

I'd be lost without my WESMAR sonar

... Skipper of 35 meter New Zealand Purse Seiner

New Technology is a way of fishing smarter as costs go up...

Graham McIntyre, skipper of the 35 meter FV Waihola, a purse seiner fishing out of Tauranga, New Zealand, says he "would be lost without his WESMAR sonar."

"My life has changed thanks to the WESMAR SS395-E-160. We can see the fish schools exactly where they are. The sonar detects fish up to the 400 meters range. As we shoot the net, we reduce the range to 90 meters to see how the net is closing in on the fish."

"Not only is it a lot easier to see what we are shooting but we can also see where the fish are inside the net so we know when to close it. I would be lost, without the sonar," said McIntyre, a skipper with 25 years experience.

He also said the sonar saves them time and money by keeping them in an area if they know fish are there. "The sonar has been a tremendous advantage because it keeps us from not leaving an area even when we can't see fish near the surface. Now we can wait for deeper schools to rise and we make our decisions on what we actually see," says McIntyre.

The FV Waihola has increased their average haul since installing the WESMAR SS395-E-160, with excellent catches of Blue Mackerel. The vessel will be fishing in the territorial waters around New Zealand for Blue Mackerel until January when they will switch to Tuna. The boat is part of a six purse seiner and three super seine fleet owned by Sanford Limited, headquartered in Auckland with operations in Australia, Argentina, American Samoa, Canada and a joint venture in Korea. WESMAR's dealer Craig McMillan of Advance Trident Ltd. of NZ, says "Sanford is one of the largest fishing companies in New Zealand, and has recently purchased another Auckland based Fishing Company, Simunovich Fisheries Ltd.

The Waihola is a professional, sturdy, 260-ton steel vessel with a crew of seven. Their fishing trips last up to one week at a time depending on fishing conditions. The fish they deliver to Sanfords are containerized and sent around



the world. Sonar plays an important role in their competitive business.

The weak US dollar has made the WESMAR sonar more affordable in New Zealand, said McMillan. The rising fuel costs affects their bottom line. In situations like these, the fish companies are looking at efficiencies. New technology, such as the WESMAR sonar is a way of fishing smarter," says McMillan, and being more efficient.

Advance Trident Ltd represents WESMAR throughout New Zealand and in the South Pacific. "Sales of the SS395 have been encouraging, said McMillan, because of its great number of features and its competitive cost." His company has sold WESMAR sonars to seiners, albacore trollers, long liners, trawlers and sport fishing boats.

"The feedback on this new sonar has been tremendous," said McMillan. We recently sold this new sonar to Albacore trollers and bottom long liners and the results have been impressive. In short, the sonar does a great job of detecting fish.

The sonar installation on the Waihola was done by Bruce Rutherford of Rutherford Marine Electrical based in Tauranga, the vessels home port, which is located about 2 hours south of Auckland.

