ingredients to produce healthy treats for people's pets.

"We are a high-end niche and because of this we are making products that you're going to give to your fur baby, but at the same time you're being healthy and you're going to be looking after their well-being," Robertson said.

Robertson started the company in 2010 after her dog Rosie, a newfoundland, was getting ready to be spayed.

"During the process of doing the pre-vet check, they came across the fact that she had a heart that wasn't beating properly and so they wouldn't put her under for the risk of losing her.

"I went to the specialist and he confirmed it was a diagnosis of dilated cardiomyopathy, where the heart enlarges, doesn't have a regular beat and it's terminal."

The vet told her to look for alternative medicines which might help with the arrhythmia.

"I went out into the market looking for a fish oil and couldn't find anything specific to

newfoundlands or for dogs.

"I had a look at what was available and it was all stuff that was imported from overseas.

"I thought this is crazy. We're surrounded by water, we have all this fishing going on. We've got to do something for our animals."

Robertson explored options to make the product herself and began working with a refinery in Nelson.

"If I'm going to do this and bring it to market I want to be the most sustainable option out there and I want a very high-quality oil.

"When I sat down and spoke to the guys in Nelson, hoki had the highest EPA and DHA level that they had put through the plant at that point.

"We started out with some hoki stick, which they had already put through their processor.

"We then did a run with the livers and they came up really good - higher than the stick in EPA and DHA level."

EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) are long-chain omega-3 fatty acids and are prolific in fish.

Over the next seven years Robertson progressed the business from the hoki oil to several products being sold in 60 locations nationwide and 10 countries.

The range of products, which includes freeze-dried hoki treats, are all delicious for pets and have great health benefits, Robertson said.

"We have the Omega-i, which has a base of our hoki oil, but has astaxanthin - an algae in the sea.

"The algae is grown indoors, and then processed and mixed in with the hoki oil. It is the most potent anti-oxidant known to man."

"Then we have our hoki gravy. This comes in a bottle where you can pour it over the meal. It is for fussy eaters, for dogs who perhaps are recovering from an illness."

Sustainability and being 100 percent New Zealand were important foundations of Newflands, she said.

"I wanted to focus on hoki and using the whole fish. We do have a product, that if we do get big enough, then every part of the fish would be utilised.

"The refiners are in New Zealand, the hoki is a New Zealand fish. So it's about that New Zealand story."



## K9 Natural

**A Christchurch-based company is using New Zealand's sustainability story to market their high-end pet food products worldwide.**

K9 Natural predominantly uses meat in their pet food, but has expanded to include salmon, hoki, mussels and seaweed.

Supply chain manager Mike Holmes said they had seen an increase in demand for their seafood-based products overseas.

"The beef and lamb has got the history behind them and the seafood is following on the back of that and attracting new customers," he said.

K9 Natural makes wet and dry pet food and uses Marine Stewardship Council certified hoki, and king salmon and greenshell mussels rated "Best Choice" by Monterey Bay Aquarium – a seafood watch site based in California.

"We have started developing cat and dog food with salmon and hoki specifically, we've also used green and blue mussels, and salmon tails as treats for the last two to three years," Holmes said.

"A lot of our marketing is to do with New Zealand and the quality of all food products that come from here."

"It's all about the premium image of New Zealand products, which is growing."

Holmes said their products were rich in vitamins and minerals which kept the pets healthy.

Hoki had high levels of omega-3 oil, which is good for brain and eye development and green mussels were proven to have joint benefits, along with being high in protein and low in fat, he said.

The New Zealand-centric marketing has helped drive their products into important export markets.

"Our biggest export market is the US and that is followed by Japan, China and Australia."

They also export to Canada, another five Asian countries and 10 throughout Europe, he said.

Having been in business for over a decade, K9 Natural has developed successful relationships with leading seafood companies.

"We work with New Zealand King Salmon on the salmon products and with Talley's on the hoki frames."

"Sanford is who we predominantly work with on whitefish, and we also have taken salmon and mussels off them."

Sanford aquaculture manager Ted Cully said they were looking for options to use byproducts and were able to hatch out different options with K9.

This includes a special harvest of the invasive seaweed undaria.

"This is stuff we wouldn't normally use," Cully said. "We had been looking for a market for the by-products that grow on mussel lines."



## Public perception at odds with studies

**The Nature Conservancy, one of the world's largest conservation organisations and a leader in coastal and marine management, has released an extensive report on the QMS aimed at enhancing the development of fishery management programmes internationally.**

Seafood New Zealand chief executive Tim Pankhurst said the 132-page report, *Learning from New Zealand's 30 Years of Experience Managing Fisheries under a Quota Management System*, offered

lessons relevant to many other countries contemplating fishery reform efforts.

Multiple international studies had ranked New Zealand's fisheries management system at the higher end, the report said.

"New Zealand scored amongst the highest of 53 countries in an evaluation of compliance with the Food and Agriculture Organisation's Code of Conduct for responsible Fisheries and was again amongst the highest in a 2009 study of international fisheries sustainability and the overall effectiveness of management," said Pankhurst.

A 2017 study of 28 major fishing nations had similar findings, ranking New Zealand fifth overall.

However, the report also found a distinct lack of

understanding about the QMS from the New Zealand public that did not necessarily accord with the positive government and international assessment, the report notes.

"The QMS has served us well in building sustainable fisheries however the system can be improved and we look forward to working with the new Fisheries Ministry and other parties to achieve that," Pankhurst said.

"While our fisheries management system has its critics, it is significant that a respected international conservation group that employs 600 scientists sees it worthy of study to see what aspects can be applied to best effect in other countries."

## Australian lobster a world first

**The Australian western rock lobster fishery is the first in the world to be recertified to the Marine Stewardship Council (MSC) Fisheries Standard for a fourth successive time.**

The MSC said this again proved that all commercial vessels fishing in the West Coast Rock Lobster fishery licensed by the State of Western Australia met its rigorous sustainability requirements.

The fishery, Australia's most valuable single-species for wild capture, became in 2000 the world's first MSC certified fishery.

In 2015, it landed 6086 tonnes of the allowable catch of 6090 tonnes valued at A\$420m. The majority of western rock lobsters are sold into the Chinese market, but the fishing industry and the Western Australia state

government worked together in 2016 to ensure domestic market interests were serviced with a trial scheme to allow the sale of up to 12,500 sustainable lobsters direct from fishing boats.

Over 90 per cent of Western Australia fisheries by value are now in the MSC programme. Certified fisheries are continually monitored and must complete annual surveillance audits as well as being reassessed every five years.





## SeaDragon halal certified

**Fish oil refiner and blender SeaDragon has been given halal certification following an audit by the Federation of Islamic Associations of New Zealand.**

In a statement the Nelson-based company, which commissioned a new omega-3 refinery

last year, said the certification was a prerequisite for one of the large customers it had been negotiating with.

"It is also preferred by many of our other key customers and opens up several markets where halal is a market access requirement."

SeaDragon also announced that it had confirmed an order for 32,000 kilograms of refined omega-3 fish oil – two full shipping container loads.

"This is the first significant order of refined tuna oil omega-3 produced from our new refinery and represents the culmination of months of discussions and product testing by the customer," the company said.

SeaDragon is New Zealand's largest fish oil refiner and its two Nelson facilities now meet all requirements for export to South-East Asia, the EU, USA, Canada, Japan, China and Australia.

Following its annual meeting in Tauranga, the company said it was "cautiously confident" of success in the year ahead, and was trying to stay ahead of market developments.

## Ocean farming could feed world, says UCLA study

**A University of California Los Angeles (UCLA) study suggests that if fish farming can be moved offshore, then an area of sea the size of Lake Michigan (0.025 percent of the ocean's surface), could meet the global demand for fish and allow wild stock to recover.**

Reported in the independent online journal New Atlas,

the study indicates that if aquaculture could be moved into deeper offshore waters or, eventually, into the open sea, then the yields produced would easily dwarf the output of the entire present fishing industry. In addition, it would do so with not only less environmental damage, but would actually help reverse the effects of wild fishing, and would be a great economic and nutritional boon to many developing countries. Aquaculture is a modern success story but the potential for growth is limited because fish farming in sheltered bays, estuaries, and streams limits where many farms can be established, the report

said. Fish farming in shallow waters also makes the farms susceptible to diseases and parasites, as well as being a source of pollution from fish droppings.





## Radio NZ fined over unfairness to fisheries company

**Radio NZ has been ordered to pay \$2000 and broadcast a statement acknowledging it treated a seafood industry-related company unfairly.**

The Broadcasting Standards Authority made its ruling after RNZ's Insight programme

failed to give Trident Systems the opportunity to respond to comments made by Greenpeace NZ executive director Russel Norman. The programme aired on March 13.

The BSA said RNZ failed to meet its obligations under the fairness standard when it did not offer Trident the right of reply.

"There was a risk of reputational harm for Trident and more care was needed to be taken," it said.

"While Trident did provide comment on other aspects

of the broadcast, it was not given the opportunity to refute this particular allegation or provide further, more informed, context to [the interviewee's] comments."

RNZ was ordered to broadcast and publish online a comprehensive summary of the decision and pay \$2000 towards Trident's legal costs. A complaint regarding accuracy was not upheld because the standard applies only to statements of fact and Norman's remarks amounted to "analysis, comment or opinion".



## Shrimp farming comes to Midwest

**US aquaculture business the tru Shrimp Company has signed a letter of intent to build a US\$50 million aquaculture farm in the small inland town of Luverne, Minnesota.**

It has also announced plans to build a hatchery in Marshall, Minnesota, and to renovate a vacant processing plant to prepare more than 3600 tonnes of shrimp it will produce annually from

Luverne.

Company President Michael Ziebell said the Minnesota plan was a world first.

"We are creating an industry that will supply the world with safe, clean, and abundant shrimp."

Ziebell said 725,000 tonnes of shrimp were consumed every year in the US and 80 per cent was imported, largely from Southeast Asia.

"The facilities in Marshall and Luverne will produce the most natural shrimp possible using a sustainable, antibiotic-free, and environmentally responsible approach," Ziebell said. "We are often asked why raise shrimp in Minnesota, and the answer is because the feed is here. Economically and environmentally it makes much more sense to raise shrimp near their food source than to ship feed to shrimp raised in coastal ponds thousands of miles from the US market. Until now, the technology to effectively raise shrimp in the Midwest United States on a large scale did not exist; now it does and we have proven it."

The shrimp are fed primarily soybeans, corn and hard red wheat, so the project is seen as benefiting farmers as well as providing employment.

## Amazon cuts seafood prices

**US tech giant Amazon's \$13.7 billion purchase of grocery chain Whole Foods brought immediate price cuts, including to staple salmon and tilapia lines.**

"We're determined to make healthy and organic food affordable for everyone. Everybody should be able to eat Whole Foods Market quality," CEO of Amazon Worldwide Consumer CEO Jeff Wilke said.

Analysts say a seafood price war was already underway in the US, but Amazon's move would push all grocery retailers, particularly upmarket

chains, to look at lowering their prices.

Amazon is also planning a greater focus on local products and decentralisation of its seafood departments. For example, stone crab would go on sale in Whole Foods' Florida stores the same week as Dungeness crab was put on sale in its West Coast stores and blue crabs were discounted at its Maryland stores.

And Johnson said for speed and convenience, Whole Foods will start pre-portioning its fresh and frozen seafood into meal-sized portions designed for one, two, and three people. Through Amazon seafood will also be available for online purchase with deliveries of items like scallops, shrimp and salmon possible within an hour.

## GMO salmon approved in US

**Genetically modified salmon have been approved for sale in the United States, but labelling complications have prevented them from coming to market. In Canada, however, according to a report released by the company AquaBounty and published in the Washington Post, five tonnes of genetically modified salmon fillets had been sold by mid-August.**

The AquaBounty salmon, called AquAdvantage, is an Atlantic salmon that contains a growth hormone gene from a Chinook salmon. In the wild, salmon produce the hormone only when the conditions are right for rapid growth. In the AquAdvantage salmon, a regulatory switch from an ocean pout gene makes the fish produce growth hormone all the time, so the AquAdvantage salmon grow rapidly throughout the year.

These fish, which are raised in fish farms, grow four to six times faster than other Atlantic salmon early in life, Virginia Tech fish geneticist Eric Hallerman said, and they reach market weight twice as fast. This shortens the total production

time from three years to a year-and-a-half and reduces the amount of feed they consume.

Fish farms can be established on land in tanks, or in the ocean in floating net enclosures. AquaBounty originally intended to produce the genetically modified eggs and sell them to commercial fisheries, which would grow the fish primarily in floating nets, Hallerman said. He was involved in assessing the potential environmental impact of this plan and raised concerns about it.





## Islanders protest fishing venture

**Protesters have taken to the streets in French Polynesia's Marquesas Islands to try and stop plans for increased fishing in the area.**

Six hundred people marched against the plan which would see 24 tuna vessels stationed at the small island chain located in the South Pacific, catching 3000 tonnes a year.

The project, named Toa

Hiva, is Government-backed and is hoped to bring 200 jobs to the region.

Protesters said the area's waters had already been overfished and any more would further have an effect on stocks.

An investor in the operation, Tutu Tetuanui, said arguments against the plans were unfounded.

Only 1800 tonnes would be caught, significantly less than what demonstrators were claiming, he said.

The tuna would be exported to China and USA.

Several fisherman have reportedly been confronting

tuna vessels in the region to illustrate their frustration with the venture.



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Walker enjoying his time speaking.

## Fisherman breaking down barriers

Matt Atkinson

**A tuna skipper is using speaking opportunities to “break down the barriers” between commercial and recreational fishers.**

The chance came along for Tony Walker, a third generation fisher who skips Westfleet’s *Ocean Odyssey*, when he began sharing photos and fishing spots with recreational fishers through his Facebook page *TK offshore fishing*.

“I got invited to a seminar with Electronic Navigation limited featuring Furuno products,” Walker said. “They asked me to appear as a guest speaker and it’s just gone from there.”

Half a dozen talks later and just as many booked in the near future, Walker

said he continued to enjoy the talks which focused on his experiences as a commercial fisherman.

He said the goal was not to give “reccies” the “hard sell” about the industry, but to offer an informed point of view on how things worked at sea – which was particularly important with so much misinformation out there.

“The biggest thing I take away is they don’t know anything about the Quota Management System,” he said.

“All they know is what LegaSea or the lobby groups have told them.”

The experience had proven a valuable one for himself, and for those looking to learn more about the commercial sector and the laws that govern it.

“The real common thread I’m getting at the moment is that the Ministry for Primary Industries is corrupt and in the pocket of the big companies.

“But we’re getting there, and by the time I’ve finished my talks they realise we’re not all rolling in money and its bloody hard yakka working at sea.

“They want to know about the swordfish and tuna, but as far as the quota system goes it’s bloody hard work.”

Building trust during the talks is key to their success.

Walker said there was some long-standing animosity between the recreational and commercial sectors, and overcoming those obstacles was crucial to getting the messages across.

“Because they trust my information now, I can use that to do some good

and that’s the whole point of the Facebook page.

“It’s not about massaging my ego - if I can use it to break down some barriers between the two factions then that’s a bloody good thing.”

Walker and friends are also using the page to help reccies get a decent catch.

Earlier this year, Waihau Bay, a small coastal town along the North Island’s East Cape, was overtaken with fishers from throughout the country chasing an elusive catch – southern bluefin tuna.

“John Lifton Jones, skipper of the tuna vessel *Bigeye*, gave me the mark and Ben Carey, a scallop fisher and writer for *New Zealand Fishing News* magazine, helped spread the word.

“We expected three or four boats out there, not three or four hundred.

“It was good to see guys are going out and catching their first tuna off that information.”

Whilst some operators were not overjoyed that he gave up the information, it was a step forward in showing that commercial fishers were not out to spite reccies, he said.

“It’s this us versus them mentality that I’m trying to break down. At the end of the day we’re just Kiwis the same as them. Kids are in the same schools.

Mortgages to pay.

“They have this vision of us being raping and pillaging pirates, with a peg leg and a bottle of rum.

“I’m just trying to show that the average fisherman is just a normal Kiwi bloke.”

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**The fishing industry “is full of incredibly hard-working men and women who are trying to make a living, and often in dangerous and uncomfortable situations. We need to ensure that they can continue to do that, but we also need to ensure that the industry moves with the 21st century.” - Fisheries Minister Stuart Nash**

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## Minister wants consultation and change

**Bill Moore**

**New Fisheries Minister Stuart Nash is more intent on dealing with the pressing issues around New Zealand’s seafood resource than establishing a stand-alone ministry.**

In an exclusive interview with Seafood New Zealand three weeks after being named minister, Nash stressed his wish to consult with all “key stakeholders” and get on with a programme of change, making evidence-based decisions.

### He said he:

- intends to set up an interim fisheries business unit under the Ministry for

Primary Industries umbrella. It might be permanent, rather than starting a separate fisheries ministry.

- will begin fresh consultation on electronic monitoring.
- is likely to review the Quota Management System, again with wide consultation.
- supports more aquaculture in principle, but not at the expense of New Zealand’s values and image.
- sees moving research and administrative headquarters to the regions as a possibility.
- is sympathetic to the idea of one national organisation representing the recreational sector.

Nash earned early points from the seafood industry – and brickbats from some conservationists – by quickly moving to delay the implementation of the IEMRS (Integrated Electronic Monitoring and Reporting System) on

smaller commercial fishing vessels.

But he is a strong believer in new technology, and said he wanted to champion all fisheries interests – commercial, recreational, iwi, and NGO – without favouring one ahead of another.

“We all want the same thing – rec guys, commercial guys, iwi or whatever – which is an abundant fish stock sustainably managed from now into the future. There’s no disagreement, it’s just how we get there and what level of research we need in order to make informed decisions, and then how we implement those decisions.”

As Labour’s former forestry spokesman, Nash’s dealings with the seafood industry have until now been in Hawke’s Bay, where he is Napier MP. A recreational fisherman in the take-the-kids-fishing mode, he has a lapsed membership of the Hawke’s Bay Game Fishing Club “not because I’m

a game fisherman, but because it's a fantastic place to go down and have a beer and talk to the locals and find out what's going on, and just relax". He goes fishing at the family's North Island holiday spot and caught his most recent fish last summer.

He said he'd done quite a bit from the political perspective in Hawke's Bay, where past overfishing was acknowledged, organising a group that met to discuss concerns about fish stocks – mayors, commercial inshore fishers, the recreational lobby group LegaSea, the regional council and iwi.

"We all sat round and said okay, there's an issue here, we know this, the fish are disappearing, we don't know why – whether it's the 10 million tonnes of silt into Hawke Bay every year, whether it's overfishing, whether it's the fact that fish have just changed their migratory patterns, or what it is. We all agreed that we need some research, but we also agreed that there's got to be a vision for abundant fisheries. A group has been formed which has been quite pro-active in what we do."

Nash said the commercial fishermen had made concessions around no-go zones in Hawke Bay but there remained "a little bit of distrust, if I'm honest".

"The recreational guys believe that some of the commercial guys are overfishing it. There's an inherent understanding that people need to make a living, but there's also a belief that there's room in Hawke Bay for everyone – the commercial and the rec guys."

His perception was that the group's work had made the relationship a lot better, he said.

Knowing there were similar issues and tensions all around New Zealand, he said decisions should be based on properly-researched evidence.

As minister, who would he be championing?

"Everyone."

"Let me start off by saying that there are acknowledged issues by every sector – around bycatch, around dumping and discarding, around the Quota Management System. We need quotas, but you talk to the key stakeholders

and most agree that it's possibly time to have a re-look at the QMS and if it's working and if it's fit for purpose for the 21<sup>st</sup> century, and perhaps if it needs a little bit of a review."

He wanted to work constructively and be forward-looking, the minister said.

"The recreational guys, the commercial guys and iwi all admit that the rules around bycatch just really aren't working in the way they should ... what we've got to do is work together and say okay, how can we move forward in a way that meets the requirements of every key stakeholder?"

"In any decision you make, there's always going to be some aggrieved person and someone who's absolutely ecstatic, but if we don't manage fisheries for the needs of all key stakeholders then I won't have done my job properly."

Nash said the industry produced a very valuable export crop, while "a whole lot of Kiwis" expected to throw a line over the side of a boat at the weekend and pull up a fish.

"If they're not doing it, and the commercial guys aren't catching their stuff, or if iwi can't meet their expectations around customary catch, then we're in a little bit of trouble. I think if you favour one sector over another, then you are just going to end up with tensions that in my view don't need to exist, but the way you do this, is you go out and consult."

He said he understood the industry's privacy and cost concerns about IERMS, and had asked officials to come up with innovative software and hardware solutions that would work properly at sea.

"If a bloke is 10 nautical miles off the coast and he's trying to enter data into a device where the software is just not working, we know where that device is going to end up – it's probably 10 metres off the bow."

"I do believe there's almost an obligation to take advantage of technology when it comes along and makes all of our jobs easier – but there's also an obligation to make sure that technology is fit for purpose and has the buy-in of a sector that is probably not

used to using technology."

Nash said that under the previous National-led government, dairy farmers got really good service from MPI, dry stock farmers "not too bad" but fisheries and forestry "just didn't get a look in".

Along with Forestry Minister Shane Jones and Agriculture Minister Damien O'Connor, he didn't want to reach the beginning of 2020 having spent two years squabbling about structuring new ministries. So they were setting up autonomous business units within MPI.

"It is an interim measure, until we start dealing with the substantive issues and get some runs on the board."

Asked what those issues were, he said that first and foremost the negative perception of the industry had to change.

"Again, I think that coming up with solutions to the issues that are identified by Seafood New Zealand, like the rules around bycatch, around dumping, around deemed value, the way we're going to sort these out in a way that meets the expectations of the community, as well as meets the requirements of commercial fishers, is a really big issue."

His own view of the industry was that it was full of incredibly hard-working men and women who were trying to make a living, and often in dangerous and uncomfortable situations.

"We need to ensure that they can continue to do that, but we also need to ensure that the industry moves with the 21<sup>st</sup> century. There are dodgy buggers in the industry, just as there are dodgy buggers in the legal industry, in the medical sector, in the priesthood, politics maybe – but my view is let's not define the industry by the one or two rogues that we read about in the press."

"That's why I've said that, anything I do in this space, I'm really keen to engage with the commercial sector and work pro-actively about how we can address their concerns, as well as society's concerns. I'm determined to do that."

Nash said recreational fishers didn't have the voice they needed in government, and he was keen

to champion a recognised body to represent them. One of its roles would be to write a recreational fishing policy, because there wasn't one yet.

"A sector is always much more effective if there is one body speaking on behalf of that sector.

What I'm not going to do is go after the commercial guys and say that the rec guys can do whatever they want. We all need to take a good hard look at how things are being done. But I'm also not going to say, okay commercial guys, you go out and do exactly what you want, because I'm going after the rec guys.

"There is a balancing act here, and I would like to think that in three years' time when we're talking about progress to date, that we've made progress across all sectors.

"I will know I've done my job if everyone says 'Well shivers, we had concerns, but the level of consultation and how it's rolled out has been in a way that's exceeded our expectations'."

Asked his view on growing aquaculture, Nash said this had huge potential.

"Our memorandum of understanding

with New Zealand First is very clear around regional economic development – we want to see jobs and we want to see value added. But having said that, we're not going to just approve aquaculture licences in an area which is totally and utterly unsuited.

"Let's explore all the opportunities and if it works, let's get it up and running."

He likened his view to the prohibition on mining the conservation estate.

"I don't think we should allow aquaculture in areas that undermine the image we're sending to the world."

And he didn't shut the door on relocating government services to the regions – moving NIWA's Wellington science centre from Greta Point to Nelson, for example – pointing out that he'd advocated shifting the Government's forestry headquarters from Wellington to Rotorua during his years as Labour's forestry spokesman.

"I'm sympathetic to the idea. It's not in my high priority list of things to do, but it's certainly not off the table.

"These are decisions we're really keen to look at, but in the meantime let's get some work programmes

underway, let's address the pressing issues."



Stuart Nash

## STUART NASH

- Is 50 years old.
- Grew up in Napier, where his children are the fifth generation of his family to attend the same primary school, going back to its opening day in 1878.
- Is the great-grandson of Sir Walter Nash, Labour Prime Minister 1957-60.
- Has master's degrees in law, forestry science and management from the University of Canterbury.
- Worked on a tea plantation in Japan for a year.
- Was director of strategic development at Auckland University of Technology before moving back to Napier.
- Was a Labour list member from 2008-2011 and has been Napier MP since 2014. He has four portfolios in the Labour-led coalition: Fisheries, Police, Revenue and Small Business.
- Says New Zealanders live in paradise. "We have issues and we need to address those, but basically we've won the lottery of life living here."



## Leaders give new minister their thoughts

Following the change in government and the return to a stand-alone fisheries portfolio, we invited several industry leaders to offer their comments and suggest what the new minister should set his sights on. Here is what we got:



Sir Peter Talley

### TALLEY'S GROUP HEAD SIR PETER TALLEY:

**A separate Ministry of Fisheries is a sensible policy reform. MPI was in effect a super-ministry and both the MPI minister and his officials were too thinly spread to be totally effective in the administration of the \$2 billion dollar a year seafood industry.**

As a stand-alone ministry the industry will develop relationships with dedicated fishery officials and work in a more collaborative working environment than existed within the MPI "command

and rule" type mentality.

The result will be less friction in the decision-making process resulting in quicker decisions and improved fisheries management structures.

We have just all witnessed a change in government.

This new coalition Government is very strong on strengthening regional development. It is well known in political circles that strong economic wellbeing in the regions results in a stronger overall New Zealand economy. Regional New Zealand is the engine room for employment and generation of export revenues.

If this coalition Government is serious about regional development it would be a "no brainer" to relocate NIWA from Greta Point in Wellington to Nelson city as part of that regional development policy.

Nelson has New Zealand's largest and most diverse seafood cluster including other seafood research providers such as Plant and Food and the marine-focused Cawthron Institute.

Nelson is also home to New Zealand's largest fishing port.

NIWA scientists would enjoy the lifestyle provided in the Nelson province and would benefit from being closer to the "heart of the fishing industry". When based in Nelson the fisheries scientists would be able to regularly visit

the captains and crews of the diversified fishing fleet that operates out of the port of Nelson – all of this important interaction with industry is missing in their Wellington base at Greta Point.

A more focused fishery ministry should see a more flexible system of stock management with more timely TACC adjustments and other management outcomes.

It is an indictment on the old MPI "command and control" regime that after nine years of enormous amounts of executive time from both the industry and government officials the problems associated with discards, deemed values and by-catch issues have not been resolved.

MPI were too slow in their decision-making processes to ensure that the New Zealand seafood industry could achieve the full economic potential from our extensive marine resources.

In today's fast-changing world it is imperative that all of those involved in the decision-making process adopt management policies that reduce bureaucratic drag.

In summary, I strongly support the concept of a separate Ministry of Fisheries. It will result in a more inclusive and collaborative approach to fishery management in the future.



Grant Rosewarne

## NEW ZEALAND KING SALMON CHIEF EXECUTIVE GRANT ROSEWARNE:

**New Zealand King Salmon believes that the holistic approach achieved by the former Ministry for Primary Industries was positive for the New Zealand primary sector. We believe that this resulted in a coordinated, prioritised and structured approach for all primary industries.**

NZ King Salmon sees itself and aquaculture in general, as being more aligned with farming and agriculture than with the wild capture fishery. We respect our colleagues in the wild fishery industry, given they operate to a Quota Management System which is at or close to best practice, however our philosophy and approach is much more aligned with farming than with hunting. Therefore to be part of the Ministry of Agriculture would be positive from NZ King Salmon's perspective.

Having said all this, a separate fisheries and aquaculture ministry has

the potential to bring strong focus to the aquaculture sector which we believe has a disproportionately large part to play in sustainably producing healthy food and creating green jobs.

New Zealand King Salmon has only 17 surface hectares to produce \$150 million worth of salmon a year and support approximately 500 regional green jobs. Unfortunately, more than half of this space, nine surface hectares, was historically awarded and is suboptimal. If it were moved, on a no-increase basis, and often as little as a few kilometres, an outstandingly good environmental outcome could be achieved together with a better social outcome and the creation of 300 additional regional green jobs at NZ King Salmon plus significant flow on employment benefits in other regional industries. The Ministry for Primary Industries conducted a thorough investigation into moving these nine surface hectares. NZ King Salmon believes the Government should prioritise this initiative because of the improved environmental outcome, industry growth and the 300 regional families that would benefit.

New Zealand biosecurity has dramatically improved over recent years, so our country is generally in a better place. Salmon aquaculture in New Zealand has strong biosecurity practices with one important exception, which we would like the new Government to address.

The requirements for salmon aquaculture biosecurity are well-known, having been pioneered and developed by such

advanced countries as Norway. Each salmon producer requires a minimum of four separate production regions, ideally about 35km apart to achieve best practice biosecurity. In this way an "all fish in"/"all fish out" practice can be achieved with the separation of year classes.

Adequate space and separate regions have never been made available in New Zealand to allow for proper biosecurity. It is sometimes naïvely believed that merely reducing production could achieve a good biosecure outcome but this is not the case, as it would not allow year round harvest and thus protection of current branded premium business. We would like the new Government to properly address this issue as we have the opportunity to put our industry on a solid biosecure footing before some sort of incursion occurs.

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Volker Kuntzsch

## SANFORD CHIEF EXECUTIVE VOLKER KUNTZSCH:

**Sanford is feeling positive about the return to a ministry that is focused specifically on fisheries in New Zealand. We think the early signs from the new minister are good. The decision to delay the implementation of electronic monitoring is very sensible. We are keen to increase transparency in the**

**fishing business and we already have cameras on many of our vessels, but the introduction of electronic monitoring needs to be done in the right way so that the tools are the best available and the cost for smaller operators is not prohibitive. We don't want to reinvent the wheel, given that excellent technology already exists.**

A dedicated ministry is a great first step, but I would personally like to see even more. My view is that New Zealand deserves a Ministry for the Oceans which could take a "mountains to the sea" approach to ensure that every decision we make on land takes into account the health of the oceans around us. Having said that, what we have now with the new minister feels like a good start.

So with that hope in the background, what are the priorities we hope to see this new ministry adopt in the short term?

At Sanford the issues that are top of mind are sustainability, collaboration and innovation. These are not just fashionable buzzwords to us. It is my strongly held view that it is a privilege to be able to fish in this beautiful country and that providing people with a sustainable source of healthy protein

is a noble purpose and one we should be proud of. But fishing is controversial, partly because, despite our best efforts, it is a sector that is not well understood.

The answer to this is, I believe, to take the emotion out of all our decision making and to find common ground by always having science at the table. So it is our hope that the new ministry will prioritise science-led thinking and decision-making with a multi-stakeholder approach. This in turn, we hope, will create a deeper knowledge base around the impact of fishing, including of recreational fishing and it is very important that recreational fishing is at the table in this multi-stakeholder approach.

We also believe that if Labour follows through on its excellent fishing policy, everyone will benefit. It would be ideal if the new minister could also consider whether the large amount of money the industry spent on compliance and management could be spent more efficiently, taking into account the wider ecosystem.

In short, we hope the new ministry will want to support and encourage innovation, backing smart fishing and aquaculture with a focus on sustainable wealth creation.



Craig Ellison

## SEAFOOD NEW ZEALAND CHAIR CRAIG ELLISON:

**A few weeks after the election and things remain very interesting for the seafood sector.**

Primarily we have a new and dedicated Minister of Fisheries – and congratulations to Stuart Nash who has fishing as part of a significant ministerial portfolio load.

And farewell to Nathan Guy who had overseen the primary industries portfolio under the National government. It would seem democratic systems consistently favour change, and the

consequences that follow that.

So a major change that affects the sector deeply is the extraction of fisheries out of MPI.

I think it a strong move to separate (at least operationally in the first instance) fisheries out from the super ministry that is MPI. Under the previous administration New Zealand has seen two super ministries created (MBIE being the other) and while bold moves, the results have been indifferent for our sector.

In particular we have struggled in achieving engagement around a raft of issues that confronted us. From the Kermadec sanctuary proposal, through



FooF and IEMRS the seafood sector struggled to find opportunities for real and meaningful opportunities to engage, discuss and agree on solutions. It would be easy to personalise these difficulties, but I would rather note that with such a significant collection of businesses and sectors in one ministry, it resulted in focus often being distracted, as well as sheer ministry size causing a lack of flexibility and agility.

Is it a case of back to the future? Rather I would hope it leads to a well performing ministry devoted to encourage rights owners to get the economic best out of the sector that sustainability and environmental considerations allow.

### So what then are the characteristics I would look for in a separate Fisheries Ministry?:

- Flexibility - to arrive at practical and appropriate solutions
- Agility – to move quickly to allow for better fisheries management decisions to be enacted
- Focus – ensuring we are not lost in the noise of fake news, uninformed commentary and ideological agendas
- Solutions driven – rather than seeing process as an outcome
- Supportive – we are an industry sector to be proud of – and we deserve support where and when necessary

- Understanding – we have started the Promise – we would hope the ministry both supports the Code of Conduct, and challenges our performance against the standards we have set ourselves.

And largely those are also the characteristics I am hopeful of seeing in our new minister!

To that I would add the desire for both the minister and the seafood sector to be critical friends – ready to be robust and truthful in any engagement, and supporting each other to succeed.

At Seafood New Zealand we look forward to being that friend.



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Chris Carey

## Where there's a will, there's a way for Chris

**In which Seafood New Zealand's seagoing contributor Chris Carey finds out that if he hadn't got back to port in time, he still could have voted – if he'd applied to become a remote voter.**

Heading back to sea and with the distinct possibility of being offshore leading up to polling day I decided to find out how I could cast an early, or special, vote.

So I let my fingers do the walking and rang those who would know, the Electoral Commission, and explained my situation.

"Well Sir, you would need to visit an embassy or consulate," I was told.

"I'm at sea," I replied. Oh, right.

I was told I could download voting papers then scan or fax them in.

"I don't have access to the interweb. Can I download the papers before I sail?"

Answer, no. Apparently the papers are only available on line during that two-week period.

"So can I have the papers posted to me or can I go to a JP, or my MP or

other government department and cast an early vote prior to my sailing?"

Again the answer was no - it had to be within the two weeks leading up to polling day.

"So, as a taxpaying New Zealand citizen unless I can get to an embassy or consulate floating somewhere on the high seas or I am able to download the papers within that two-week period you are telling me that I am unable to exercise my constitutional right and cast the vote I am entitled to?"

"Yes Sir. That seems to be the case."

It annoyed me. Surely that wasn't right? What of all the other Kiwis at sea or elsewhere working hard who are unable to fulfil these strict criteria? There had to be a way.

There is. A written inquiry to the Electoral Commission brought the following reply from Overseas and Remote Voting Services, which covers voting services for ships.

"There are a number of different ways voters on board a ship can vote while overseas depending on where their ship will be located, when it will be out at sea and for how long. Voting services for these voters are normally covered in one of three categories:

1. Voters on ships in New Zealand waters which depart after advance voting opens or return before Election Day.
2. Voters on ships in international waters.
3. Voters not able to access standard overseas services, or ships in New Zealand waters that depart before voting opens, return after Election Day but make no port visits during that time.

"Voters who are in a ship as mentioned in your enquiry will fall into category 3. These people can apply to the Chief Electoral Officer to vote as a remote voter. Once an application has been approved, a remote voter can receive their voting papers electronically (i.e. email) or by fax. Where this is not possible, these voters can complete their vote by telephone dictation to an electoral official in Wellington.

"New Zealand legislation does not allow voters to nominate another person to vote on their behalf, so prior to each election we send information to fishing companies, ports and other companies with ships which have the capacity to be at sea for at least 10 days. This information outlines the three options noted above and explains how a crew member can be nominated to act as an electoral official to facilitate voting on board the ship.

"Their role is to ask each person on board if they wish to vote, organise getting voting papers from the Electoral Commission, and provide those papers to the voter. They can also assist with returning the voting paper if required. The person nominated is often the first mate, as the captain needs to witness the electoral official appointment form.

"For the 2017 General Election, we also worked with Maritime New Zealand to provide information along their networks to try to reach all staff who would be on board a ship."

The commission confirmed that there were 100 voters who voted from a fishing vessel in the 2017 election, most of them working in New Zealand waters.

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**"It annoyed me. Surely that wasn't right? What of all the other Kiwis at sea or elsewhere working hard who are unable to fulfil these strict criteria?"**

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Fishmeal made and bagged at sea pictured after being unloaded at Lyttelton from an Independent Fisheries boat.

## The dry facts on fishmeal

Chris Carey

**Mention the word fishmeal and the response you get is one of suspicion; an implication of skulduggery and of wrongdoing. Something smells rotten in the state of Denmark.**

Fishmeal is an excellent source of highly digestible protein, long chain omega-3 fatty acids and essential vitamins and minerals. Fishmeal quality depends on the raw material used and on the processing method.

Fishmeal can be made from almost any type of seafood or seafood byproduct and is generally classified into two categories, light and dark meal; the colour governed by the raw material.

While there are industrial scale fishmeal processors overseas that catch species solely for the purpose of turning it into meal, here it is a process by which byproducts (fish waste or offal) or non-commercial species (i.e. we don't eat it or it's too small) can be turned into something with a financial value, albeit a small one.

Using a screw conveyor, the raw material is cooked as it passes through a steam-jacketed cylinder; a critical stage in preparing the fishmeal as incomplete cooking means the liquid from the fish cannot be "pressed out" satisfactorily and overcooking makes the material too soft for pressing.

The cooked fish product then passes through a screw press where much of

the liquid, water and oil, is removed.

This liquid undergoes decanting and the supernatants centrifuged to obtain "stick-water" which is concentrated through mild evaporation.

Fish oil extracted during this process has a variety of uses from industrial products to food and health supplements.

After drying, the meal is passed through a hammer mill and screen to break down any lumps and bone.

An anti-oxidant is added to prevent the oxidation of the remaining polyunsaturated fatty acids and oils and to mitigate the potential for spontaneous combustion.

If the meal is under-dried, moulds or bacteria may grow. If it is over-dried, scorching may occur which reduces the nutritional value of the meal. Too much oil and the meal is "cakey".

Ideally, you should end up with a dry, loose and nutrient-rich product resembling wholemeal flour.

Good quality fishmeal should have a crude protein level of 60-72 percent, ideally above 66 percent, and a fat content around 6-9 percent, and ash generally below 12 percent.

Under the Quota Management System you can turn anything into fishmeal as long as you declare it against your quota. It is as simple as that. Failure to declare what you put to meal is an offence.

The question is, why would you send good fish to meal? The answer comes down to dollars and cents.

The official MPI conversion factor for fishmeal is 5.6:1. In other words it takes 5.6 tonnes of raw material, either whole fish, offal, or a mix of both to make one tonne of meal.

Why so much for so little return?

Fish flesh is composed mostly of water; about 80 percent for white fish and 70 percent for oily or fatty fish, so during the cooking, pressing and drying cycles much of the initial volume and weight is lost.

At the time of writing and talking New Zealand dollars, brown fishmeal sold for between \$1350 and \$1600 a tonne, light meal, depending on the quality, from \$2000 to as much as \$2800.

The humble jack mackerel has often been whipping boy of NGOs harping on about fish meal. Green or whole jack mackerel at the time was fetching about \$1500 tonne.

Therefore, to make one tonne of brown meal we will need 5.6 tonnes of whole jack mackerel. In other words, jack mackerel worth \$8400 is being turned into a by-product selling for, at best, \$1600; a loss of \$6800 per tonne.

White fish such as hoki makes a light meal selling for up to \$2800 a tonne. Dressed hoki was selling for about \$3400. You do the maths!

When you consider a factory trawler could produce in excess of 100 tonnes of meal during a trip, again, get the calculator out.

With other finfish species where the roe and in some cases where the livers and heads are sold separately and for a lot more than the equivalent weight of fishmeal, it makes even less sense.

Mealing offal has an added environmental advantage - by not discarding offal into the sea there is less to attract seabirds and mammals, and along with the mitigation devices these fishing vessels currently use, further reduces the risk of interactions with a fishing vessel and her gear.

The only thing flawed with fishmeal are the assumptions made by those who haven't a clue what they are talking about, and of course you know what they say about "assume".





# Letters to the editor

## Drop 'absurd' camera requirements

**I agree with Maurice Ashby's comments in your Seafood New Zealand October 2017 issue with regard to all commercial netting vessels requiring cameras and GPR units from April 2018.**

At the recent Viaduct Boat Show in Auckland I was quoted the cost of such units as \$10,000 plus additional costs of supplying power and modifying the boat to build a superstructure for the camera.

Also there are the associated costs of MPI monitoring. Total cost would be

at least \$18,000 for an open 3.5 metre boat. No commercial fisherman can afford this.

The salesman at the boat show told me that MPI has not even approved the type of cameras required and with the deadline looming this is becoming an unreasonable timeframe.

What has annoyed me the most was that there has been no consultation with fishermen, just confrontation by the MPI and the Minister for Primary Industries. From a recent TV programme on the matter it was quoted that legislation has been passed on the issue.

I have also written to Maritime NZ with real concerns about safety for small commercial fishermen. With superstructures nets could easily become entangled in the superstructure

and overturn these small boats in strong tides and windy conditions when trying to retrieve nets.

Who is going to take the blame for fishermen drowning from this ludicrous requirement?

Maritime NZ safety will be in the firing line.

I consider these requirements an excuse for MPI and the Minister to get rid of small boat fishermen.

Let's hope other fishermen also complain to their MPs and have these absurd requirements dropped.

Here's hoping the new Ministry has common sense and abolishes the new requirements.

**Alan J Cibilich  
Wellington**

## Chuffed for a change

**I just thought I'd share something that happened to me yesterday the last day of the quota year. I was quite chuffed.**

For the last few days we have been trawling in the local bay as the weather was a bit inclement for going further afield.

I opened the local Facebook page to see what was happening in my community and here was a post rabbiting on about the big trawler (we are 12m) decimating the fish in the bay and wiping the place clean etc, you know how this goes. He was supported by two others with some interesting comments.

What got my attention and made me feel good was that about 10 non-fishing locals jumped on and defended my right to fish there. From saying I had a

25 year history fishing there and I never wiped the place clean, to how good it was to get fresh local fish. It made me feel good to realise how much community support I had. Not everyone hates us.

**Cyril Lawless  
Riverton**

**Have your say**

Letters from all sectors and levels of the seafood industry are welcome.

Include full name and address, and get writing!



Jim Jenkins working at New Zealand Salmon in 1983.



Applying coir for spat settlement to the first spat collection ropes in 1974.



Mussel farms in the Marlborough Sounds

## US pragmatist became NZ catalyst

Bill Moore

**A backpack, a sense of adventure and a passion for aquaculture combined to turn young American Jim Jenkins into a pivotal figure in New Zealand aquaculture.**

Forty-five years after he arrived in this country, 70-year-old Jenkins was honoured with a Seafood NZ Longstanding Service Award, reflecting a contribution that the scientist attributed to his practical ability as much as his painstaking research and experimentation.

"I'm a pragmatist and my talent has been problem-solving," he said in an interview at his rural home near Blenheim.

He was in the advanced stage of terminal cancer when interviewed and sadly, he died just as this issue was being prepared for printing.

Jenkins was seduced by the lure of aquaculture as a student at the University of Washington. Even though the US hadn't really cottoned on to its possibilities, it excited the young man, who was drawn to what hatcheries could offer, partly because "I loved stainless steel pipes and plumbing – that was

me".

But with the US industry mainly beach oyster and clam farming, when he graduated he took his marine biology degree to Alaska and a job defining pollution issues around a pulp mill.

"I had very little qualification to do that. But I gave it a shot, and then I got back to my dream stuff, aquaculture, so I was bringing oyster spat up from the States and hanging it off the wharves."

This soon led to getting a closed salmon hatchery started up again as a sideline, and the realisation that he didn't really like the pulpmill work.

So in January 1972 Jenkins came to New Zealand with a backpack and a plan to meet as many industry people as he could to learn about aquaculture here.

He recalls that "fisheries research had its own little cocoon of protected PhDs" and he didn't fit in, armed only with a bachelor's degree. But Fishing Industry Board head Jim Campbell helped him from the beginning, providing introductions to people around New Zealand.

From that came a job investigating the potential for trout farming. The same year Labour was elected and put an end to plans for that sector, but by then Jenkins had his career underway.

Looking back he said the trout prohibition was the result of "inherent bullshit" and a powerful anti-trout farming Acclimatisation Society lobby

which made too much of the issue. In any case, "salmon tastes better", he said.

That's where the focus shifted, first to ocean ranching – releasing salmon smolt from hatcheries to return to their home rivers from the sea – and then to farming the fish in sea cages.

Jenkins represented the FIB at meetings with acclimatisation societies, pointing out that ocean ranching might enhance the sport fishery.

He also began working on mussel farming research and development in the Sounds. In the late '60s some mussel rafts had been put in, but no spat was being caught and those involved had resorted to scraping mussels off the rocks. Campbell had envisaged the New Zealand industry following Spain into using rafts.

"They're big, ugly things – very very dangerous, I thought," Jenkins said.

Nobody had any idea of how to get natural spat. But with his knowledge of oyster spat work in Washington State, and listening to young marine scientists after his field trips to the Sounds, he began to identify greenshell mussel spat among the plankton in the Sounds, towing a net to gather them. That led him to put ropes into the water for spat collection, working with others to develop frizzy rope that mussel larvae like to settle on.

It worked, and as word got out that mussel farming could succeed, more

and more people got interested.

Seeing the potential and knowing how slowly the wheels of science and bureaucracy turn, at one point Jenkins got his reports read out on a popular Wellington breakfast radio show and soon investors were queuing to get into mussel farming.

"A lot of people were keen. I had one of those new photocopying machines and I could crank out an application. They paid \$50 for the application and \$50 to advertise it, and they could get a mussel farm."

The problem was that although the Marlborough harbourmaster, Don Jamison, wasn't opposed to the farms, the Ministry of Transport wouldn't let them go ahead.

"There was shellfish farming with leases up north, and a lease meant boats couldn't go through. They said, 'We can't do that, the boats have got to go through these farms'. We

finally had a meeting and I said licenses would be fine. It took just one meeting, so everything became licences," Jenkins said.

"It was working – the ropes were just covered in spat. People were smiling, it was something they'd never seen – and they they started looking at farms. The first ones were coming through around '77-'78. By '81 production just went through the roof."

However, having the mussels was one thing. What about markets?

"There was no demand," Jenkins said. "The product was so beautiful – how could you not love these beautiful mussels? Plus mussels are probably the heaviest crop any marine farm could every carry. We were all going to be millionaires.

"The tonnages were coming through ... it looked really, really amazing. It exploded, with really no place to sell. The restaurants didn't have mussels on their menus – there were a lot more scallops and the oysters were coming down from up north from the oyster farms that were set up 10 years before. Of course the restaurants were pretty crappy in those days. It was a funny time."

Jenkins was also the man who

initiated the use of mussel floats – perhaps the single biggest reason that farming was able to expand so rapidly.

He had seen oysters being farmed using floats in Japan, and grew increasingly concerned about the dangers to boats if large concrete rafts became the preferred mussel farming method in New Zealand. They were just at the height to "take heads off" if a pleasure boat crashed into one, he said, with the danger of such an accident heightened at night.

"I think it would have been a huge public shock if that became the only definition of what mussel farming was."

After a second trip to Japan in 1974 he told Campbell, "we've just got to get some of these floats".

"He was going to Japan and had all these squid fishermen contacts. Within a week he had it jacked up for 50 floats to be loaded aboard a squid boat. They landed in Wellington. Jim did a great job to get them in."

They soon became the industry standard.

Jenkins wrote the 1979 industry handbook *Mussel Cultivation in the Marlborough Sounds* and became a mussel farmer himself. But he and his wife Robyn, heavily mortgaged on their Kenepuru family home and the mussel farm, were hit by the lack of a market, just like the other farmers. He was also feeling the strain of being at the centre of the rapidly-growing mussel industry.

He had worked with Jamison on figuring out the best sites, and it had gone smoothly.

"After 100 farms it was starting to be a bit like a gold rush and I was finding it hard to keep everyone happy," he said. "I just wanted to get out of it."

In 1981 he took up the offer to switch to salmon farming at Stewart Island, first managing a farm owned by BP and then being hired by the newly-listed public company New Zealand Salmon to set up and manage a new farm.

The three years he spent there provided the income and breathing space to "save our butts", Jenkins said, and when they came back to Marlborough mussel farming had become profitable.

A growers' cooperative he helped set up at the beginning of the '80s sold out to Sanford and Jenkins joined other growers in becoming a supplier to the big public company.

He came back from Stewart Island to start up Regal Salmon, now a part of the public company New Zealand King Salmon, the country's biggest salmon farmer.

"I got partners together and it was just step by step by step to get through, we had all the sites in place, and I thought all the mistakes had been made and we could move on, but in '89 the grand algae bloom at Stewart Island just killed everything, all the farms down there just died. That really changed everything for the future."

Jenkins, who identified Tory Channel's currents and water temperatures as providing the best salmon farming site in New Zealand, was a director of Regal Salmon until 1992.

He left feeling defeated and broken-hearted.

"I felt it was my baby ... I brought people in, brought more people in, and finally you realise they've closed the door on you."

By this time the mussel farm was providing the family – the couple had three school-aged children at this point – with sufficient income for Jenkins to return to university. He went to Otago and over four years completed his master's, concentrating this time on oysters.

He'd spotted pacific oysters on a concrete weight back in 1977, and co-wrote a paper on the new arrival with John Meredyth-Young, proposing that farming it be approved.

MAF said no.

"Well, '77, '87 ... by '93 they still had a ban on it. It started to show up on the shoreline and beaches. I thought, 'Is anyone going to make a decision on this thing?' So that's when I did my master's."

The then Fisheries Minister Doug Kidd was sympathetic, Jenkins said.

"In about two years I had enough data to give to them and then they opened up the farming of the pacific oyster after that."





The first FIB mussel line in the Marlborough Sounds, 1975.



Jim and Robyn Jenkins pictured at their rural property near Blenheim earlier this year. Picture: Bill Moore

Disillusioned with the effects of the Resource Management Act on aquaculture, Jenkins pulled back from his involvement in the industry in 1997, and in more recent years farmed cherries on a second property just outside Blenheim.

He said the Act swept away the previous cooperation within the mussel industry that had allowed gradual growth, creating a stampede as people competed for water space.

"It was just chaos, the councils couldn't deal with it and I don't think anyone knew what to do next."

His concerns about industry expansion remain. He said he didn't think pollution from salmon farms – a

current hot subject – would be a major problem, noting that what comes down the rivers into the Sounds during floods is probably far more damaging.

But the physical presence of marine farms in waterways meant future growth should be carefully controlled, he said.

"It needs time. Look at the marinas - Havelock Marina had one jetty when we started, now it's massive.

"I think aquaculture shouldn't be privileged. It's great what it's done, but to say we're going to have a billion dollar industry at the expense of the public use of the waters, I just don't think that's New Zealand.

"I've kept my newspaper clippings, the first one is from the *Marlborough*

*Express* and I said that we could have a mussel industry of 800 tonnes – if you'd said 60,000 tonnes then, all hell would have broken loose."

After helping to found and develop New Zealand mussel, salmon and oyster aquaculture and experiencing the highs and lows of 45 years, Jenkins said his best memories were from the pioneering days when a keen young American brought his knowledge and passion across the Pacific.

"I loved the early mussel years of research – discovery, success. It could have failed."

And he still had that backpack, tent and sleeping bag that he brought with him in 1972.

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# Talley's



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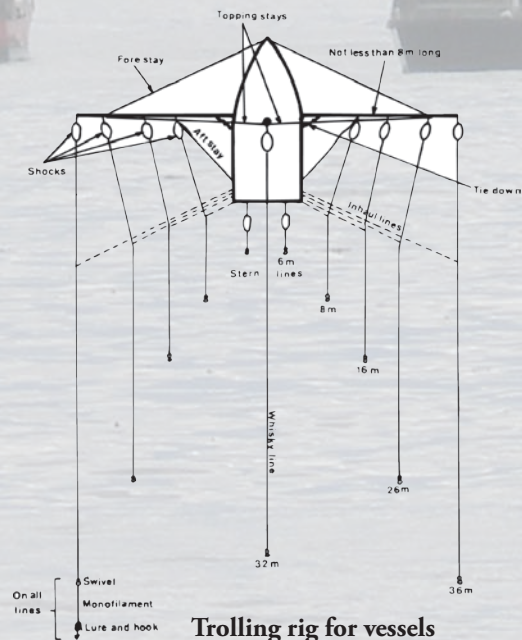
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*Otakou* entering Tory Channel. Picture: Tamzin Henderson.



Squabbling over the offal. Picture: Tamzin Henderson.





## Trawler trip impresses nature photographer

**Upon seeing Sealord featured on Graeme Sinclair's *Ocean Bounty*, photographer Tamzin Henderson contacted the company asking "how one gets to come and play on their vessels". Here is the blog she wrote afterwards, and some of her pictures.**

After a meeting in Nelson to discuss my agenda, and a few emails sorting logistics, I found myself at 12 midnight walking in the pouring rain towards the gates at Port Marlborough with my sleeping bag, pillow, warm clothes and a mountain of camera gear – I was heading out into Cook Strait with *Otakou* for a day of hoki fishing.

Once I had been shown around the vessel and given a safety briefing, I climbed into my bunk at 1am and finally drifted off to sleep. I was up again at 6am (we hadn't left Picton yet) and I was keen to document our departure. I was

introduced to the skipper, Jim Candy, and spent most of the cruise out on the bridge, chatting about what my goal of the day was, and how their day was scheduled.

The idea was to photograph as many seabirds as possible, observing if there was a difference in species between the fishing boats and the organised pelagic birding trip I had been out on the Sunday and to photograph the seabird mitigation devices – in this case bird bafflers for Southern Seabirds Solutions Trust to use in their education and outreach programme. I was completely bird focussed until I was on the vessel and interacting with the crew.

I must admit I didn't know a lot about hoki fishing and had a perhaps unfounded negative view of trawlers. However, this opinion has been entirely altered by my day out. Jim was absolutely accommodating and understanding of my goals for the day, he openly answered any questions I had and made me feel so welcome on board. From the moment the first net was being prepared, it was obvious how hard these guys worked. Between the mid-sea trawl net, the minimal bycatch and the way the bird bafflers

worked, I was truly impressed with the sustainability of the catch and professionalism of the Sealord team

We had an amazing species range on the day – for the bird nerds, we saw southern and northern royal albatross, Gibson's wanderers, Salvin's, black-browed, white-capped, and Buller's mollymawks, giant petrels, cape petrels, westland petrels and fairy prions as well as a load of New Zealand fur seals and a sperm whale. What a list!

In between the nets being hauled in, Jim delighted me by announcing that I could head down to the main deck to stand above the offal chute. This gave me the opportunity for some incredible close-ups of the squabbling birds, and I couldn't be prouder of the photos that came out of this sequence.

**Tamzin Henderson owns the Blenheim fishing and boating shop Henderson's with her sister Lana. In her spare time she is a wildlife, landscape and nature photographer and is keen to expand her photography business.**

**For more pictures and blogs, go to [www.tamzinnz.com](http://www.tamzinnz.com)**

## Managing ballast water at sea



Paul Vorwerk

**Large New Zealand-flagged fishing vessels which operate in other countries may need to comply with new regulations to manage their ballast water.**

Operators of ships that undertake international voyages to and from New Zealand waters – and have systems installed to carry non-permanent ballast water – are be affected.

The new rules are due to New Zealand acceding to the International Maritime Organisation's Ballast Water Management Convention last year. Both the Convention and New Zealand's ballast water rules came into force on September 8.

The change in New Zealand's maritime laws is expected to apply to around 20 New Zealand-flagged commercial ships, along with a few New Zealand ocean-going yachts that may carry ballast.

Vessels travelling to this country are expected to already substantially comply with the initial discharge standard in the convention, as comparable requirements already exist in Ministry of Primary Industries' regulations.

Maritime NZ principal technical adviser Paul Vorwerk said that New Zealand now required all vessels entering the country to manage their ballast water - either through exchange of ballast 200 nautical miles out to sea, or through the use of treatment equipment to clean ballast water if discharging without exchange.

He said there were now various survey, certification and document requirements, varying depending on the size of the vessels concerned. For example, vessels of 400 gross tonnes

or more need to hold an International Ballast Water Management Certificate, while vessels less than 400 gross tonnes are required to apply for a Ballast Water Management Approval from Maritime NZ.

"The main purpose of the Convention is to manage and control the risk posed by biological materials leaving, and coming into, New Zealand waters," Vorwerk said. "Previously ships on international voyages took on board ballast in the coastal waters of one country, after unloading cargo, and then discharged this ballast water at the next port of call when loading more cargo."


This was why the new requirements related to ships travelling internationally. Ballast water discharge typically contains a variety of biological materials, which often include non-native, nuisance, exotic species that can cause ecological and economic damage.

While initially the requirements of the Convention are mostly managed by exchanging ballast water mid-ocean, the intention is that shipowners will eventually need to install ballast water treatment equipment. Such systems are now generally included in the design and construction of new-builds.

**For more information:**


[www.maritimenz.govt.nz/ballast](http://www.maritimenz.govt.nz/ballast)

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Kiwi Kai's new shop in downtown Nelson.  
Picture: Kiwi Kai



An array of Kiwi Kai's products.  
Picture: Kiwi Kai



Reni Gargiulo about to enjoy an oyster.  
Picture: Kiwi Kai

## Ray of inspiration prompted Kiwi Kai's success

**Matt Atkinson**

**A Nelson mother of three has turned a year of adversity into an award-winning food business.**

Reni Gargiulo started the Maori-inspired Kiwi Kai in 2009 after several tough breaks.

"I had a year of changes; newly separated with three teenagers, my beautiful father passed away and I was made redundant, in that order," Gargiulo said.

"So I looked out to sea from my vista and asked my father in the sky 'what shall I do?'

"Next minute a ray of light shone over a line of lemon trees in our garden and they glowed like no tomorrow. I thought – lemon juice, Dad?

"I can't make lemon juice and then it dawned on me: raw fish. It was our family favourite that Dad made.

"Within four weeks of being made redundant Kiwi Kai was born and I was set up at the famous Nelson Market selling my marinated raw fish."

Gargiulo said growing up her father

– a former rock lobster fisher – had her on a steady diet of crays, cockles, eel and fish heads, and it was this kind of fresh Maori food that she wanted other people to enjoy.

"All of our kai has a strong Maori influence – you won't find it in a bakery," she said.

"We always use fresh ingredients and are very particular when buying fruit and vegetables. Right from day one I had decided minimal ingredients, no added preservatives, colours or additives.

"Kaitiakitanga is very natural for Maori and is at the forefront of my business. Care is taken to only use the best sustainable products available to us."

Juggling three teenagers and a fledgling business would prove a challenge for most.

However, the one-woman band took it all in her stride.

"I had a focused business plan and didn't veer from it. I have a lot of energy physically, mentally and spiritually and had built very good business relationships over my years in Nelson, so I felt comfortable in any scenario.

"I liken myself to a racehorse with blinders on – heading for that finish line and nothing will distract me."

Playing its part in the business's early success was Nelson's Saturday market at Montgomery Square – the launching pad of many prominent artisan brands.

"Our exposure was definitely helped by being at the Nelson Market.

"It is an amazing place, with vibrant stall holders. We are very rustic – we have a gazebo, signage, poly bins and that's about it – but jeepers does our kai fly."

With her nose to the grindstone, it is no surprise that Kiwi Kai brand grew quickly as Gargiulo soon joined forces with a North Island company by the same name.

Kiwi Kai Rotorua, operated by Chris Poipoi, now produces some of the Nelson branch's seafood products, along with supplying their famous steam puddings and rewena bread.

Demand for the meals has continued to tickle the taste buds of locals, with hungry punters no longer having to wait until the weekend to fill-up their pukus.

"We moved into our shop in Halifax Street early this year and it was interesting to say the least," Gargiulo said.

"Initially I contacted commercial agents but no-one took us seriously, they showed me a tonne of revolting premises either overpriced or nothing like our brief.

"In the end I personally went out and found our shop and it's perfect."

The new premise was given a fit out with support from other restaurant owners, suppliers, the landlord and her partner, she said.





Kiwi Kai's app for tech-savvy customers. Picture: Kiwi Kai.

"The shop is very clean modern, culturally cool and our customers like it, but we are still at the markets.

"We have many regulars and lots of visitors come for our kaimoana. We will never leave, it is such a great atmosphere and a good way to get people to try the kai."

The growing list of customers has also come with an increasing list of awards won.

Gargiulo said it was the "People's Choice" award at the 2015 Marlborough Wine and Food Festival that has been her proudest moment since starting Kiwi Kai.

"We entered a kaimoana trio of salmon pate on rewena bread, creamed paua vol au vent, and raw fish with fresh blue cod and crayfish.

"I had a huge smirk for nearly three weeks."

Although last year's award would

have come pretty close to the top as well.

"Our snapper and oyster pie won the 'Fresh from the Ocean' section at the New Zealand Farmers Markets Awards 2016 and we were up against the country's best."

Gargiulo, not wanting to be outdone by other new-age food companies launched the Kiwi Kai app in 2016.

It is just one more tool in helping reach new customers, she said.

"The app was developed to engage the new wave of tech-savvy customers with a simplified method to receive timely information on product availability and specials.

"It also allows customers to view our locations throughout New Zealand, scroll menus and offers loyalty coupons."

All through Kiwi Kai's growth and success, Gargiulo has kept the business

grounded in the roots that helped found it.

She remembers in the months before her father died, she would often travel to see him and bring him food.

"Maori don't fare too well with jelly and small sandwiches in hospitals.

"So whilst my father was going through chemo I would travel to Dunedin every four to five weeks and take him kai in the cancer ward – he lived for the raw fish, creamed paua and bacon bones."

It is this type of traditional Maori food, sourced from sustainable products, that she wants Kiwi Kai to continue to embody, she said.

"We see Kiwi Kai Nelson as a destination that offers a unique culinary experience using the very best seafood and produce NZ has to offer."

#### Reni's favourites:

I actually love everything, but top of the list is boil up, followed by whitebait patties on rewena bread

or seared scallops with a seaweed broth, fresh oysters, mutton bird with watercress pesto and our spicy mussel soup – this one is

good with a fresh turmeric, ginger, lemongrass, Thai red curry base.

# Kiwi Kai Snapper & Oyster Pie

Preparation time 30 mins  
Cooking time 15 mins  
500grms fresh snapper  
2 pottles Croisilles oysters  
Leeks  
Fish stock  
2 cans Coconut cream  
1.5 cans water  
3 Tbsps Cornflour  
Splash of oyster sauce  
Oil  
Seaweed salt to taste  
Aroha

1 pkt Savoury pastry sheets  
1 pkt Puff pastry sheets

**Sauce**  
Dice leeks thinly, pan fry with oil till soft  
Add fish sauce, cook  
Add cornflour, cook  
Add coconut cream cook through  
adding water to make a nice  
consistency, simmer for a few minutes till  
cornflour is cooked. Blitz roughly and  
set aside

**Kaimoana**  
Fillet snapper cut into bite size chunks

of even proportions  
Coat snapper with seaweed salt  
Panfry snapper in oil till colour changes,  
slightly under cook – set aside  
Drain oysters and cut them in half or  
3rds, keep oyster liquid  
Panfry Croisilles oysters with a dollop of  
oyster sauce, remove oysters from pan  
– set aside

Add the kaimoana to the sauce mix, stir  
through  
Assemble pies  
Savoury pastry on the bottom of the pie  
dish, add filling, puff pastry on the top  
Makes 20 small pies

Cook 220 15mins enjoy

This Kaimoana mix is gluten and dairy  
free – it is beautiful served as a creamy  
dish with vegetables, a salad, rice or  
gluten free pasta.

## Kiwi Kai Oyster & Kawa Kawa sauce

Cooking time 6 mins  
Oyster juices from 2 pottles of Croisilles  
oysters

1 tbsp. fresh or dried Kawa Kawa leaves  
crushed  
1 tbsp. cornflour  
Water  
Fish sauce optional  
Aroha

Reheat the left-over oyster juice in pan  
Add Kawa Kawa cook for a few seconds  
Add cornflour stir through  
Add remaining oyster juice and water to  
thin mixture  
Simmer till it thickens  
Taste – at this point you may like to add  
fish sauce for salt or a small tsp of brown  
sugar to sweeten.

This Kiwi Kai oyster sauce has many  
wonderful uses if you don't drink it all  
from the pan  
use as a base for an oyster or seafood  
soup  
serve on top of fresh oysters in the shell  
serve on the side of a panfried fish dish  
use as standard oyster sauce





Crayfish sandwich. Picture: Seafest



This year's nautical theme was embraced by these pirates. Picture: Seafest



A sold-out Seafest. Picture: Seafest



These scary clowns missed the nautical theme memo. Picture: Seafest

## Sold-out Seafest crowd enjoys wet weather

**Despite muddy conditions and post-earthquake transport woes, a sell-out crowd attended Kaikoura's biggest event, Seafest.**

Four thousand people braved the wind and the rain to pack the festival out.

Seafest manager Sheena Hamilton said after last year's earthquake, which has kept the northern route into the town closed, organisers were not sure how the day would play out.

"We had no expectations really," Hamilton said. "We had a lot of rain

leading up to the event as well, so that always makes it a last minute decision for people."

Festival-goers embraced this year's nautical theme – dressing up as pirates, divers and sharks.

Kaikoura residents had been overwhelmed by the response, Hamilton said.

"It meant a lot for the local community.

"You just knew the support was there for us and that was really good to see."

Kaikoura is still recovering from last year's 7.8 earthquake that uplifted large sections of the coastline and is still restricting the town's leading industry - tourism.

However, out-of-towners had not been put off by the disruption, with some so excited to enjoy the festival they had started the party early, she

said.

"I believe there was a lot of action on the road.

"With the limited road access coming in, there were little parties on the roadside on the way as they waited for the stop/go sign."

It took a few days to realise the event had been a success, particularly after many people left covered in mud, she said.

Award-winning chefs were onsite to tickle the taste buds, including celebrity cook Jax Hamilton who was serving up mussels in a smoked ale and cream sauce.

Festival-goers were also treated with the products of three award-winning breweries, including local company Emporium which had won three awards – a gold, silver and bronze – at the Brewer Guild Awards the night before.





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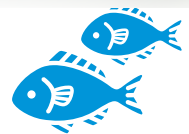


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