

CASE STUDY: LEE FISH - WORKSHEET



Read: [OUR STORY](#) at the [Leefish.co.nz](#) website and complete the following:

1. How have Lee Fisheries been innovative to maintain and grow their business? What specific actions have they taken in relation to their (a) their brand and (b) the quality of their product
 - a. Brand
 - b. Quality
2. Simplicity: Lee fisheries say nowadays their story can be broken down simply to [fill in the gaps]:

“ _____ fishing, careful handling, packing and grading in the _____ time possible”

Read: [SUSTAINABILITY](#) at the [Leefish.co.nz](#) website

3. Click on the link to read more about [LONGLINING](#). Why do Lee Fisheries say about the sustainability of long lining?
4. What innovation have Lee Fisheries applied to the type of hook that they use to make their fishing more sustainable?
5. Read about the [Traceability](#) of Lee Fisheries products. How do they ensure their fish are traceable from ocean to plate?



6. Follow the [seabird](#) link. What innovations have Lee Fisheries made to their fishing method to reduce bycatch of seabirds?

7. What three key words would you use to describe Lee Fish – Not sure? Then explore the [Lee Fish website](#) to find out more!



FOR TEACHERS

ANSWERS

Read: [OUR STORY](#) at the [Leefish.co.nz](#) website

1. How have Lee Fisheries been innovative to maintain and grow their business? What specific actions have they taken in relation to their (a) their brand and (b) the quality of their product
 - a. Brand [1. renamed Leigh to Lee to simplify pronunciation of brand and resonate with their major export market – Japan and 2. Focussed brand on quality]
 - b. Quality [Making sure that fish arrives fresh]
2. Simplicity: Lee fisheries say nowadays their story can be broken down simply to: “[Sustainable](#) fishing, careful handling, packing and grading in the [shortest](#) time possible”

Read: [SUSTAINABILITY](#) at the [Leefish.co.nz](#) website

3. Click on the link to read more about [LONGLINING](#). Why do Lee Fisheries say about the sustainability of long lining? Aside from producing the best quality versus other methods, long lining is also the most sustainable and has the least impact on the environment. It has no detrimental effect on the seabed/benthos as it simply involves laying a line of baited hooks on the ocean floor. Long lining is also very targeted, resulting in very little by-catch or capture of undersize fish. Due to the inherent nature of this method, undersize fish and some unwanted bycatch species can be released live back to the sea (which ones depends on regulation).
4. What innovation have Lee Fisheries applied to the type of hook that they use to make their fishing more sustainable? We also use a specific-sized 'circle' hook which avoids capture of smaller fish and promotes lip-hooking instead of gut-hooking, thus offering a much higher survival rate for any released fish. Each and every fish is handled and dispatched individually as it is brought on board.
5. Read about the [Traceability](#) of Lee Fisheries products. How do they ensure their fish are traceable from ocean to plate? Every box leaving Lee Fish carries the fisherman's



name and the name of their vessel. Each box also notes the catch area where the fish was caught plus catch-method.

6. Follow the [seabird](#) link. What innovations have Lee Fisheries made to their fishing method to reduce bycatch of seabirds?
 - a. Line weighting - To sink the baited hooks out of the bird's reach quickly.
 - b. Tori lines - A streamer line towed in the air above the setting line which scares birds, preventing them from diving on baits.
 - c. Night-setting - Birds are visual feeders so are less active at night.
 - d. Dying bait blue - It makes it less obvious and it disappears from view faster.
 - e. 'Batching' of unused bait and offal (and disposing of it discreetly at the end of the haul) - Meaning there is not a constant stream of 'food' being thrown over the side to attract birds, and thus reducing birds' association of vessels with feeding.
 - f. Underwater bait setters - One system that Leigh fisherman Dave Kellian invented and the other that Stu Morrison (who also fishes for us) has been trialling on behalf of the seafood industry. Ongoing testing is underway.

7. What three key words would you use to describe Lee Fish – Not sure? Then explore the [Lee Fish website](#) to find out more!
Answers could include: Innovative, Sustainable, Small, Low impact, New Zealand...