

What's new in B.C.

Winter 2012

SPOTLIGHT ON:

WILD SEAFOOD

Albacore tuna, geoduck, Dungeness crab, and Pacific sardines



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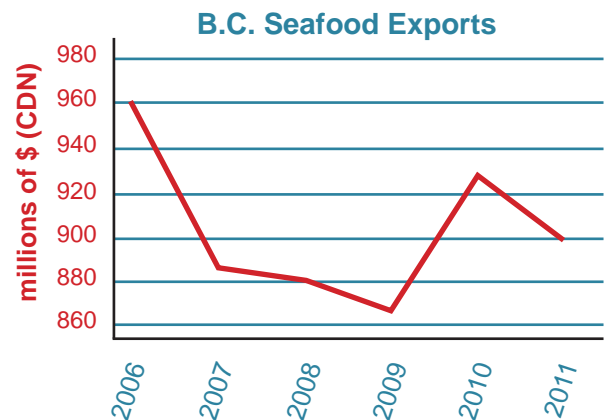
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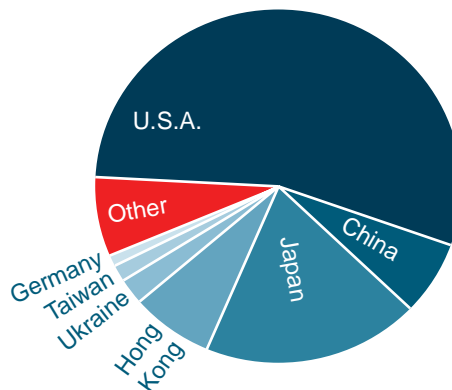
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Industry overview:

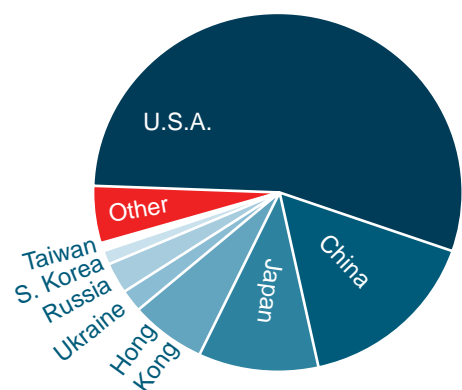
British Columbia leads all of Canada in seafood exports, with seafood making up nearly 35 per cent of the value of the province's total agri-food exports in 2011. British Columbia exported over \$900 million of seafood — nearly a quarter of the value of all seafood exported from Canada that year — to 66 countries in 2011.



B.C. Seafood Exports 2006-2011



B.C. Seafood Exports 2011



For more information, please contact the Northwestern Departmental Regional Office in B.C. at 604-666-6344 or at atsbc@agr.gc.ca. Aussi disponible en français.

Sustainability





It is becoming increasingly important for the seafood industry to employ sustainable practices in its harvest. In 2004, the Food and Agriculture Organization of the United Nations reported that 52 per cent of the ocean's wild fish stocks were fully exploited, 16 per cent were overexploited, seven per cent were depleted, and one per cent was recovering. Growing consumer awareness that the ocean's fish supply is not inexhaustible has helped push fisheries to identify more sustainable practices.

Fisheries in British Columbia adhere to the *Fisheries Act* — which is one of the strongest pieces of







environmental legislation in Canada, according to the Department of Fisheries and Oceans (DFO). Using peer-reviewed scientific information, DFO creates management plans outlining everything from the total amount of a species that can be caught to which types of gear can be used and enforces regulations using some of the most advanced monitoring programs in the world.

In addition to abiding by the regulations outlined in the *Act*, many fisheries in B.C. seek sustainable certification from private third-party organizations, including the internationally-recognized Marine Stewardship Council (MSC).

Recommended B.C. Products:

 = Best choice
 = Alternative choice



Dungeness crab			
Spiny dogfish			
Geoduck			
Pacific halibut			
Lingcod			
Mussels			
Spot prawn			
Sablefish			
Pink salmon			
Sockeye salmon			
Sardines			
Qualicum Beach scallop			
Swordfish			
Albacore tuna			
Skipjack tuna			
Green & Red Sea Urchin			

Third-party sustainable certification:



Marine Stewardship Council (MSC)

Consistent with the Food and Agriculture Organization of the United Nations eco-labeling guidelines, MSC is the global standard for fisheries sustainability. MSC certifies fisheries based on fish stocks, environmental impacts, and management. Its certification only applies to wild-capture fisheries.

www.msc.org



Ocean Wise

Ocean Wise is a conservation program of the Vancouver Aquarium that provides purchasers with current scientific information on seafood. The program recommends species based on abundance and resiliency as well as fishery management and harvest methods.

www.oceanwise.ca



Seafood Watch

A program of the Monterey Bay Aquarium designed to address consumer awareness, Seafood Watch recommends seafood based on fisheries, management, habitat, and species using peer-reviewed scientific findings and ecosystem-based criteria. Seafood Watch also encourages buyers to purchase from sustainable sources.

www.montereybayaquarium.org



SeaChoice Initiative

In collaboration with Monterey Bay Aquarium's Seafood Watch program, Sea Choice provides science-based seafood assessments and informative resources for consumers. The SeaChoice program is operated by the Canadian Parks and Wilderness Society, David Suzuki Foundation, Ecology Action Centre, Living Oceans Society, and Sierra Club B.C.

www.seachoice.org

Seafood Associations

Canadian Highly Migratory Species Foundation (CHMSF)

www.canadianalbacoretuna.com

Underwater Harvesters Association

<http://www.geoduck.org/>

Canadian Pacific Sardine Association

<http://www.bcsardines.com/>

Products:

Albacore tuna



Albacore tuna is a highly migratory tuna found in all of the global oceans and the Mediterranean Sea. Maturing at approximately five years or at about 85 centimetres, albacore tuna has a lifespan of 10 to 12 years.

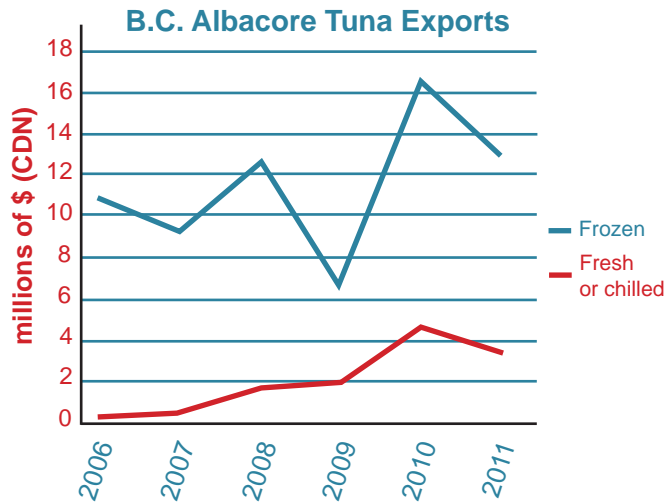
Catch from the offshore fleet is sold primarily to the blast bled frozen sashimi market, and catch from the inshore fleet is sold into the canned and blast bled tuna markets.

Albacore tuna is an ideal choice for

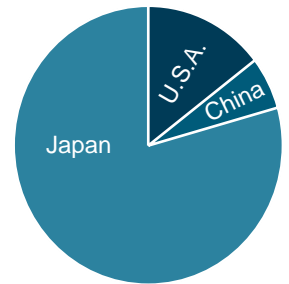
conscientious consumers, as test results have revealed that albacore tuna is low in mercury and can be consumed freely, according to the 2010 British Columbia *Year in Review* for seafood. Plus, it is certified as sustainable by a number of reputable organizations, including the globally-recognized Marine

Stewardship Council (MSC).

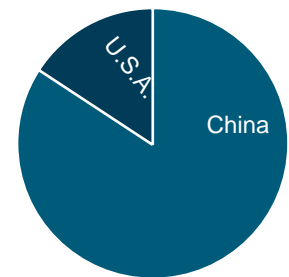
British Columbia was the source of over 99 per cent of the albacore tuna exported from Canada in 2011 at a value of nearly \$17 million. Of this \$17 million, \$13 million was frozen, and nearly \$4 million was fresh.



Frozen Albacore Tuna Exports 2006-2011



Fresh Albacore Tuna Exports 2006-2011



Geoduck



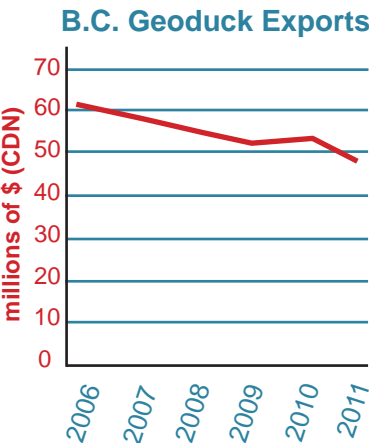
Geoduck — which the Chinese refer to as “elephant trunk clams” — is among the longest-living animals in the world, with many individuals living for more than 100 years. They are unique among clams because of the length of their siphons, or necks — which enables them to breathe when they are burrowed deeply underground.

The fishery is managed by a combination of a total allowable catch (TAC), a catch verification program, and individual licence quotas. Employing a low-impact method of harvesting, divers use high pressure water hoses to liquefy the sand around the clam.

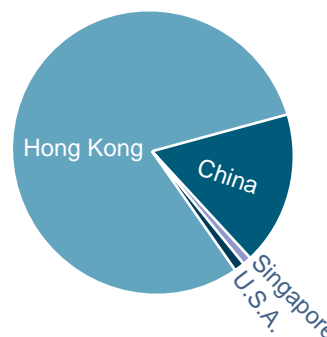
Geoduck is most valuable when they are delivered live and kept in a chilled salt-water tank with good water circulation until ready to be cooked and served. However, the siphon meat, chilled or flash-frozen and vacuum-packed is sometimes available and offers great convenience for users. Dried body meat, used in the preparation of Chinese soup tonics, is also available at times.

The geoduck’s sweet flavour and crunchy texture reveal themselves best when the clam is eaten either raw (in sushi or sashimi) or very quickly cooked (in a stir fry or hot pot). Geoduck toughens when cooked so a quick plunge into boiling water or sauce is all that’s needed.

British Columbia is the source of all geoduck exports from Canada — which made up over 5 per cent of the value of the province’s seafood exports in 2011.



Geoduck Exports 2006-2011



Dungeness crab



Dungeness crab is the most important species of crab harvested in British Columbia. The province is Canada’s leading exporter of the product, supplying 20 countries with Dungeness crab in 2011.

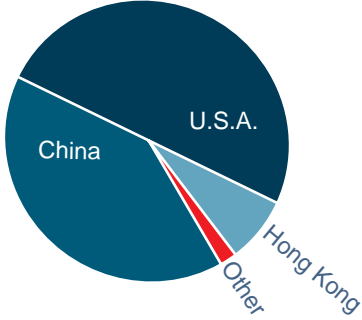
British Columbia exported \$72.5 million worth of the product in 2011, which was sent mainly to China, the United States, and Hong Kong. This was over double the amount the province exported in 2006 — growth that can be explained by China’s accelerating interest in live Dungeness crab.

Dungeness crab, continued

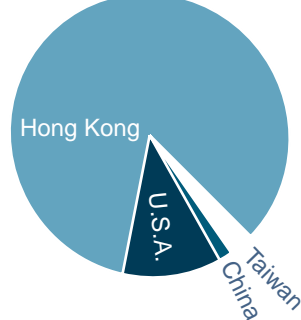
In 2011, China purchased over \$56 million worth of unfrozen and \$873,707 worth of frozen Dungeness crab, making up nearly 80 per cent of the value of all B.C. Dungeness crab exports.

Dungeness crab fisheries have little by-catch or other detrimental environmental impacts and are certified as Ocean Wise by the Vancouver Aquarium.

Unfrozen Dungeness Crab Exports 2006-2011



Frozen Dungeness Crab Exports 2006-2011



B.C. Dungeness Crab Exports



Pacific sardines



feed, bait, and limited onshore food markets, the food market is expanding. According to a 2009 B.C. government annual report on the seafood industry, sardine exports increased 52 per cent from \$8.5 million in 2008 to \$12.5 million in 2009. Primary export markets for B.C. sardine products in 2009 were Malaysia (\$4 million), Ukraine (\$3.3 million), and South Korea (\$1.5 million). The combined value of shipments to these three countries represented 70 per cent of all B.C. sardine exports.

According to BC Seafood, sardines migrate annually between California and the feeding grounds off Vancouver Island. It is the larger, older fish that migrate to British Columbia waters to feed in the summer.

Collapsing to very low levels in the mid-20th century, sardines disappeared altogether from Canadian waters. The Canadian sardine fishery has harvested sardines experimentally since 1995 and commercially since they were declared not at risk by the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) in 2002.

While traditional markets for Pacific sardines have been aquaculture

Commercially seine-caught sardines average 23 centimetres (9 inches) in length and 100 to 250 grams (3.5 - 9 ounces) in weight. Rich in omega-3 fatty acids, iron, protein, and minerals, sardines also have a stronger flavour than many other species of whitefish and has pink flesh with a fine, soft texture.

The sardine fishery in British Columbia has 50 per cent First Nation participation and is considered sustainable by a number of third-party organizations, including the Vancouver Aquarium's Ocean Wise program.

Companies:



Resources



Agri-Food Trade Service

<http://www.ats-sea.agr.gc.ca>

BC Seafood

www.bcseafood.ca

Fisheries and Oceans

www.dfo-mpo.gc.ca

Global Trade Atlas Navigator

<http://www.gtis.com/gta/>

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