Outcome Logic for PGP Precision Seafood Harvesting Programme 2012 - 2018

Long-term outcomes

2026 -

A more productive and resilient New Zealand fishing industry producing higher quality, more sustainably harvested seafood products

Medium-term outcomes

2020 - 2025

Increased industry uptake of new seafood harvesting technology and practices (modular fishing)

Critical mass in the supply and consistency of supply of new premium quality, sustainably harvested seafood products

Short-term outcomes

2013 - 2020

Increasing supply of new premium quality, sustainably harvested seafood products

New premium harvested seafood products available for targeted end audiences

New technology and handling systems improves fish condition and environmental outcomes

Buyers, sellers and consumers understand the value proposition of premium branded products

New fisheries information reported on seafood quality and sustainability

Change in seafood industry mindset, culture and practices from a volume to a quaity and value focus

Improved seafood product traceability through better supply chain management

Activities and outputs

2012 - 2018

Ongoing relationship building and communications with brand partners and consumers and stakeholders

Staged rollout of innovative supply chain systems with support and education for industry employees

Regulatory approval for modular harvest systems supported by validation evidence

Market research, brand development and information to educate consumers and support

Applied research on commercial vessels into the effects of innovative harvest systems and handling systems on fish quality

Development and validation of modular harvest systems and on-board handling techniques

Enablers and inputs

Underpinning research led by Plant and Food Research

Collaboration between three major NZ seafood companies

Problems and opportunities

Consumer demand for higher quality, healthier and more environmentally-friendly fish products

Limited research from which the seafood harvesting industry can generate value

Narrow range and limited versatility of current seafood harvesting products

Limited ability to target specific species, resulting in waste from trawls bringing up unwanted fish

Lack of investment into innovative seafood harvesting systems

Ageing vessel infrastructure and seafood harvesting technology

Additional benefits for the sector and New Zealand

Enhanced reputation of New Zealand seafood industry

Contribution to marine conservation and protection of marine life

Improved fish stocks through selectivity and reduced mortality of unintended catch

New generation of more effective and efficient seafood harvesting vessels

Collaborative partnerships across the seafood sector and with supporting industries

Contribution to innovation and skills development in seafood industry

Introducing international expertise and capability to the NZ primary sector

Strengthened R&D and linkages between researchers, commercial organisations and markets