



WAFIC FISHING
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Blue Growth – New Zealand Seafood Conference, 8-9 August 2019 Conference Highlights

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Below is a summary document by WAFIC's CEO which details conference highlights from this year's Blue Growth New Zealand Seafood Conference (8-9 August 2019).

Brief Summary:

The conference was well attended with 250+ international delegates, including a good Australian representation (WAFIC, WRLC, SRL, FRDC, SIA, MSC, Sydney Seafood Market, Real Time Data, Atlantis Fisheries, Nick Rayns, The Fish Shoppe, etc.). There was a technical day, featuring innovation, research and product development, followed by a full day conference and wind up dinner.

Seafood New Zealand CEO, Tim Pankhurst, organised a high-level strategy dinner meeting for 12 senior industry leaders to discuss common topics, issues and initiatives (Seafood NZ, FRDC, WAFIC, SIA, SRL, Sydney Seafood Market). Key discussions (fell under the importance of *Unity, Vision and Leadership*) included the following

- **Imperative to unite industry against common threats;**
- **There is a critical place for social license in maintaining resource access;**
- **The value of data and digital technology towards 'precision fishing';**
- **The necessity to positively influence the political landscape; &**
- **Maori and non-Maori interests must 'pull the boat in the same direction'.**

It was agreed that NZ and Australia are showing strong regional leadership at a global level through developing public social licence campaigns (i.e. *Our Promise and Our Pledge*) and using a scorecard approach to assess seafood industry commitments to responsible practices.

Retiring Sydney Fish Market (SFM) CEO, Bryan Skepper, highlighted a recent shift in mindset for the SFM (NSW's #1 tourist attraction), currently under redevelopment. SFM's vision has transformed from being 'the best seafood market in the world' (asset based), to 'connecting people with the sea' (society based). Their story is then segmented into Sea to Shore (production) and Market to Plate (value chain). This visionary shift has changed the dialogue for SFM's strategy, and reframed connections with key stakeholders and community.

Aug 8 NIWA Technical Day
Session highlights: (cherry picked)

[Click to access NIWA 'Technical Day' presentations](#) (a handful of 'APPROVED TO UPLOAD' presentations ONLY)

Prof. Chris Battershill, Prof and Chair Coastal Science, University of Waikato

Presentation: *Nature's medicine chest - marine resources for human health*

- Resurgent interest in sea-based drugs, developing bio-active elements, i.e. algae farming. High growth industry.
- Utility for methane reduction, remediation of polluted waters, pharmaceutical use (products fetching \$1m/gram).

Dr Stephen Haines, Senior Scientist, Ag Research

Presentation: *Proteomics and bioactives from seafood*

- Highlights value in recovering high value proteins in fish waste to extract bioactive peptides for medical applications.
- Waste = Gold.

Florian Graichen, Science Leader – Biopolymers and Chemicals, Scion

Presentation: *Bioplastics and packaging opportunities*

- Fascinating presentation on the new 'Plastics Economy'.
- Need to design 'out' plastics in packaging.
 - Eliminate, Innovate, Circulate – using 6 Rs:
 - Refuse, Reuse, Reduce, Redesign, Recycle, Renew.
- **Everything made from fossil-based material can be made from marine components, i.e.:**
 - Bio-polypropylene (non-biodegradable)
 - Bio-based (degradable) PLA (starch based)
- Holistic packaging solutions.
- 'When we throw something away, it must go somewhere' – with plastics there is no such thing as 'away'.

Charles Heaphy, Resource Manager, Sealord Group Ltd

Presentation: *Technology to detect marine mammals*

- Precision seafood harvesting technology.
- Automated detection and release of non-target or TEP species through modular harvest system:
 - Creates 'calm trawl' environment – improves quality, increases value
 - Real time catch data, composition analysis.

Richard Wells, Deepwater Group

Presentation: *Outsmarting seabirds*

- Strategy:
 - reduce attractions, prevent food/waste from entering water.
 - deter from area, brightly coloured streamers in rigging.
 - reduce risk of harm, get bait <10m rapidly
 - underwater bait setting technology
 - 'hookpod' shielding device

Wayne Lowther, General Manager (Client Services), FishServe

Presentation: *The journey from paper to electronic reporting*

- Adopted 2019, currently 30% e-reporting across the board.

- Industry supportive and publicly thanked the regulator for their considered approach to an e-monitoring platform (can you imagine).
- 4 different solution providers at the moment (including Deckhand), industry choice.

August 9 – NZ Seafood Conference

Session highlights: (cherry picked)

[Click to access NIWA 'Conference Day' presentations](#) (a handful of 'APPROVED TO UPLOAD' presentations ONLY)

Craig Ellison, Executive Chair, Seafood New Zealand, Opened
Presented an oil painting likeness to Sir Tipene O'Regan, Ngai Tahu *Mihi Whakatau*, acknowledging Sir Tipene's impact as leader in the Maori Fishing Settlement

Hon Shane Jones, Regional Economic Development Minister

Official opening

- Industry must protect itself through treats from a millennial transition:
 - Climate change and climate regulation
 - Political and cultural confusion
 - Wave of environmental regulation across primary industry
 - Water quality, fertilizer impact and marine plastics debate
- Industry must unite itself, showing courageous leadership and work with pro-industry politicians (under a socialist government)
- Use crisis to innovate and foster entrepreneurship
- Do not be outmanoeuvred by 'Greenwashing' and 'Guiltwashing'
 - "Delivery beats strategy every day"

Gorjan Nikolik, Senior Industry Analyst, Food & Agribusiness Research & Advisory, Rabobank International

Keynote presentation - Blue Growth

- Impacts of Trade Wars on global markets
 - Russian Trade Embargo
 - US/China Trade War – China market very volatile
 - Brexit
- Key message: Imperative to *Diversify Client Base*

Craig Ellison, Executive Chair, Seafood New Zealand – Our Promise

Our code of conduct - industry scorecard update 2019

- Year 3 of Our Promise program – increased transparency and accountability has paid dividends in community approval, despite fluctuations in reporting
- Year on year scores 2018 to 2019:
 - Illegal behaviour C to C+
 - Sustainability B+ to A-
 - Impacts on environment B to B-
 - Science/Innovation B to B+
 - Look after our People C+ to D
 - Accountable and Transparent B to B
 - Property rights under assault – need to built support base and respond with science evidence and fact

[Our Promise Resource](#) (a good read)

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PROTECTING PROPERTY AND TREATY RIGHTS – Panel Session

Matt Taylor, Chief Executive, Western Rock Lobster

Lobbing a policy grenade into the best managed fishery

- Concise summary of 'Lobstergate' property rights issue in WA
- Political ideology vs real economic outcomes

Mike Arbuckle, Independent Fisheries Consultant

Property and treaty rights

- Indigenous fisheries as 'blue economy poster child'
- Evidence of strong rights leading to economic stability

Tom McClurg, Consultant, Toroa Strategy

Property and treaty rights

- Ocean Sanctuaries – huge impact on treaty rights, property rights, human rights

Dion Tuuta, Chief Executive, Te Ohu Kaimoana

Property and treaty rights

- Unity across fishing sector essential component for retention of rights

Sir Tipene O'Regan, Ngai Tahu

Treaty settlements and the Kermadecs – Introduction

- History of rights legislation, NZ
- Treaty rights in fisheries came on the back of ITQ system – milestone leading to NZ Fisheries Settlement Agreement

Working Together for NZ's Marine Environments

Vaughan Wilkinson, Wilkinson & Associates Limited

Offshore aquaculture - at a tipping point

- Available space for nearshore aquaculture exhausted
- Current production of 80,000 tonne – little room for growth
- Govt. desire to attract new entrants = providing access to oceanic space
 - New aquaculture leases 8-10km offshore, 40-50m depth
 - Ambition to double existing capacity for production by 2025

Grant Rosewarne, Chief Executive Officer, New Zealand King Salmon

Open ocean salmon farming

- Offshore king salmon farming and fishing as a replacement for oil and gas industry (govt. ambition)
- Norway example – oil and gas engineers employed to design massive offshore farming infrastructure, i.e. \$100m submersible pens
- 62 x more productive than agriculture farming in revenue/hectare
- Water and Nitrogen cycles used to create 'greenest' level of production in the primary sector

Lisa Martin, Sanford Ltd

Sustainability - are we moving fast enough?

- Impact on younger gens from what we are doing today – acceptable?
- Move from commodity to value focus through innovation
- Ethics approach, i.e. redesign of packaging, circular plastics economy
 - See 'Aquafil' example
 - See examples of Sanford's corporate reporting documents as exemplars

Graeme Sinclair (MNZM), Frontier Television

Ocean Bounty - season three preview

- Filmmaker, adventurer (think Alby Mangels) ambassador for industry, interest in filming episodes in WA

Craig Ellison, Executive Chair, Seafood New Zealand

Seafood Stars Awards presentation

Australian award recipients:

Young Achiever: Josh Pearce, The Fish Shoppe

Service to Industry Award: Bryan Skepper, CEO, Sydney Fish Market

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