



1 August 2014

Dear SBW Operator

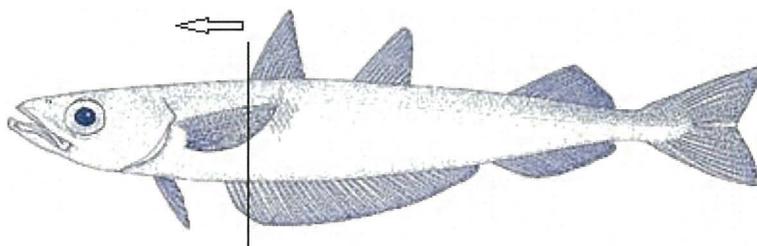
### Conversion factor changes relating to southern blue whiting

The purpose of this letter is to inform you that a new definition of dressed will apply to southern blue whiting from 1 August 2014. The definition, which was published in the New Zealand Gazette on 31 July 2014, is as follows:

**Dressed** means in relation to southern blue whiting, the body of a fish from which the head and gut have been removed with:

- (i) the anterior cut being a straight line passing forward of the anterior insertion of the first dorsal fin; and
- (ii) if the tail has been removed, no part of the tail cut shall be forward of the posterior base of the third dorsal fin:

Although not part of the definition, the diagram below illustrates its intent. For a processed southern blue whiting to meet the new definition of dressed, the head cut can be made anywhere forward of the first dorsal fin.



**Figure 1.** Diagram illustrating head cut requirement for southern blue whiting processed to a dressed state under new definition of dressed

While the new definition provides more flexibility to account for the nature of the fishery, the Ministry for Primary Industries (MPI) would encourage operators to cut as close as possible to the pectoral fin to ensure that maximum yield, and therefore revenue, is obtained from this resource. If, in the course of processing, any part of the first dorsal fin is removed, that fish no longer meets the definition of dressed. If packed, such fish must be packed separately, declared as FIL and have a conversion factor of 2.5 applied. Cartons must also be marked in some way to make them identifiable to fishery officers. If sent to meal, it must be converted to an appropriate greenweight prior to being mealed.

As well as a new definition of dressed, the conversion factor for southern blue whiting processed to a dressed state (SBW DRE) is also being amended. From 1 August 2014, the conversion factor for SBW DRE will be reduced from 1.70 to 1.65.

The amendments outlined above have resulted from profiling work undertaken on the southern blue whiting fishery during the 2012 and 2013 seasons. MPI appreciates the general co-operation received from operators during both seasons. We consider this is an excellent example of the VADE model in action and illustrates how a collaborative management approach can result in positive outcomes for both MPI and the seafood industry.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Vicky Reeve', with a stylized, cursive script.

Vicky Reeve  
Acting Manager Deepwater Fisheries