Delicacies of a DELICATE sea

David Suzuki Foundation

SOLUTIONS ARE IN OUR NATURE

Uncover BC's sustainable seafood treasures

It's rare that I turn down an opportunity to go fishing or eat tasty West Coast marine delicacies. That's why I'm always excited to hear about small-scale sustainable fisheries and aquaculture operations on the British Columbia coast making big inroads. I'm thrilled that we're able to feature some of these products in a magazine for those who supply our seafood across B.C. and Alberta.

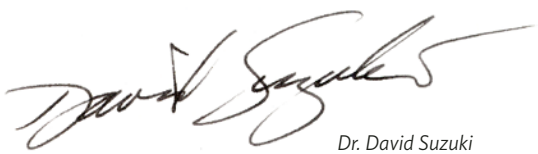
The producers we're featuring offer sustainable options for the consumers of today and tomorrow. They protect the incredible diversity of life that surrounds us and demonstrate it is possible to live within an ecosystem and thrive economically at the same time.

These fisheries and aquaculture operations are celebrated for their contributions to creating healthy coastal ecosystems and economies that are vital to our well-being. They may blend traditional First Nations knowledge and practices with modern technology or add new flavours and ideas to our local food-loving palate. Some are making big splashes overseas.

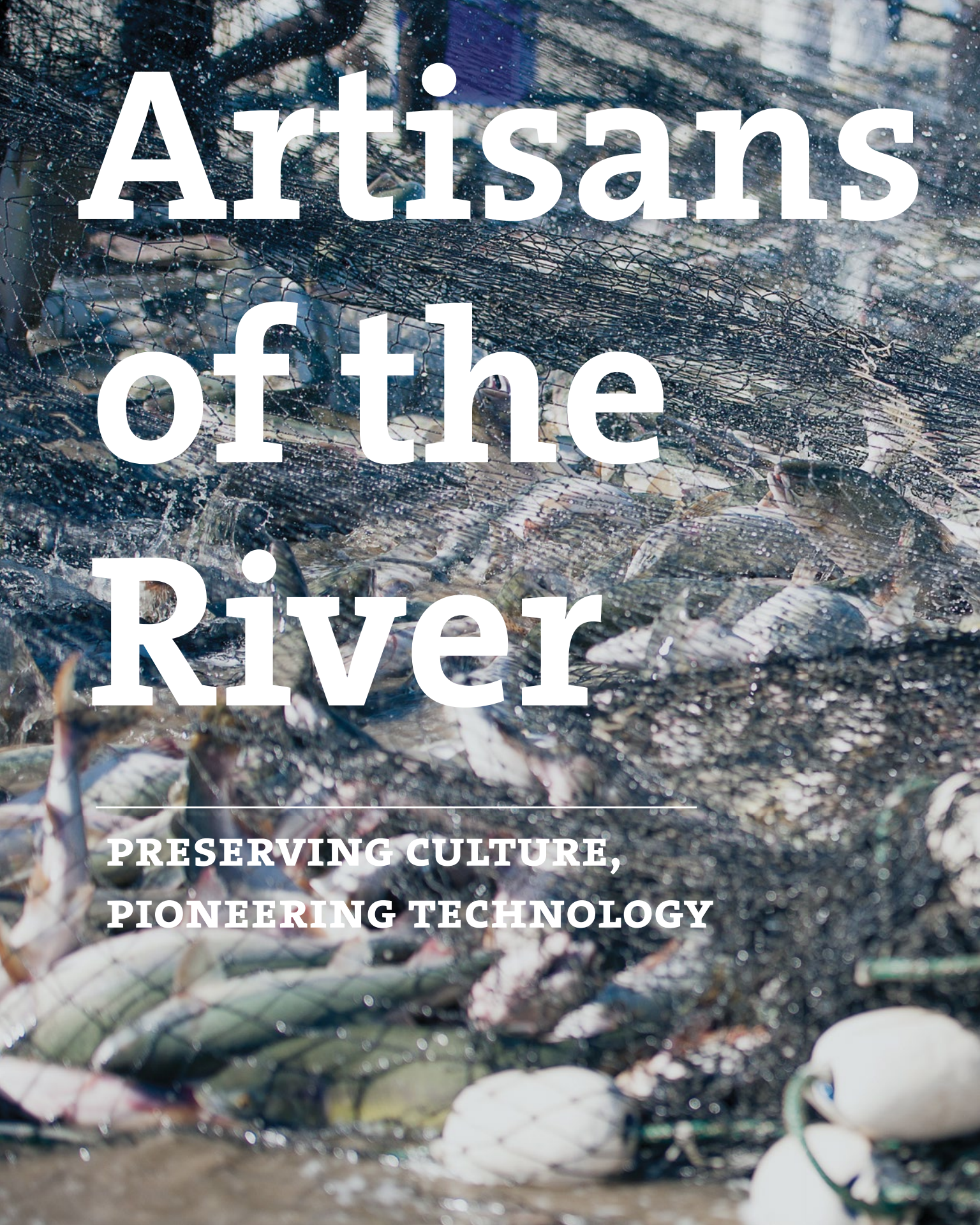
It's time these hidden local treasures get the exposure they deserve. I encourage you all to step outside your comfort zone. Geoduck chowder for lunch? Gooseneck barnacles for your hotpot? Why not try caviar for the first time, or sturgeon marrow consommé? Or just grab some maple pink salmon candy for an afternoon snack.

There's a bounty of delicious wealth from the ocean and rivers to share. Let's enjoy those choices that make our planet a richer place to live.

Thank you to all the producers featured in this magazine for leading the way and showing us what is possible.



Dr. David Suzuki



Artisans of the River

PRESERVING CULTURE, PIONEERING TECHNOLOGY

The sky is clear, the river is green and the salmon are jumping on day two of the **pink salmon** fishery on the Harrison River. Today fishers from the Sts'ailes and Scowlitz will catch about 30,000 pink salmon using a beach seine technique, where a small boat pulls a net into a circle that is pursed together and dragged to shore by a team. The licence allows just over 49,000 fish, each one of which is meticulously accounted for.

Running a cooperative fishery... increased profits by as much as 40 per cent.

Up to 113,398 kilograms of pink salmon are caught in a typical fishery from the Harrison and adjacent lower Fraser fishery by Harrison Salmon Producers. About 100 fishers and other support workers are employed by the fishery, ranging in age from early 20s to 70-plus.

The fishery is below Harrison Lake, in the Harrison River off the main stem of the Fraser River. Sixty per cent of the salmon that make their way to the lower Fraser River may come from the Harrison River, a world-recognized salmon stronghold and one of the few Fraser River fisheries that is exclusive to the adjacent First Nations.

The fishery started in the mid-1980s as part of a new surplus salmon fishery made available to the Sts'ailes. Working with their Scowlitz neighbours, they co-manage salmon fisheries, including economic fisheries, which started in 2005 under DFO's Pacific Integrated Commercial Fisheries Initiative to shift to more in-river selective fisheries.

This fishery integrates First Nations fishing values such as quality, sustainable fishing and responsible trade. There is a commitment to stewardship, protection of local food, social and ceremonial fisheries and safe fishing practices.

Kelsey Charlie "Tixweltel" is the President of the Sts'ailes Development Corporation and cares deeply about the future of the fishery. "We don't want to be the generation that has lost this," he says pointing out the abundant wildlife in the area. He notes that community members who don't respect fishing protocols are warned and may even risk banishment from the community and suspension of fishing rights.

Charlie's family is steeped in generations of traditional fishing practices. His memories include riding in a canoe with his dad and brothers and catching chum that were smoked and eaten during the winter. White spring salmon in his youth could weigh as much as

22 kilograms, he recalls, and were often caught with a long spear and torch at night. The fishing seasons began when pussy willows appeared and didn't end until the last of the chum salmon arrived in the peak of winter. The first fish ceremonies took place in March with the arrival of spring chinook; now, they may be delayed until as late as July.

Dave Moore is the general manager of the Harrison Fisheries Authority, which links fishery decision-making and the traditional authority of the Sts'ailes and Scowlitz governments. He says that as the fishery grew, so too did the relationship between the First Nations communities sharing the river. By running a pilot cooperative fishery where the fishing equipment is co-owned and the fishing and marketing is shared between the two bands, they've increased profits by as much as 40 per cent, Moore says.

On this pink salmon fishery day, wild coho bycatch is carefully returned to the river. The in-river fishery's use of selective harvesting differs from ocean-based mixed-stock fishing that is less able to avoid catching weak stocks, Moore says. The Harrison Fisheries Authority has a vision that 50 per cent or more of salmon could be harvested in-river.

Significant improvements have been made to traceability. Digital tablets and cellphones share information through a dashboard, speeding up real-time accuracy and efficiency. Every fish is accounted for in databases from the fishery, to the landing site and beyond. QR codes allow consumers to know where, when and by whom the fish is caught. The technology "just changed the fishery," says an excited Moore. There's been a "ripple effect" with new fishing licences being negotiated and transfer licences coming from other fisheries.

It's also led to a new River Select brand shared with other First Nations with the same vision in the Okanagan, Quesnel, Chilcotin and Chilko. "Our goal," Moore says, "is to help consumers appreciate qualities unique to each fishery." One of the first products will feature Indian candy made from sockeye and pink salmon. Social media has been launched and product should be available through suppliers or online by the spring of 2014.

In addition to the wholesale marketing of headed and gutted salmon, products such as hard- and soft-shell caviar are also on the list. Sockeye salmon are sushi grade and can be eaten raw or filleted, and chum and pink salmon are popular products as barbecue tips or smoked.

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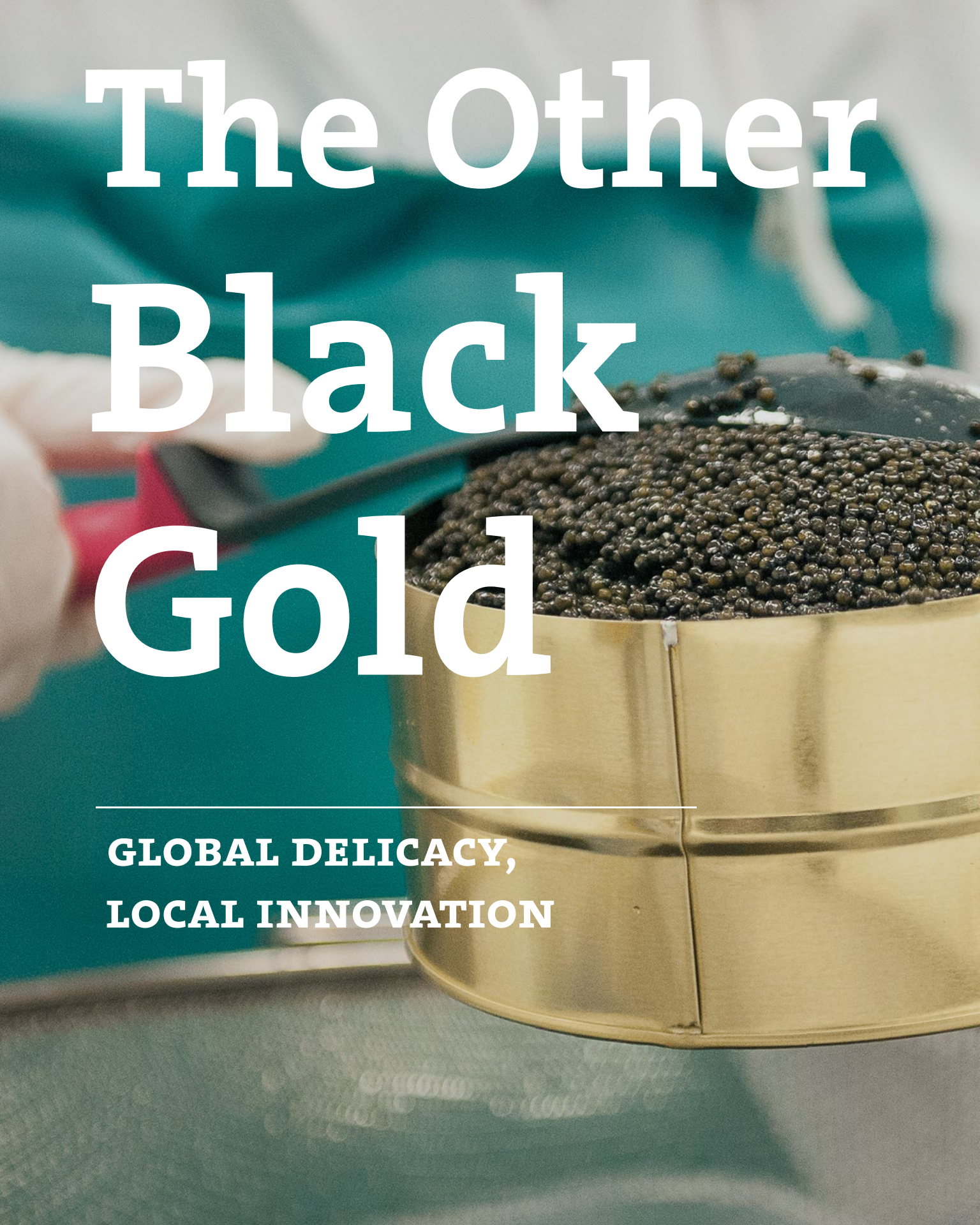
HARRISON
SALMON
PRODUCERS

The Other Black Gold



GLOBAL DELICACY, LOCAL INNOVATION

It's quite something to see the ovaries being scooped out of the belly of a recently harvested **sturgeon**. The 70-kilogram female averages over three kilograms of eggs. The processing room is where eggs are harvested and Fraser River white sturgeon meat is prepared year-round for Northern Divine Caviar. This year, 600 kilograms of caviar were produced. That's expected to double next year.

Certified organic, sustainable and healthy — and from B.C.'s backyard. That's what a small 16-person company called Target Marine Hatcheries is selling with its Northern Divine Caviar brand. The company is near Sechelt at Porpoise Bay on the Sunshine Coast. Target bought the operation in 1994. Spawning began in 2000, with the first meat from male sturgeons going to market in Canada in 2002.

Justin Henry is the general manager for Northern Divine. He sees caviar production as a local food education opportunity and strives "to make the consumer aware of what they're buying and where it's coming from. You should feel good about eating it," he says. With a background in aquaculture and a passion for fish, he is motivated by trying to do something that hasn't been done before.

The operation, which takes pressure off seriously depleted wild sturgeon, is run on five acres using about 100 closed-containment, land-based tanks. Because a female sturgeon takes at least 13 years to mature, the company didn't start harvesting caviar eggs until 2011. The wait was worth it. Customers love the caviar's taste, Henry says.

Northern Divine has been rated among the top five sustainable caviars in the world. The keys to success, he says, are minimal stress on the fish and premium groundwater drawn from seven wells. The temperature in tanks ranges from 8.5 C to more than 20 C. By changing water temperatures, growth rates can be carefully controlled. When the females are ready to be processed for eggs, for example, their water is on the cooler end of the spectrum.

Water recirculation and filtration systems are designed to ensure sustainable practices. More than 99 per cent of the water is recycled in the recirculation systems, and water use has been cut by 70 per cent in the water

reuse systems. The amount of energy needed to heat the water has also been slashed. Filters remove CO2, ammonia, solid waste and other materials. Waste from the operation is composted and fish receive organic feed.

Henry believes closed-containment farming in B.C. in the next decade will take off. The main markets for the caviar are B.C. distributors, restaurant retailers and high-end chefs. It's being sent by courier daily, with distribution to the U.S., Europe and Australia. While the demand for caviar from Russia remains substantial, Henry says they're marketing to a new generation of financially successful younger people in B.C. who grew up not knowing caviar. "We'd rather build a local demand," he says. Caviar used to come almost exclusively from the Caspian Sea, but that supply has all but disappeared.

All Northern Divine's caviar is traceable. Caviar meister Kelly and her assistant, Trevor, carefully extract the eggs, which are then lightly salted and packed in tins with labels providing information about the single-source sturgeon. Eggs are aged over varying time periods, respecting the unique qualities of each fish.

The caviar is free of antibiotics, hormones and a popular caviar preservative, borax. Without the borax, the fresh caviar is good for several months at -2 C, and up to five weeks in the refrigerator. Caviar is high in omega-3 oils.

About a quarter of the company's business is selling sturgeon meat, which is notable for its density. The company sells only fresh meat, aged for a week to give it optimal flavour. Markets in Canada are sought for all parts of the fish, including the spinal marrow, a product used by chefs for consommé and garnish.

Business is growing. This year's sales are triple last year's, Henry says. They've managed to finance the operation themselves, despite expenses such as

$100,000 to retrofit a single large tank for recirculation. The biggest business challenge, he says, has been letting people know that sturgeon and caviar are available after decades of being off the menu.

White sturgeon farmed in closed systems like this one are considered a "best choice" by SeaChoice, one of Canada's most prominent eco-labels. Wild sturgeon numbers around the globe plummeted over the past century, with overfishing leading to the complete collapse around the world of most major sturgeon stocks. Wild white sturgeon populations are endangered in Canada.

In the wild, white sturgeon is found from Alaska to California. Along with being the largest freshwater fish in North America (up to six metres and over 800 kilograms), they are also one of the longest living, reaching over 150 years.

Henry's favourite way to eat the caviar? Straight out of the tin with champagne on the side.

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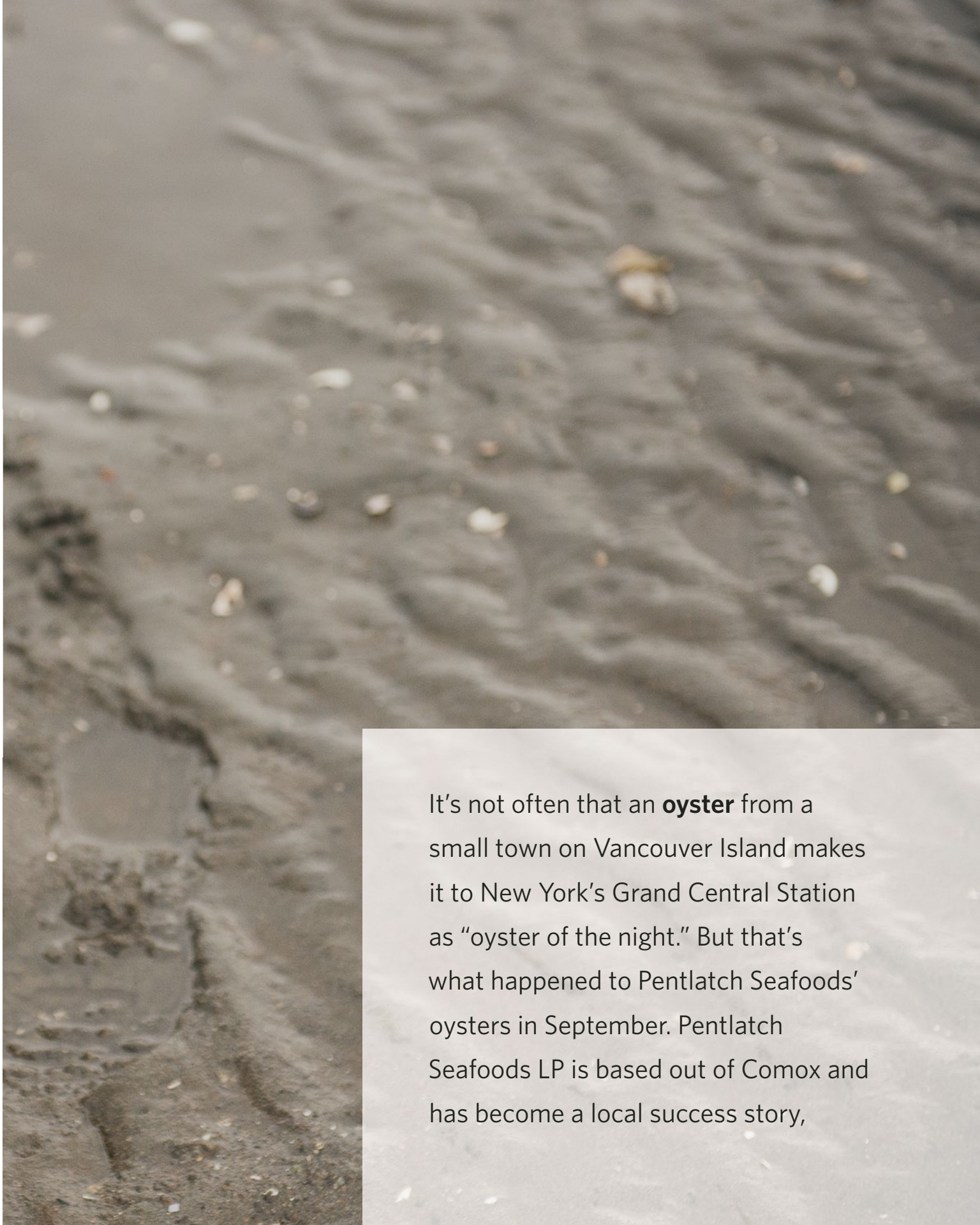
Bounty of the Beach

CRACKING OPEN THE SECRET OF SUCCESS



It's not often that an **oyster** from a small town on Vancouver Island makes it to New York's Grand Central Station as "oyster of the night." But that's what happened to Pentlatch Seafoods' oysters in September. Pentlatch Seafoods LP is based out of Comox and has become a local success story,

Pentlatch Seafoods measures sustainability culturally, socially, environmentally and economically

growing to be the third-largest shellfish producer in the Baynes Sound area of Vancouver Island with $1.3 million in sales in 2012 from manila clams and oysters. About 50 per cent of shellfish in B.C. come from this area. The company, which is fully owned by the K'ómoks First Nation, produces about 200,000 to 300,000 dozen oysters and 200,000 to 300,000 pounds of manila clams.

The year-round aquaculture operation, which started in 2004, is in the core territory of the K'ómoks First Nation and employs up to 20 people during its peak season. The 90-hectare operation includes seven intertidal beach sites and two deep-water sites.

Richard Hardy is the general manager of the K'ómoks First Nation–owned company. "We're working our tails off to produce the best oysters, the best clams in B.C. and Canada, in North America. That's why you work your butt off is to have somebody enjoy that oyster and say, 'Wow, what a great product. Can I have another one?'" he says.

Pentlatch Seafoods measures sustainability culturally, socially, environmentally and economically, Hardy says. "We feel that we have a good mix of all these." Maintaining the water quality around the shellfish tenures is paramount and is monitored regularly through water and meat samples.

Hardy feels good about the approach. When you pull product off the beach, he says, you put something back and that's not something you see in the wild. "The day we get clam seed or oyster seed, I'm like a little kid at Christmas time," he says.

Hardy buys seeds that start at a quarter of an inch in size from Washington State or California. He factors in a 50 per cent mortality rate from natural predators such as ducks, moonsnails, sea stars and crabs.

Roberta Stevenson, executive director of the B.C. Shellfish Grower's Association, echoes Hardy's sustainability message. "It does leave a footprint, but it's sustainable and it's long-term and it's the obvious choice rather than fishing," she says. There are advantages, she says, in choosing shellfish that are fed only by readily available phytoplankton. "The demand for this product is insatiable. There will never be a shortage of market opportunities for protein from the ocean."

Shellfish farming is not an easy business, Stevenson says. "It is labour-intensive and it's hard work like all farming." Harvesting may happen in the middle of the night to hit the right tides. Just like gardening, soil has to be prepared and shellfish have to be thinned out so they can grow.

New challenges related to climate change are already being felt, Stevenson notes. "Ocean acidification is really affecting shellfish farming. It's a scary future. They're not reproducing the way they used to be."

In January this year, the K'ómoks First Nation bought the Salish Sea Foods LP processing plant in the Comox Valley and now does custom processing for up to seven other producers. A couple of days a week, they ship to Richmond and Surrey. The shellfish are transferred from pickers to cargo nets to boats, totes and trucks, where they are moved to Lower Mainland locations and met by U.S. trucks.

About 95 per cent of sales go to the larger U.S. markets such as New York, Boston, L.A., San Diego and San Francisco. The other five per cent makes it to Canadian markets: to Thrifty Foods on Vancouver Island, and to Sobeys in Alberta, Ontario and Quebec. Hardy says they would "absolutely" love to move more product in Canada. They also supply to local restaurants in the Comox Valley.

Komo Gway branding incorporates strong cultural identity into the marketing of the products. For K'ómoks and other coastal First Nations, Komo Gway is the ruler of the undersea world who ensured the sustainability of marine resources.

The future looks bright for Pentlach Seafoods and for Hardy, who received the National Aboriginal Achievement Award in 2012 for this work. "We're probably going to do some more significant growing over the next four to five years," says Hardy, who expects to double production. Future directions may include moving beach production into water-immersed rafting operations and recreating a product trading chain with other First Nations; for example, trading with East Coast nations that produce lobster.

The beach oysters Hardy's company produces are fed through the decomposition of surrounding eelgrass beds and tend to have a meatier texture than those from the faster-growing rafting method of farming. During winter months, they can stay fresh for up to three weeks.

Hardy prefers to eat his oysters raw from the shell. He likes manila clams steamed with white wine, garlic, butter, salt and pepper and topped with cherry tomatoes and parsley.

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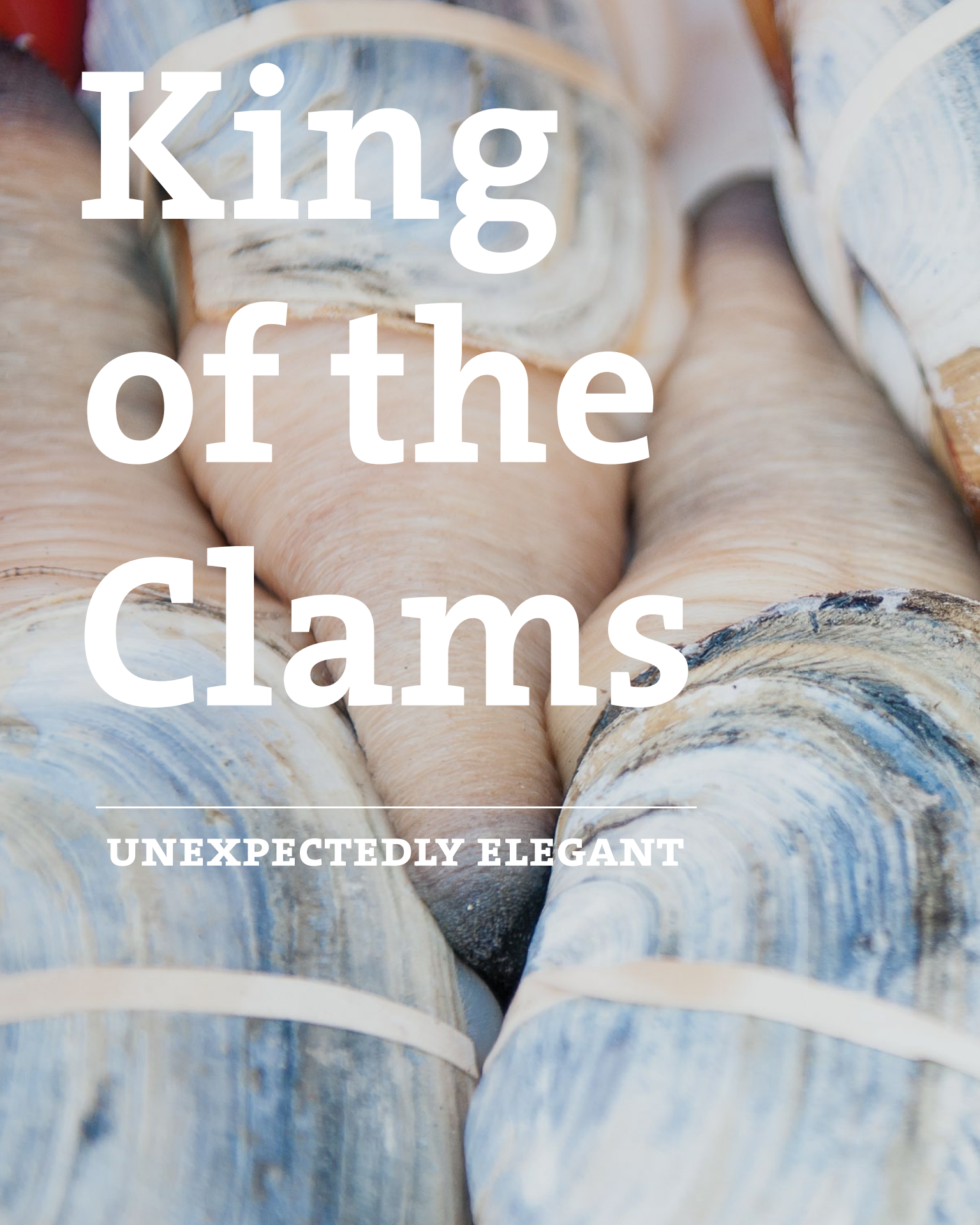
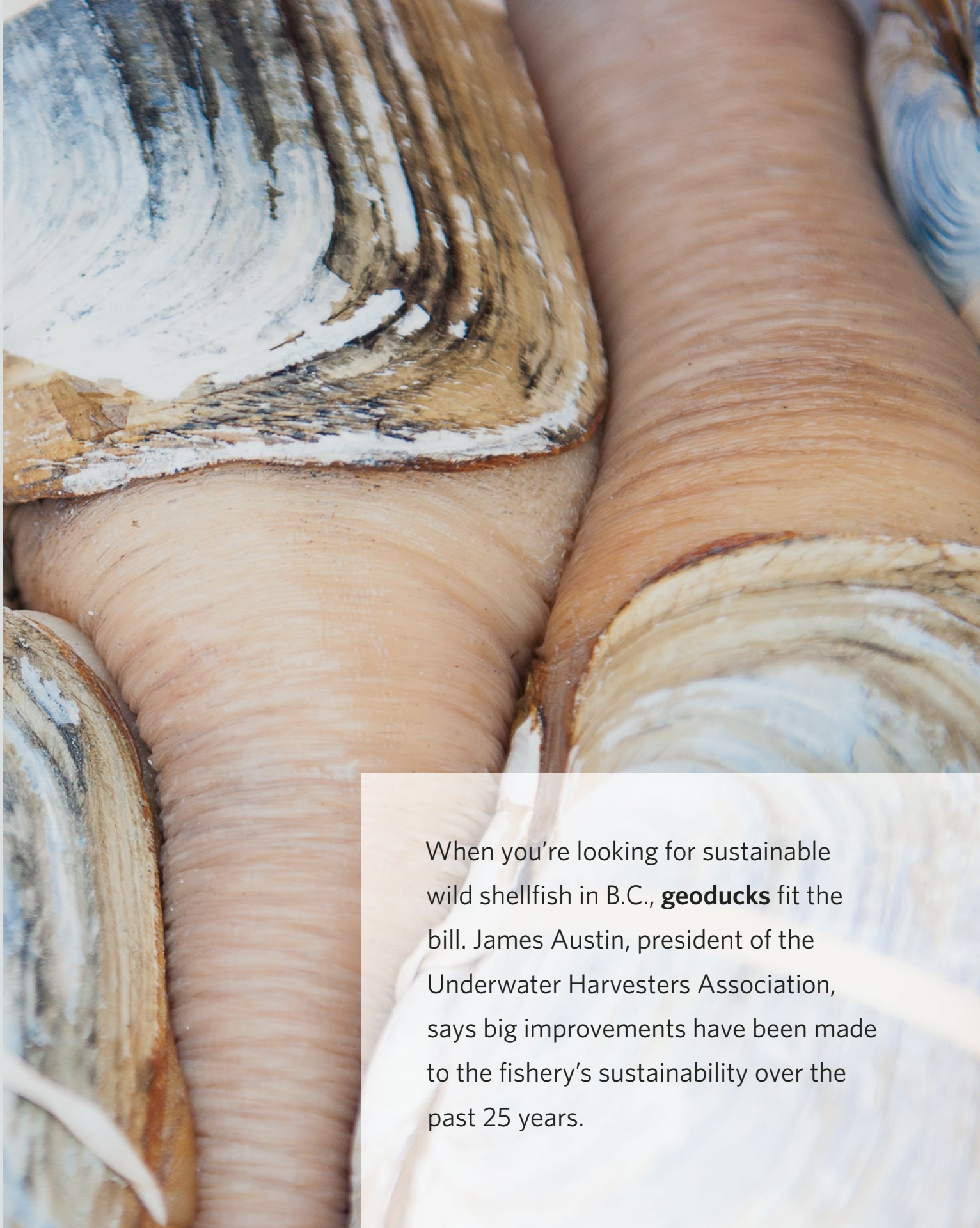


King of the Clams

UNEXPECTEDLY ELEGANT



When you're looking for sustainable wild shellfish in B.C., **geoducks** fit the bill. James Austin, president of the Underwater Harvesters Association, says big improvements have been made to the fishery's sustainability over the past 25 years.

Geoducks taste a lot better than the name sounds.

"All the boats do a pretty good job now," he says. Certain areas are avoided and given time to recover, or they're co-managed with the Department of Fisheries and Oceans. The industry is "conscious of not over-harvesting," he says. That's part of the reason SeaChoice considers the geoduck a "best choice" option for consumers.

The fishery is unusual, Austin notes, because it's one of the only ones where divers harvest from the ocean floor. A typical fishing operation includes a boat up to 14 metres long, with as many as three divers and a helper. A diver can harvest underwater for up to three hours. They use compressed low-pressure air supplied by 90-metre umbilical hoses from the surface.

Sometimes referred to as king clams, geoducks, which live up to 100 years and take up to 12 years to reach marketable size, are found living up to 30 metres below the ocean's surface. They're filter feeders with a siphon that stretches up to a metre long. Divers spot the siphon or depressions in the ocean floor to find them. A high-pressure water hose then loosens the substrate around the geoduck, allowing the diver to grab it without long-term damage to the ocean floor.

Geoducks are harvested along the entire British Columbia coast. B.C.'s commercial dive fishery for geoducks began in 1976, with total allowable catches introduced in 1979. Individual vessel quotas were introduced at industry request in 1989.

Austin was trained in commercial diving for the oil and gas industry but started geoduck harvesting in the early 1980s. Since its beginning as a "shotgun free-for-all fishery", he recalls, much has changed. Harvesting is managed in 100- to 200-metre sections with quotas of 450 kilograms in any one area. Quotas for geoducks have remained stable at about 1.45-million kilograms per year. Another change in the industry, he says, is better care and handling of the geoducks, with some boats carrying live product submerged in water.

Darrell Thomas, a fourth-generation commercial fisherman, is enthusiastic about the industry and its sustainability. He notes areas move in three-year rotations and are not overharvested, and relations with DFO are good. "I really hope this fishery carries on, well, forever really if it's done right."

While geoducks are plentiful in B.C., markets are centred in Asia. Earlier geoduck markets were mostly for processed geoduck siphons and body meat in Japan. In the late 1980s, markets shifted toward live markets in China. The expansion of the American sushi industry has spurred a rise in domestic demand in North America for geoduck sushi, known as "mirugai". Now, 97 per cent of B.C.'s geoducks are exported to Asia, usually arriving alive in under 24 hours. Given the large carbon footprint associated with overseas transport, sustainability would improve as local markets expand.

The geoduck ranks first in landed value (price paid to commercial fishers) in B.C. About 1.5 million kilograms of geoducks are produced in B.C. each year, and between 2006 and 2010, exports from Canada averaged $35 million a year.

Attempts to market geoduck locally have not proven successful, according to Austin. "Geoduck is sold locally but the overall demand is much higher in Asia largely because of the sheer numbers of people in China, Hong Kong and surrounding countries."

Austin notes that Chinese customers he's dealt with tend to prefer raw sashimi. Many like geoduck chowder. His favorite way? Raw. Thomas prefers it as sashimi too. He'd like people to know that "geoducks taste a lot better than the name sounds." Maybe it's time to try something new.

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Silver Lady 2013
GEODUCK CLAM & HORSE CLAM
VALIDATION & HARVEST
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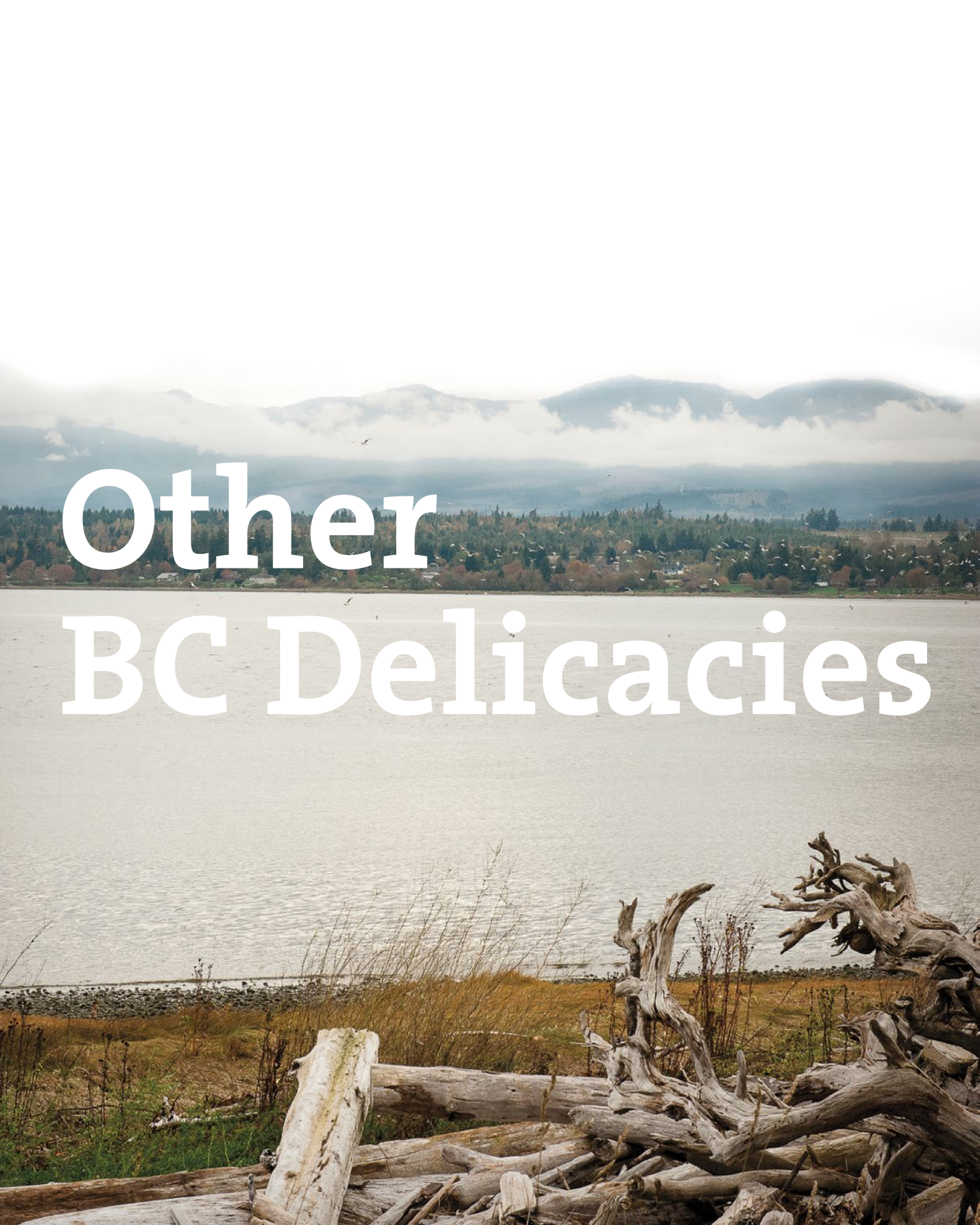

Other BC Delicacies

QUATHIASKI COVE SWIMMING SCALLOPS

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It's a lonely spot to be in. "I'm the only pink and spiny scallop trawl fisherman left in Canada," says **Ken McGuffie**. The fishery, which after many years is still operating with a scientific permit rather than a licence, is just outside of Quathiaski Cove on Quadra Island. Swimming scallops can be found from Alaska to California. The award winning butterfly trawl design ensures the trawl's net rides above the seabed. It's a highly selective method since scallops are disturbed, start swimming and are then caught. McGuffie says he is constantly amazed by the lack of bycatch. And there's very little discard mortality. In the areas where fishing can happen, the total allowable catch is just 4% of the amount that is harvestable.

Albion Seafoods, Fanny Bay Oysters and Outlandish Seafoods distribute to retailers. McGuffie's favorite way to eat the scallops is steamed open and eaten whole using any mussel or clam recipe.

GOOSE NECK BARNACLE (CA?INWA)

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If you live on B.C.'s West Coast, chances are you've seen gooseneck barnacles on beaches. Chances are, too, that you haven't tasted them. That's something that Trilogy Fish Company and Nuu-chah-nulth harvesters are aiming to change. The traditional Nuu-chah-nulth delicacy is being harvested on the West Coast of Vancouver Island under dual authorizations: traditional Ha'wiih and DFO authorized communal licences.

Following experimental fisheries run from 2003-2005, negotiations began to re-open the fishery in 2012. A small proportion of the population is harvestable through selective harvesting, with those not using selective methods temporarily suspended. Rock harvest thresholds and adherence to recovery times help manage the fishery. Bycatch or habitat damage is minimized and visible at the surface.

Barnacles growing on the West Coast are exposed to strong waves, stunting their growth while giving them more texture and taste. The live product is popular in Spain and Portugal and has a growing market in the U.S. and Canada. Gooseneck barnacles are prepared by breaking open the white shell, pulling out the meat, and removing the tough skin. They are delicious in hotpot, salads, soups or just quickly blanched.

BAYNES SOUND FARMED CLAMS

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Mac's Oysters Ltd is a true West Coast family business that started in B.C. in 1947. Modern-day shellfish farming was pioneered by Joseph McLellan, the company's founder. Having settled in Fanny Bay on the shores of Baynes Sound, Vancouver Island in the early 20th century, he took note of the area's productivity. Always a lover of oysters, popular in his native Scotland, McLellan saw the potential for this shellfish not only as a tasty healthy dish, but as a farming operation. Owned and operated to this day by his children, grandchildren and great grandchildren, Mac's has a long history of oyster and clam farming knowledge to draw on.

DUNGENESS CRAB

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At over 100 years, the Dungeness crab fishery is one of the oldest fisheries in B.C. There are seven crab management areas in B.C. with the largest fishery in the Hecate Strait area. With a total of 220 commercial licences (32 of those designated for aboriginal use), the fishery is managed focusing on size, sex and season, with only large male crabs taken. Electronic monitoring helps ensure trap quotas are not exceeded and vessels stay away from areas closed to fishing. The limited entry fishery uses devices such as escape rings in traps and efforts to minimize damage on soft shell male crabs to support a sustainable fishery. The amount of crab taken each year is highly variable, says **Dan Edwards**, ranging from 1.81-million to 6.35-million kg of product. While there is no formal marketing board, buyers can approach fishermen directly through their area's crab association.

SPOT PRAWNS

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Wild BC spot prawns have become a favorite at festivals and food events around the province. The future looks great for spot prawns, says **Steve Johansen**, with a catch of up to 1,800 metric tonnes a year. It's a very well managed seasonal fishery that is only fished for 6 to 7 weeks of the year, says Johansen.

Sustainable practices include limiting vessel and trap numbers, returning females with eggs to the ocean and monitoring populations. Traps along the ocean floor allow very little bycatch. The majority of spot prawns are caught between Vancouver Island and the mainland. Most prawns are frozen at sea for export and over 90% of the commercial catch is for Japan and Asia. They are available fresh or frozen in B.C. Spot prawns in season can be found at False Creek Fisherman's Wharf.

UNI
(SEA URCHIN)

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One conservation success story — the return of the sea otter population — has led to another species' decline. The growth in sea otter populations has become one of the biggest threats to the sea urchin fishery, says **Mike Featherstone**, who notes that on the West Coast of Vancouver Island, most areas are closed to urchin fishing. Human harvesting has also played a role. With an individual quota system, 3.18 million kg of a 4.54-million-kg allowable catch were harvested in 2012-2013. Decreased demand and competition from cheap and illegal Russian product limited the harvest, says Featherstone. Landings are validated and monitored by a third party company to support sustainable management.

Urchins are individually hand-picked from rocks by scuba divers. The sea urchin roe, or uni, is shipped by air to Asia and Europe. In Steveston, you can still find a few boats selling live, whole sea urchin from the dock. Sea urchin is mostly eaten as sushi. They can also be prepared in a soup, used as a garnish, baked or deep fried. Featherstone likes a sea urchin oyster motoyaki — an oyster with spinach and mushroom, layered with uni and baked.

CLOSED CONTAINMENT LAND-BASED FARMED SALMON

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Concern for the health of wild salmon motivated the 'Namgis First Nation to prove that an economically viable alternative exists to farming Atlantic salmon in open nets in the ocean, says **Jackie Hildering**.

Their project is the first in Canada growing Atlantic salmon to 3-5 kg in a land-based, biosecure, closed-containment, recirculating aquaculture system (RAS). : The first fish entered the facility on March 18, 2013 and an estimated 470 metric tonnes of KUTERRA™ land raised salmon will be produced each year in the first module, eventually expanding to 2,500 tonnes per year.

RAS ensures no contact with the ocean, eliminating the transmission of sea lice and disease between wild and farmed salmon. There are no escapes, the waste can be recycled, no predators are culled or entangled and pesticides and antibiotics are not used. Through controlling fish needs, they grow in half the time using 30% less feed and are a better product, says Hildering.

Hildering says the company shares their learning with others considering closed-containment businesses. Consumers, she says, are best served when choosing science-based sustainability rankings, such as those produced by SeaChoice, rather than industry certification labels.

ALBACORE TUNA

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The albacore tuna fishery is the only B.C. fishery regulated under a treaty outside of North America. It uses troll gear: one hook, one fish. Albacore tuna are migratory and only reside in B.C. waters for up to three months of the year. The fish are two to three years old when they are caught, so their levels of mercury, radiation, lead and parasite loads are much lower than in the longer-lived tuna species. In 2011, 5,400 metric tonnes of albacore were caught totaling $28.7 million in landed value. All BC tuna are frozen onboard vessels as part of the quality control program. **Lorne Clayton** likes his albacore as a tataki, seared on the outside. Because there are no issues with parasites, it is fine to eat albacore raw. Clayton cooks albacore on a barbecue or smokes it for his family and friends. Canned albacore is a good alternative, but more expensive than conventional tuna options.

BABINE LAKE IN-RIVER SOCKEYE SALMON

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Babine lake, located north of Smithers, B.C., is home to the Lake Babine Nation's dipnet fishery for adult sockeye. Locals have been harvesting sockeye in this traditional way for generations. In addition to economic value, this fishery offers capacity building opportunities for First Nation youth. Grandfathers have thanked **Greg Taylor** for running a fishery with a connection to the nation's cultural heritage. Many have said that conservation and economic returns involve tradeoffs, but Taylor disagrees. "You can have both," he says. Taylor's favorite part of his work is working with the First Nations people harvesting the fish. "These punts (flat bottomed boats), go out to the beach seine sites, get loaded, come back, get unloaded. They do that 20 times a day. Every time the punt came to the beach it got cheered... The excitement, the empowerment, the hard work, the exhilaration, passion — something that captures your soul and you fall in love with it and the whole process."

SARDINES

John Lenic
President and Fisherman, Canadian Pacific Sardine Association
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Fishing runs deep in **John Lenic**'s life. "My father fished, my grandfather fished and my kids are gonna fish," he says. The West Coast of Vancouver Island is a migratory corridor and a preferred foraging habitat for large schools of Pacific sardines. These highly migratory schools typically arrive between June and October. In 2011, over 20,500 metric tonnes of Pacific sardines were caught in B.C. waters, bringing in a wholesale value of $21.5 million. Migrating schools of Pacific sardines are caught by purse seine, which target schools of fish without disturbing the seafloor. Lenic prefers fresh sardines in a rock-salt bath grilled on the barbecue.

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