

EXECUTIVE SUMMARY

This period completes the sixth quarter of PGP funded activity for the Precision Seafood Harvesting programme. The partnership has continued to both consolidate and build its momentum this quarter. This is notable as the programme activities expand beyond the research objectives and further into the commercial testing and marketing strategy development. It is highly significant to the co-investor companies that the partnership has been able to deliver a positive public profile around their investments through a media launch and industry forums.

Significant points of progress this quarter were:

- Media launch of Precision Seafood Harvesting at the NZ Seafood Industry conference in Auckland.
- Commercial testing processes for trip notifications and reporting being bedded in for the co-investor special permits.
- The second in-shore β specification was released on schedule and constructed ready for use. Testing of this prototype will commence early in the next quarter.
- Significant gains were made in the α testing of the first off-shore prototype for hoki. The gains were made in reduction of fish caught in meshes (stickers) and improved catch rates.
- The first off-shore β specification is now being drafted and it is anticipated that this specification will be approved in time to allow for construction and commencement of commercial testing next quarter.
- The Precision Seafood Harvesting on-line profile has been established through website www.precisionseafoodharvesting.co.nz and YouTube up-loads.
- A brand strategy model has been approved for marketing of new seafood outcomes.
- The software for collection, analysis and reporting of at-sea validation data is in the final stages of development. This will allow the effective reporting of data collected using the newly developed standard sampling methods for quality and sustainability.
- Total programme expenditure for this quarter was within budget.



Snapper swim inside a MHS prototype during sea trials