



SANFORD

THE NEW FACE OF FISHING
VOLKER KUNTZSCH
HAURAKI GULF MARINE PARK SEMINAR

OCTOBER 2015



BEAUTIFUL
- NEW ZEALAND -
SEAFOOD

VOLKER KUNTZSCH – CEO, SANFORD LTD



- > Germany, Namibia
- > Scientist
- > Seafood
- > Quality
- > Brand
- > Sustainability

FINDING A HOME AFTER SOME EXTENSIVE OE



OUR BLUE PAINTED VESSELS ARE PART OF AUCKLAND'S HISTORY

- > Albert Sanford began catching fish in 1864
- > Sanford was publically listed in 1904
- > The Hauraki Gulf has provided all of us with an amazing basket of fresh products for over 150 years



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THE MAGIC HAPPENS OUTSIDE THE COMFORT ZONE

- > In 1996 Unilever and WWF set up the MSC – an unlikely collaboration
- > Unilever pledged to source all fish from sustainable fisheries by 2005 – my challenge was to encourage fishers to commit to certification
- > In 2015 80% of Sanford's deepwater catch is MSC certified



THE MAGIC HAPPENS OUTSIDE THE COMFORT ZONE



Southern Seabird Solutions: Black Petrel Workshop, Auckland
Sam Hayes, Rimi Hawkins-Attwood and Owen Linwood

**EFFECTIVE
FISHERIES MANAGEMENT
DEPENDS ON
COMPLETE INFORMATION**



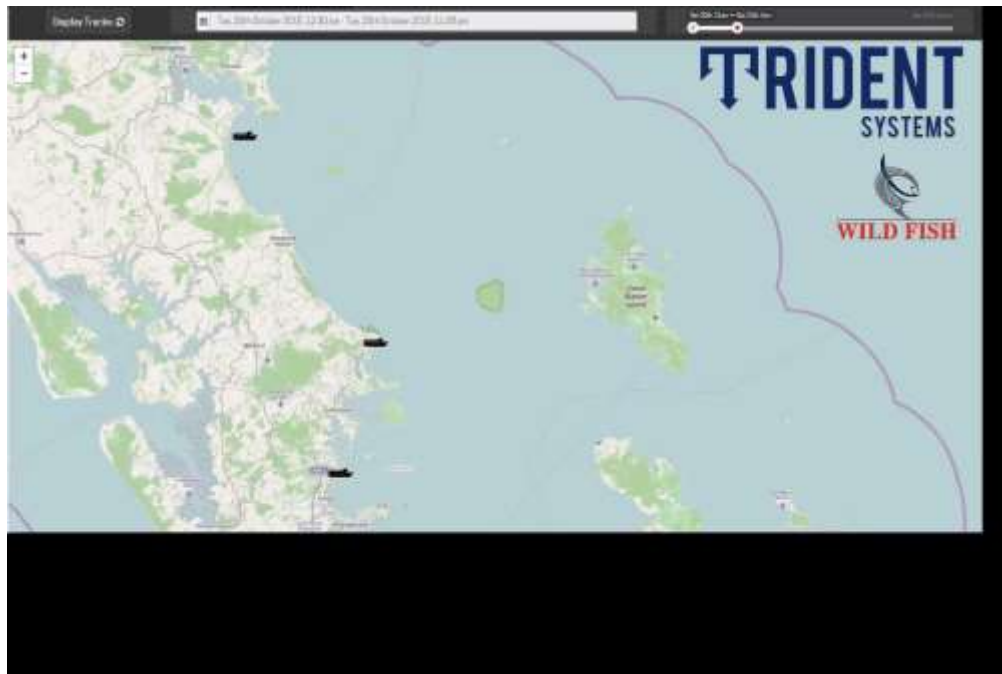
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TRANSPARENCY IS ESSENTIAL



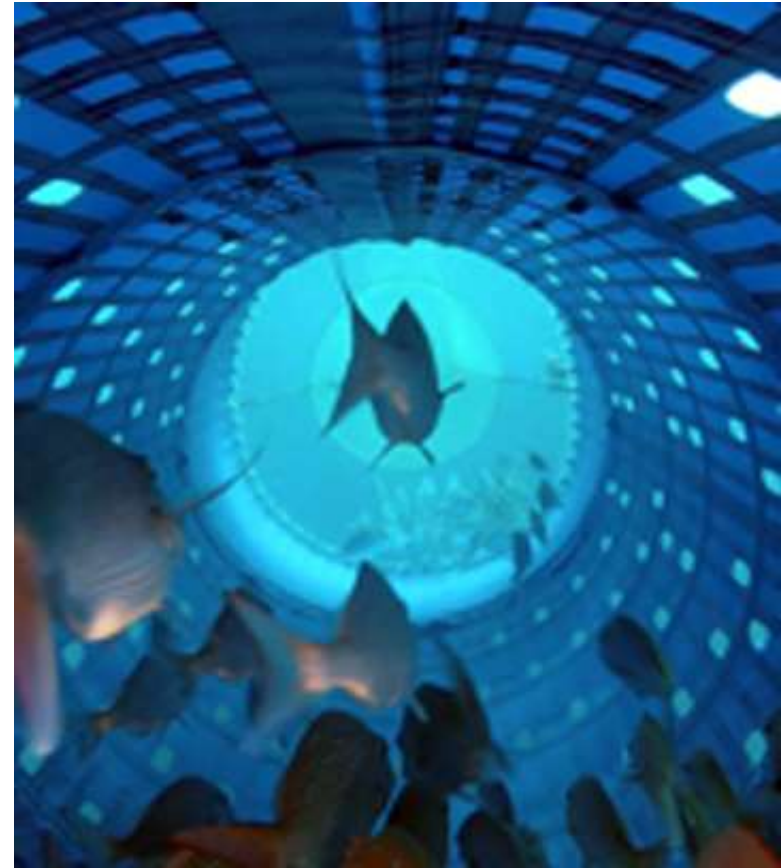
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70+ VESSELS FISHING IN FMA1 WILL RUN GPS



COMMERCIAL FISHERS: CREATING A BETTER FISHERY

- Commercial fishers now record and report the volume of small snapper they are required to return to the sea
- Sanford commits to having our SNA 1 vessels using the PSH net within three years



FISHERS HAVE HELPED DESIGN VESSEL ELECTRONIC MONITORING



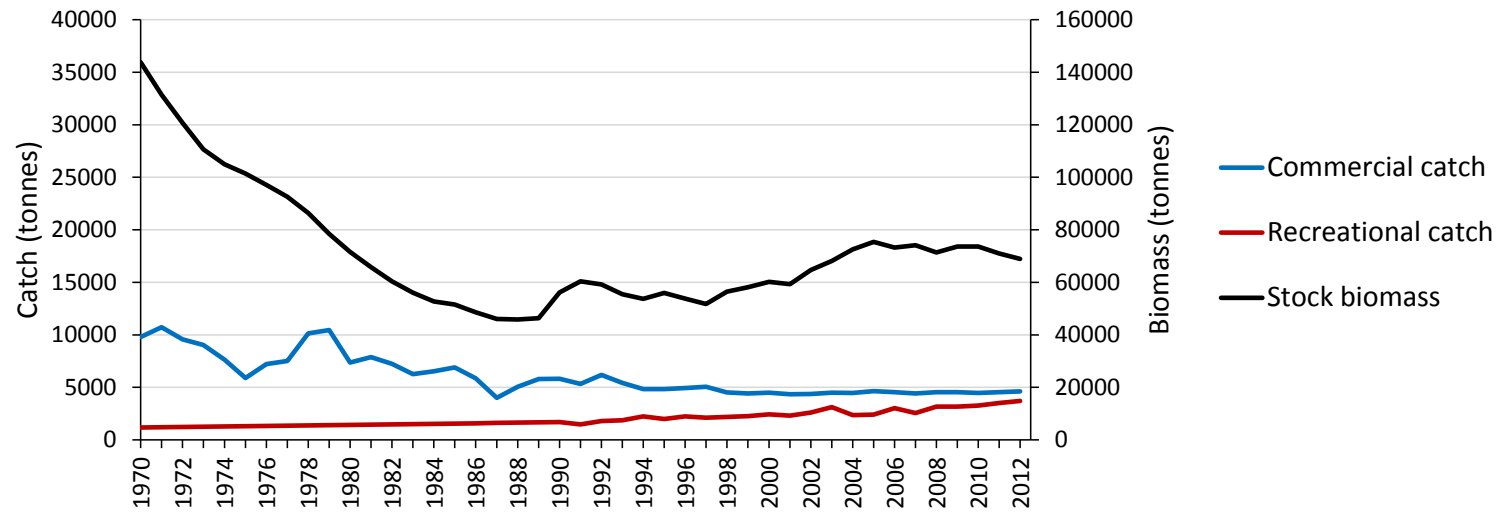
— UNDER DEVELOPMENT – ELECTRONIC CATCH REPORTING

- > Smart technology
- > Records on the vessel the catch, species range, volumes, location etc.
- > Initially developed by Trident for use in Fiji
- > Real time data

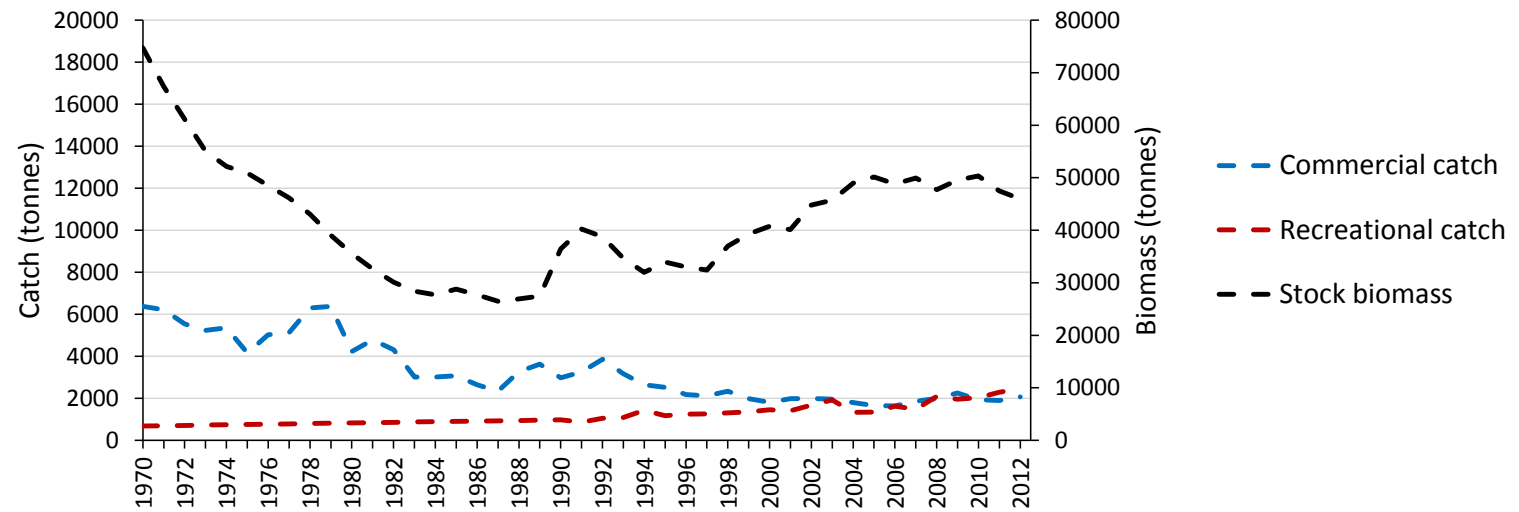


Biomass and catch histories

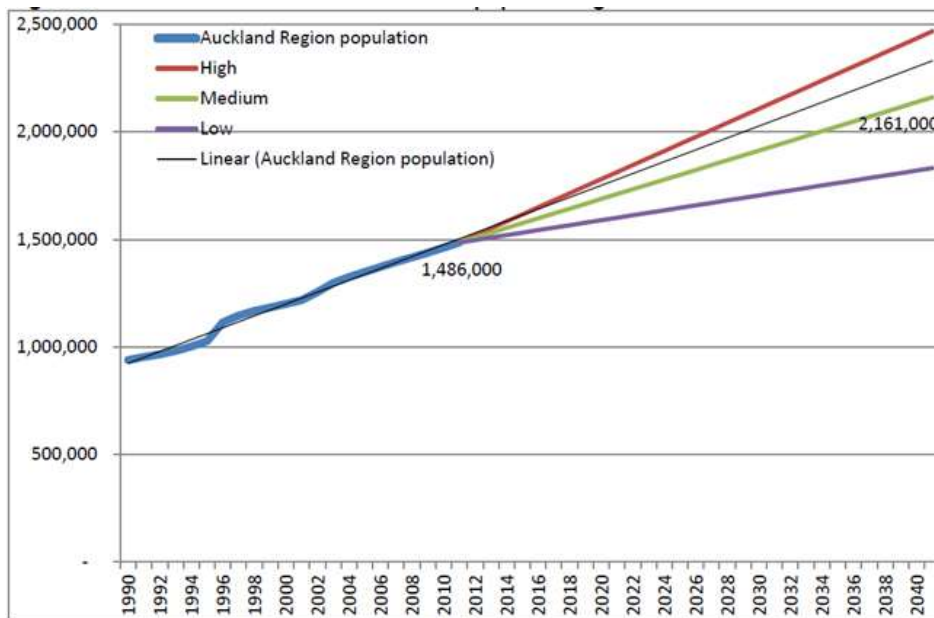
SNA 1



Hauraki Gulf



AUCKLAND POPULATION GROWTH LEADING TO PRESSURE ON THE GULF



Source: AC 2012, AGM; SNZ Subnational population estimates.

- > Recreational fishing will increase disproportionately to commercial sector
- > We need to understand the impact of all participants in the fishery to ensure the availability of fish for generations to come

THE GULF FISHERY





SUNDAY, 8 JANUARY 2040
HAD A FANTASTIC DAY WITH THE
KIDS FISHING IN THE HAURAKI
GULF

Photo Courtesy: Stuff.co.nz



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SUSTAINABILITY REQUIRES COLLABORATION

Possible scenario:

- > No more commercial fishing in the Hauraki Gulf
- > All recreational fishing to be recorded



THE GULF IS A SPECIAL PLACE

LET'S KEEP IT THAT WAY



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