



Seafood Sector Adaptation Strategy Implementation Group 2022



**The
Aotearoa
Circle**

Mā te Kaitiakitanga
ko te Tōnuitanga
Prosperity Through
Guardianship

Bubba Cook

Western and Central Pacific Tuna Programme Manager, WWF



Bubba is an experienced and motivated fisheries professional with an extensive background in fisheries conservation and management spanning across 19 years, 2 hemispheres, and a myriad of fish and invertebrate species. He has a solid background in Rights Based Management (RBM) of fisheries, particularly through the use of Individual Fishing Quotas (IFQ), as well as indigenous fisheries rights. Bubba is also a very experienced and skilled writer, having produced professional analyses and reports for the National Oceanic and Atmospheric Administration (NOAA) as well as the World Wide Fund for Nature (WWF) seeking to secure best practices for fisheries conservation and management. Most recently, Bubba has been heavily engaged in the introduction and expansion of technology for use in fisheries management as well as monitoring, control, and surveillance.

Charles Heaphy

Resources Manager, Sealord Group Ltd



Charles is the Resources Manager for Sealord, one of the largest seafood companies in the Southern Hemisphere. He is focused on the marine resources while they are still in the water and ensuring responsible, sustainable, and innovative harvesting. Charles works with a wide range of stakeholders on fisheries and marine environment science and management, bycatch mitigation, and fishing gear technology.

Charles has 20 years' experience in the seafood sector, starting in aquaculture with a wide range of roles researching and farming salmon, mussels, oysters, algae, and barramundi. He then moved into wild capture fisheries where, prior to getting back to fish and sustainability, he spent some time in operations management and consumer products.

Dr Dave Taylor

Technical Director, Aquaculture New Zealand



Dr Dave Taylor is the Technical Director at Aquaculture New Zealand and is based in Nelson. Dave is Marine Ecologist by training, holding a PhD in Zoology from the University of Canterbury.

Prior to working at Aquaculture New Zealand, Dave was a Coastal Scientist at Cawthron Institute where he specialised in work to understand how and where aquaculture fits best within the marine environment. Dave is a father of two, with a 17-year-old daughter and a 2-year-old son keeping him busy. With any remaining spare time, Dave is an adventure racer, who enjoys some 'type-2 fun' thrashing around in the wilderness in multi-day races. His love for the marine environment of Aotearoa means he also takes any opportunity to get out and in, or on, the water whenever it arises.

Jane Symonds

Senior Aquaculture Scientist, Cawthron Institute



Jane is a senior scientist and team leader in the Aquaculture group. Jane specialises in the application of genetics and selective breeding technologies to enhance commercial production and has over 24 years of experience in this field. As a science leader and project manager she is involved in a wide range of applied aquaculture research projects including skeletal health and optimising nutrition in king salmon and helping the paua industry maximise gains from commercial breeding.

Commercialisation of research for sustainable and profitable aquaculture development is a key driver for Dr Symonds. She believes industry focussed research programmes supported by excellent scientific rigour and applied R&D expertise are an important pathway to commercial success.

Megan Linwood

Principal Adviser, National Direction Team, Fisheries Management, Fisheries New Zealand, MPI



Megan brings many years of experience working across government, nationally and internationally, on sustainable management approaches in the marine environment. She joined Ministry for Primary Industries in 2016 and has focused on international tuna fisheries management, fisheries system reform and progressing-ecosystem based fisheries management approaches. Megan has worked across most of the government agencies with marine responsibilities in New Zealand. This gives her strong understanding how different organisations can support each other to deliver mutually beneficial outcomes for fisheries and the marine ecosystem.

Michelle Cherrington

Group Communications and Sustainability Manager, Moana



Michelle joined the Moana New Zealand whānau in 2012, having spent almost ten years in communications and marketing roles within the building industry.

Michelle grew up in Wairaka, Whakatane next to the awa and the moana and believes Māori have always had a deep connection in caring for te taiao. Working for an Iwi-owned company, she appreciates Moana New Zealand's responsibility to addressing important challenges within the fishing industry to ensure the wellbeing of our future generations.

Dr Peter Longdill

General Manager - Sustainability at Sanford Limited

Dr Longdill is General Manager, Sustainability at Sanford Ltd, a leading seafood company with a 150 year history focussed on sustainably harvesting, farming and processing New Zealand's beautiful seafood.

Peter has worked on developing and applying science and management solutions to marine environmental challenges for over 20 years. He has worked extensively within New Zealand and internationally on sustainable aquaculture development projects, including for the United Nations Food and Agriculture Organisation. He has a passion for our oceans, seas, and for the promotion and development of low impact food production systems. He has worked in both public and private sectors, nationally and internationally on projects to improve environmental, economic, and food security outcomes.

Ruth Cook

Manager, Strategic Engagement, New Zealand Fisheries, MPI

Ruth joined Fisheries New Zealand at the beginning of 2022 and has a number of years' experience working with Government and industry to solve big complex issues that affect a wide group of stakeholders. She supports Fisheries New Zealand to speak and listen to the right people at the right time about the right things – to increase the visibility and trust in their regulatory approach.

Stuart Yorston

Group General Manager – Marketing & Sustainability, Sealord

Stuart has had a 20 year career across marketing, working on FMCG and beer brands with Unilever and Lion in both New Zealand and Australia. He returned home from Sydney in 2002 and for nine years ran marketing and buying with The Warehouse including establishing their ecommerce business. Stu joined Sealord in 2012 to lead the NZ retail and foodservices business.

In 2018, with the business disestablishing business units, Stu took responsibility for the Sealord Group's marketing function. This includes a marketing team based in Auckland, an innovation team and internal communications based in Nelson. In 2020 with the business' increased focus on sustainability beyond fishing practises, Stu was tasked with leading sustainability and developing the Sealord's response to climate change.

Implementation Lead

Jodie Kuntzsch

The Aotearoa Circle

Jodie Kuntzsch has recently been appointed to lead the execution of the Seafood Sector Adaptation Strategy. Jodie brings a wealth of experience leading collaborative projects across the global seafood industry, including environmental responsibility, social accountability, and climate-related initiatives.

Her career has largely focused on bringing together seafood businesses to develop economically viable solutions to the sector's urgent environmental, social and climate related challenges. Her experience spans four continents and hundreds of marine farms, fishing vessels, seafood factories and businesses.

She has diverse experience across both public and private sectors, with technical expertise in environmental standards and impact measurement. Through leading multi-stakeholder programmes on national and global scales, her work is mostly associated with building and convening collaborative projects that generate both financial and social value.

Jodie's current roles also include Cluster Development Lead at Moananui and Blue Economy Lead for the Sustainable Seas National Science Challenge.