

Captain Iglo

They sail out from the harbor of Nelson, the fishermen of Captain Iglo. In their gigantic computers the exact amounts of fish they have to catch. Or rather: that they are allowed to catch.

By Jan Bom Photography by Daan Zuijderwijk

Since 1986, New Zealand has a strict quota policy for almost all fish species in this part of the Pacific Ocean. And that's not all, as far as protective measurements are concerned. Because acoustic warning signals don't function well enough, new nets have appeared on the market that allow sea lions and dolphins to escape out of the fish trap. Another new thing: there will be warning nets behind ships, which will make sure that big birds like the albatross won't get tangled in the propellers. Even the fish industry's own paper, Seafood, is filled with stories on the sea's ecology. So it's strange that the fishermen themselves have no clue about the success rate of their fish at congresses on sustainable development in Europe. "Does our fish go to The Netherlands?" they wonder. "I thought everything stayed in Asia." Food concern Unilever is actually a big buyer of Hoki, the species most exported by New Zealand: 250,000 tons in the season of 2000/2001. Hoki lives at 500 meters below sea level, it can become a meter long and is ideal to process into rectangular shapes. In a lot of European countries, the consumer can find a piece of Hoki in the fish products of Iglo. The French, the Belgi-

ans, the Germans, and the Greeks: they all eat the sustainably caught fish of Iglo. The Dutch seem to have less affinity with the Hoki. Iglo was flooded with phone calls of consumers who complained that Captain Iglo's fish sticks suddenly tasted 'too fishy'. That's why Unilever changed back to the Alaskan Pollak. But the fishermen of this species cannot be found in New Zealand. They also don't work according to the norms of the Marine Stewardship Council (MSC), an organization founded by Unilever and the World Wildlife Fund, that has become independent. Unilever is working on a certification system. The Dutch-British concern has announced that in 2005, all fish should be caught sustainably. Other big buyers in Europe are Sainsbury, Seaways, Marks and Spencer and Sanford. Because of these brands, the English, the Irish and the Austrians are regular Hoki eaters too.

If you want to eat Hoki in The Netherlands, you'll have to go to McDonalds and order a fish burger.

www.msc.org



Naam: Peter Waters

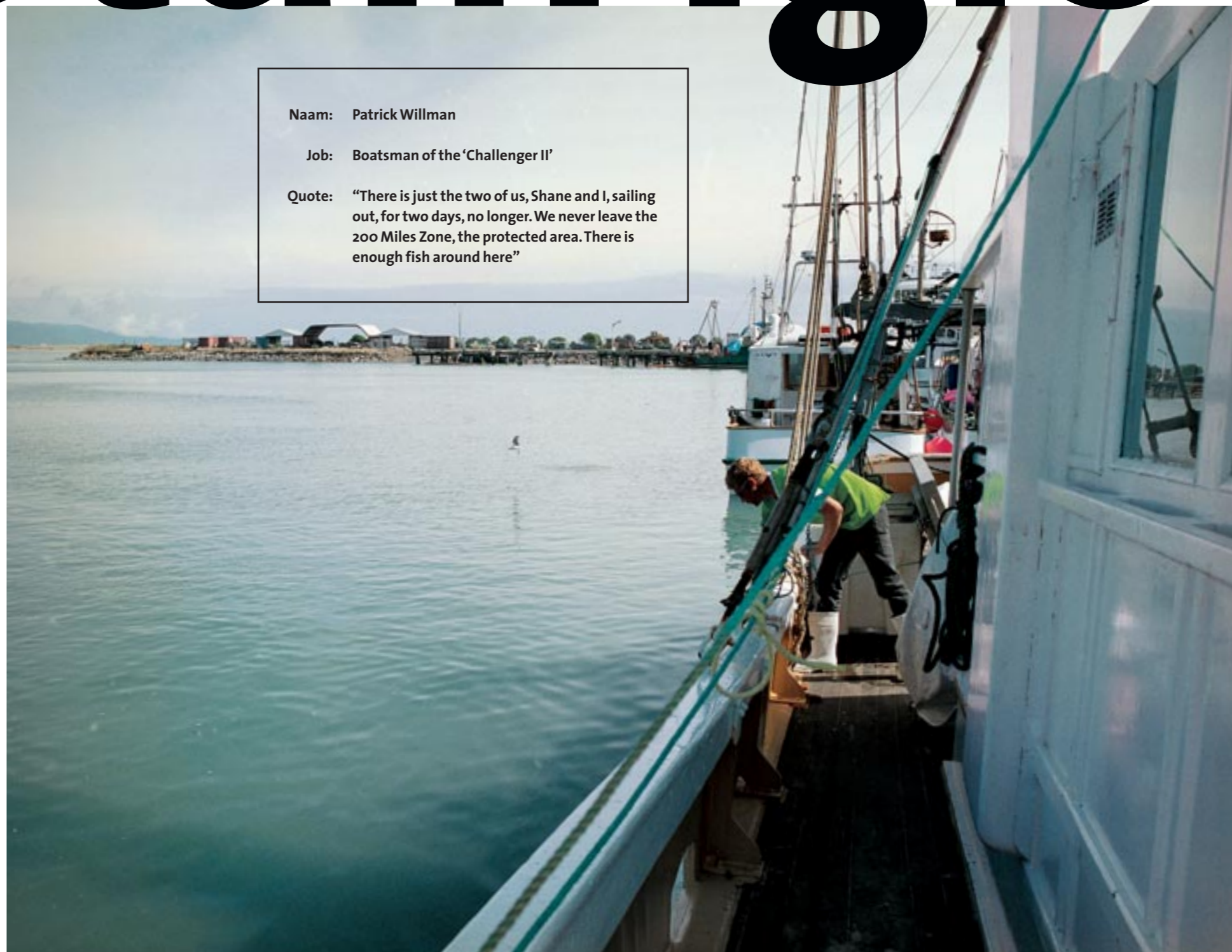
Job: Captain of the 'Westbay'

Quote: "We'll leave the harbour knowing the exact amount of fish we are going to catch. And that will be it. No more, no less"

Naam: Patrick Willman

Job: Boatsman of the 'Challenger II'

Quote: "There is just the two of us, Shane and I, sailing out, for two days, no longer. We never leave the 200 Miles Zone, the protected area. There is enough fish around here"



Naam: Shane Wakelin

Job: Captain of the 'Challenger II'

Quote: "Do I look like the Captain Iglo on your fishfingers?"

