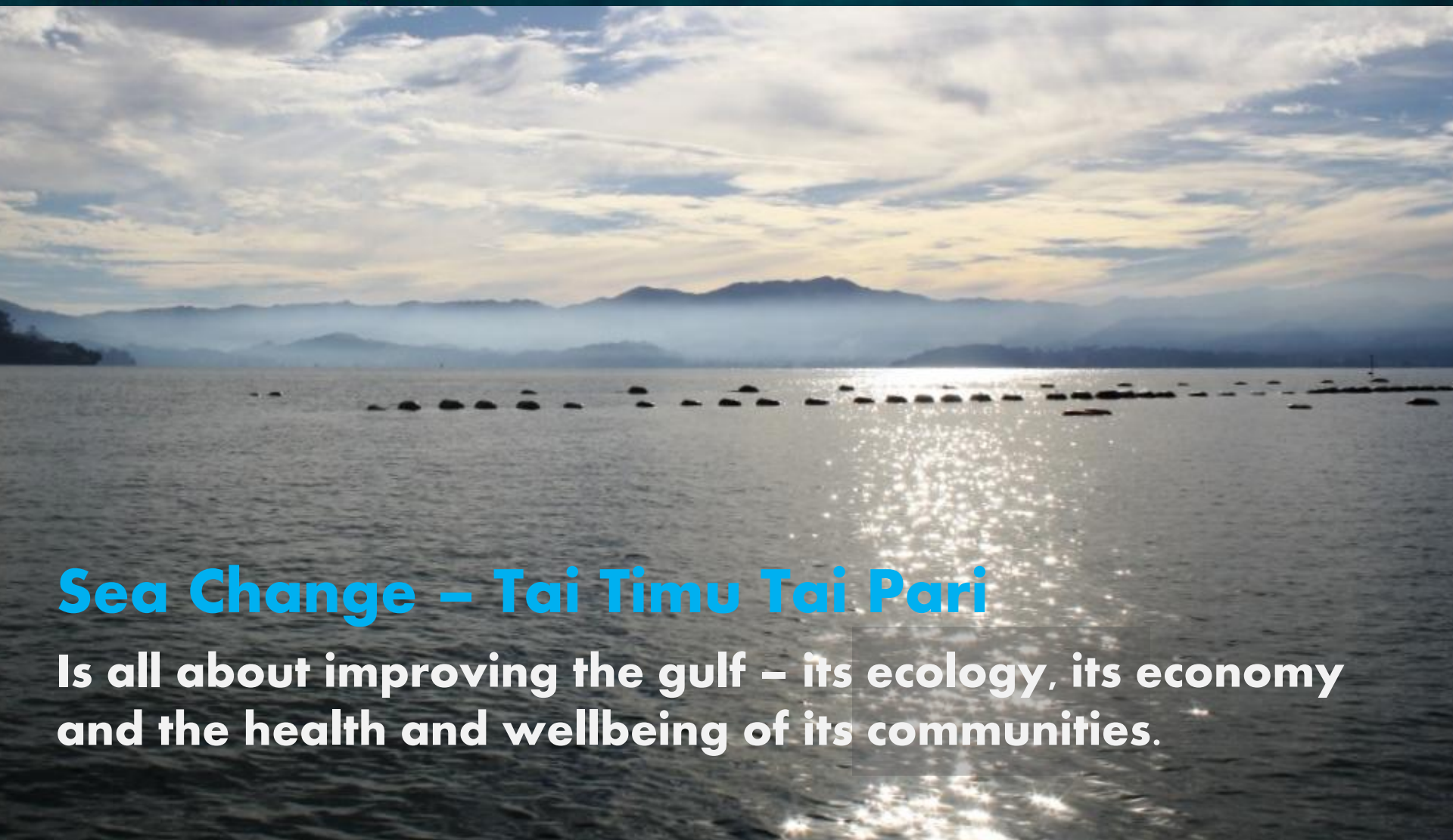




AQUACULTURE IN THE HAURAKI GULF

Sea Change - Tai Timu Tai Pari

Aquaculture Roundtable October 14 2014



Sea Change – Tai Timu Tai Pari

Is all about improving the gulf – its ecology, its economy and the health and wellbeing of its communities.



We must turn to the sea with new understanding and new technology. We need to farm it as we farm the land ..."

- Jacques Cousteau, 1973



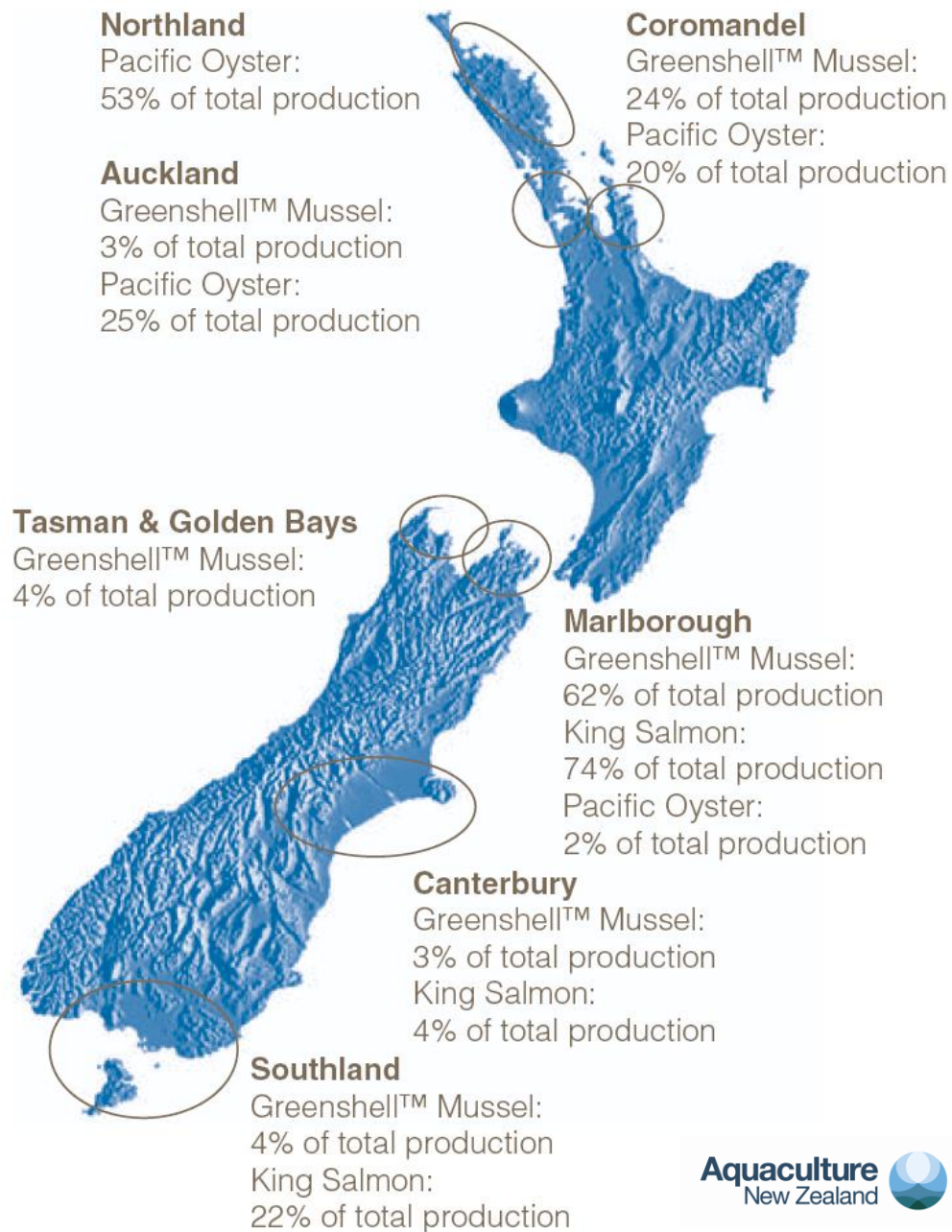
NZ produces the worlds best nurtured seafood

- Iconic NZ Greenshell™ mussels (90,000 tonnes)
- Chinook/King salmon “champagne of salmon” (11,000 tonnes)
- Pacific Oysters (2,000 tonnes)



Where is aquaculture?

Growing areas largely aligned to the environmental requirements of the different species and the opportunities afforded by the regional councils who administer the allocation of aquaculture space.



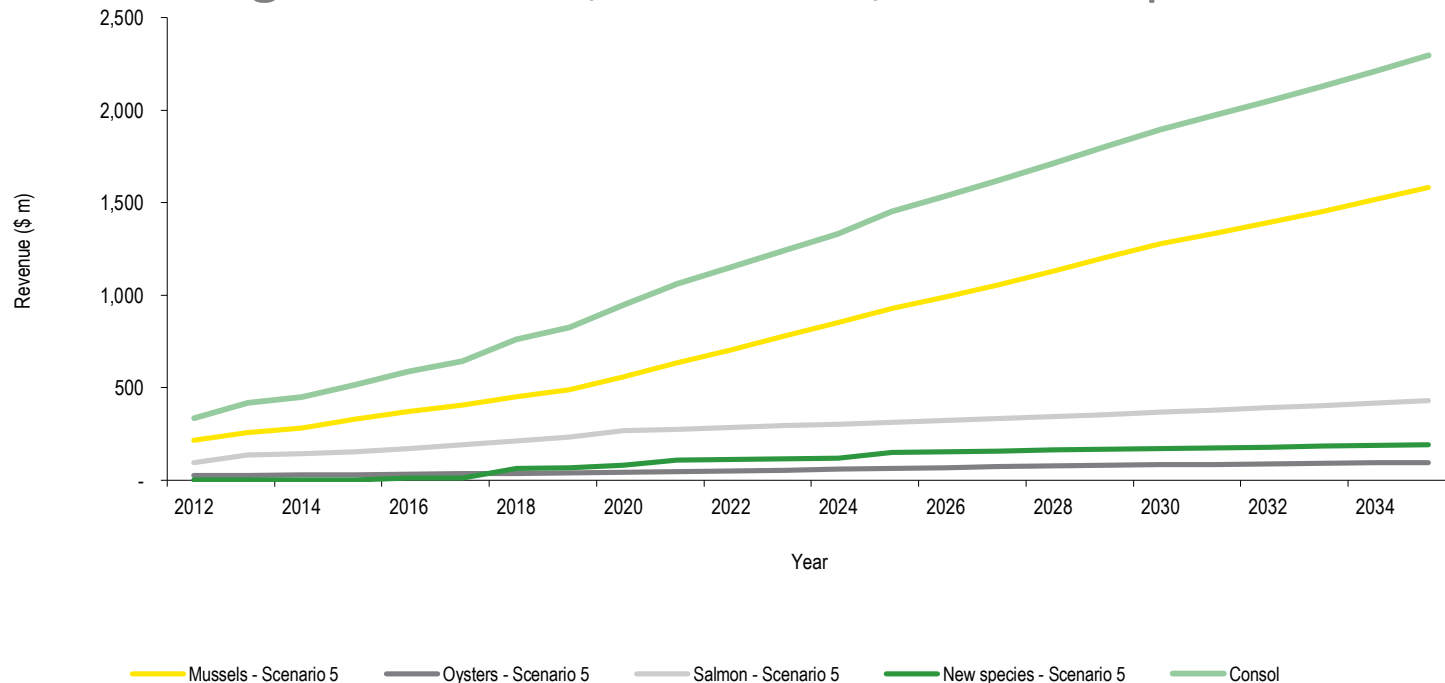
“If you want to lift economic growth, you want to create jobs, you want to make New Zealand wealthier and you want wages to go up, fundamentally how do you do that? And the answer is you pick some industries that you know have got massive upside potential.”

*Prime Minister John Key –
Aquaculture New Zealand
Conference*



Aquaculture In New Zealand

- \$400 million sector
- Growth target of \$1 billion 2025 (potential to be much higher)
- **SCALE, PRODUCTIVITY** and **VALUE GROWTH**
- Green employment, export earnings, GDP, strong communities, healthy marine areas
- Producing sustainable, nutritious, delicious products



Growth drivers for NZ aquaculture

Market demand tail winds

- Emerging economies creating increased demand
- Static wild catch
- Quality and Brand (preference and trading up)
- Healthy living trends (food and derivatives)
- More sales channels (online)
- Sustainability criteria
- New media (more intimate interface with consumers)



NZ advantages

- International reputation (quality, integrity, consistency)
- We have a long coastline and low population = range of CMA's and good water quality
- Very efficient form of food production with **light** touch on the environment (actually improves water quality)
- Aquaculture provides NZ with opportunity to sustainably use resources
- Jobs and broader social benefit

Emerging markets with massive potential

- Growing consumer wealth seeking quality products
- Known history for mussel consumption including NZ Greenshell™
- Free Trade Agreements
- Positive perception of NZ produce





**NUTRITIOUS
DELICIOUS**
FOOD THAT LOVES YOU BACK

7:48p **BREAKING**

Japan's Nikkei Average futures down 1.6% on SGX

7:30p Lenovo may consign some production to NEC: report

7:29p Facebook launches biggest tech IPO on record

DOW	-156.06	NASDAQ	-60.35	S&P 500	-19.94
12,442.49	-1.24%	2,813.69	-2.10%	1,304.86	-1.51%



THE CODY WORD

Are you ready for water inflation?

Subverting our food supply chain in search of energy is one of the dumbest trades of all time.

• Cody on Apple suppliers, oil, Greece and more

May 17, 2012

7:48 PM EDT

New York After
London Closed
Tokyo Closed



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PRESS RELEASE

May 17, 2012, 3:00 a.m. EDT

Omega-3 Green-Lipped Mussel Extract May Benefit Joint Pain And Mobility Better Than Fish Oil

A new study published in the Institute of Rheumatology journal says Omega XL's patented marine lipid extract PCSO-524(TM), from the New Zealand green-lipped mussel, may provide more benefit for joint pain and mobility than fish oil.

FORT LAUDERDALE, Fla., May 17, 2012 (BUSINESS WIRE) -- According to a recent study published in Rheumatologia, the official journal of the Institute of Rheumatology and the Polish Rheumatological Society, PCSO-524(TM), an all natural, patented, Omega-3 fish oil extract containing DHA and EPA from the New Zealand

green-lipped mussel, found in Omega XL, may provide more benefits for joint mobility and pain compared to standard fish oil.

According to the study, 50 patients older than 50 years of age from the Rheumatology Clinic at the Wroclaw Medical University Hospital were administered randomly either a supplement that contained the omega-3 complex PCSO-524(TM) or standard fish oil capsules in a double-blind study. All subjects had a diagnosed history of osteoarthritis of the knee and/or the hip. After 12 weeks, the research findings demonstrated that patients who were administered PCSO-524(TM) showed a statistically significant improvement of both their joint pain conditions and improved quality of their daily lives.



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Pure NZ Mussels

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July 5 at 12:29pm via HootSuite · Share



Pure NZ Mussels

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twitter.com

pure nz mussels (purenzussels) is on Twitter. Sign up for Twitter to follow pure nz mussels (purenzussels) and get their latest updates



February 9 at 2:33pm · Reshare



Pure NZ Mussels

Want culinary inspiration, check out this latest newsletter

NZ
www.p6.co.nz

February 9 at 2:20pm · Reshare



Pure NZ Mussels

Aquaculture NZ - NZ Greenshell Mussels - Attributes - Overview
www.aquaculture.org.nz

The New Zealand aquaculture industry produces premium, high quality seafood year round – including NZ Greenshell™ Mussels, King Salmon and Pacific Oysters.



February 9 at 2:18pm · Reshare

RECENT ACTIVITY

Pokes



Liz Bolt

has poked you.

[Poke Back](#)

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Executive home in Khandallah. Perfect for you and your teenagers at Onslow College. 4 bdrms 3 bathrooms study. Unbeatable. Click here

F Lock: OFF

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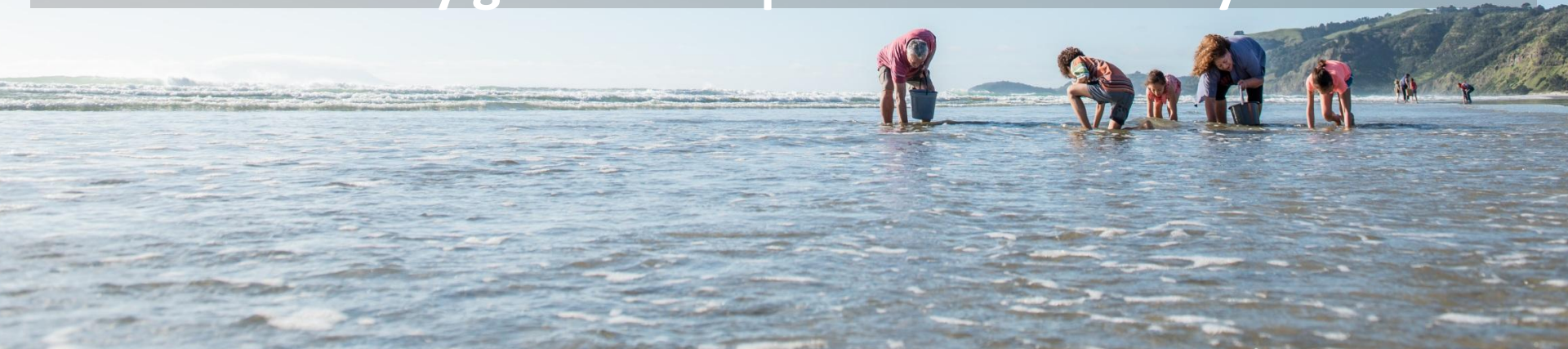


WE HAVE A
COMPELLING STORY
TO TELL



Public Attitudes Research

- **75%** of NZ'ers have positive views of aquaculture
- **84%** of Coromandel have positive views of aquaculture
- **20%** no view **5%** negative,
- **25%** say their personal use of the coastal area has been effected by aquaculture (19% positively effected, **6%** negatively effected).
- **67%** disagree with the statement 'aquaculture has a negative impact on NZ's natural beauty'
- **91%** agree New Zealand should look for opportunities to sustainably grow the aquaculture industry



Social Licence.....

not an even playing ground



Extreme views

(media favourites)

N.I.M.B.Y

conservation
preservation

economic
development

unemployed

Share of voice

Society's needs

indulgence

Recreation
& culture

healthy community
environment & infrastructure

employment, access to resources

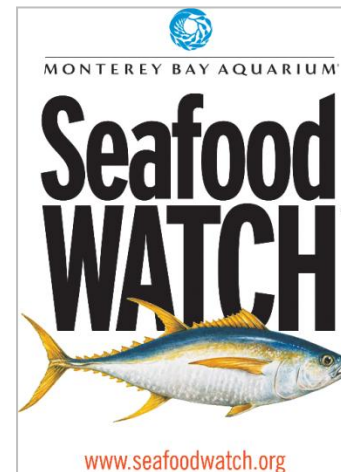
safety, food, shelter, warmth



GLOBALG.A.P.



Aquaculture collaboration



The common good

New Zealand aquaculture farmers value and respect their ability to utilise appropriate space within the CMA to produce their world class products.

We recognise that the public expects marine farmers to be good tenants within the CMA and that means delivering very high levels of environmental management.

We are conscious of the wide range of values, activities and users in the marine space and note that providing a high level of certainty about appropriate and valued activities within the CMA is of the utmost importance.





Marine farmer perspectives (environment)

“Respecting and continually earning our community’s respect remains a cornerstone of our culture.

“ Looking after our backyard is critical. All the guys that work on the farm are locals and their families are attached to the harbour and a lot of other people live by and work on the harbour too”

“if you see rubbish when were out on the water, you go and pick it up, its as simple as that. And that goes for any type of rubbish, floating in the water or washed up on the beach, if we can pick it up we will remove it.

“ We are very aware of farming in the public domain so we need to keep it pristine...it’s an essential part of the job and all the guys know it”

Aquaculture's contribution

Over 800 jobs direct and indirect in the region (over 1200 nationally)

\$170 million annual contribution to the economy (outputs and value added)

The potential for growth over the next 15 years has been estimated at an additional \$1,921 million into the Auckland economy and an additional 1,622 FTE jobs.

Auckland Regional Council (2010). *Aquaculture - Economic Impact in the Auckland Region*
Sapere Research Group (2011) - *Economic Impact of Coromandel Aquaculture*

Marine farmer economic perspectives

“To understand the value of aquaculture provides New Zealand, we can’t just look at the export value or sales figures – you have to look at how many sets of hands the industry revenue passes through.

“I’ve got 25 staff who support their families, buy groceries from the local store, send their kids to the local schools. I’ve got five vessels and there’s a team of engineers who service the boats and equipment. “There’s people who clean the facilities after the mussels are unloaded and there’s a ship yard guy and a forklift driver and in the office there’s finance and compliance people.

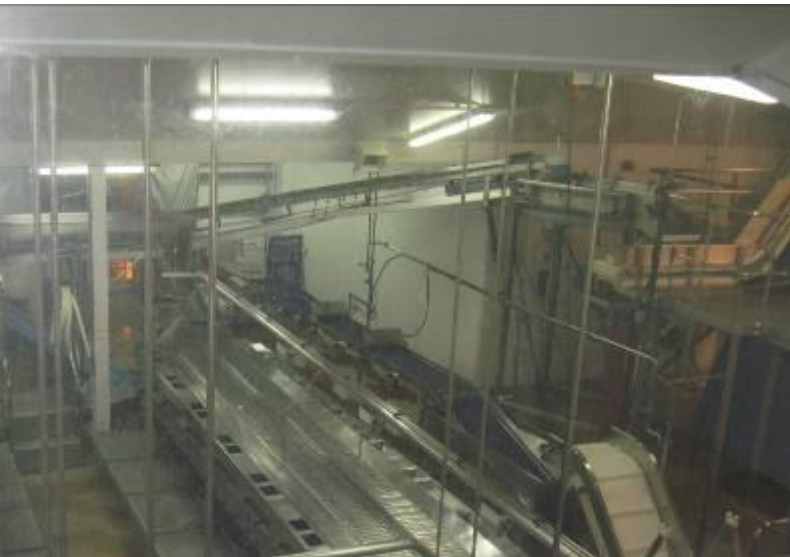
“There’s the rope and stocking people and float makers....we haven’t even got into the processing of the mussels yet...it just goes on and on and touches the lives of a lot of people and they don’t even realise it.

“Aquaculture is the lifeblood of some communities and that needs to be embraced.”

In addition to jobs, industry is making major capital investment



OPC is major employer in Whitianga – 160 people



\$2.5 million investment in new mussel barge for Wilson's Bay

\$millions in port infrastructure for broader use

Important to seize these growth opportunities

Meat workers may lose jobs

By MATHEW GROCOTT

There was mixed economic news for the Hauraki Coromandel this week, with 70 jobs likely to be axed in Thames and the marine farm industry receiving a shot in the arm.

On Tuesday, staff at Wallace Meats in Thames were told the plant would be shutting down and the land sold.

The same day The Ministry of Fisheries announced the approval

But marine farming offers longterm employment hope

of 520ha for new salmon farms in Wilson Bay on the Thames Coast. In the long term that could lead to 600 new jobs and an \$80 million boost to the Hauraki Coromandel economy by 2015.

Of more pressing concern in the short term is the loss of jobs at Wallace Meats.

The lost jobs are the latest in a string of layoffs for Thames.

Thames-based H&B Timber shut its timber mill at Kopu, putting 120 employees out of work. That was soon followed by the loss of nine jobs at Provincial Freightlines in Kopu. In August A&G Price announced it was cutting 15 jobs.

Wallace Meats chief executive officer Graham Shortland said drought and economic circum-

stances in recent years had reduced the number of sheep the plant processed, which had impacted on profits.

"All indications for the season ahead are that available sheep numbers are much lower than last season," Mr Shortland said.

"Consequently we believe that the economics of sheep processing at Thames are financially not

able. Given the prevailing circumstances we believe our only option at this time is to cease all operations at the Thames plant."

Mr Shortland said staff would be consulted before a final decision on the closure was made at the end of the month.

Attempts would be made to find staff work at other Wallace operations, he said.

HAURAKI HERALD, OCTOBER 23, 2009

- Hauraki-Coromandel is facing some changes in employment – but there are also emerging opportunities
- Aquaculture is a key growth industry, given our ideal growing conditions in the Firth.

Aquaculture is good for the gulf and its people

- Water quality
- Conservation, vibrant eco systems
- Employment in **green jobs** (local opportunity)
- Iwi – realising Kaitiakitanga values and economic opportunities
- Delicious nutritious seafood and revered by chefs and consumers around the world
- Exports - reinforcing New Zealand's reputation for premium, trusted and products
- Broader national and local economic benefit (transport, equipment, materials, retail, support services)
- Social support for communities (schools, volunteer fire brigade, coast guard, local sports/charities)
- Tourism – food, fishing, marine farming, eco-tourism
- Recreation – fishing, diving, boating





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Promoting local food and beverages

Posted at 10:52am Wednesday 08 Oct, 2014 | By David Tauranga
david@thesun.co.nz



We all know the Coromandel is number one for locally produced food and beverages - now the rest of the world is about to find out.

The Thames Coromandel District Council wants to hear from local food and beverage producers and growers who wish to promote their products either nationally or internationally.



MOST VIEWED THIS WEEK

Comedian's secret love

Name of sea victim released

Paddle-out for missing Jack

One dead after head-on crash

Tributes pour in for Jack

Damage calls as winds bite

Earthquake west of Murupara

Sea will 'return' Jack

Police search to be scaled back

Searching in trying conditions

Gilmour 'perfect son-in-law'

Determination to bring



Bay City Mitsubishi

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Tauranga

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LATEST TRENDING

Sentencing for sex offender

Fatal crash investigation

Arrest for assault on officer

Criticism against licence test

Fuel spill closes forecourt

Bay ref continues rise

Orica's big spend-up

Bay star to wear Sevens black

Opotiki murder case adjourned

Current Situation – investment uncertainty

- The absence of a reasonable level of certainty with respect to re-consenting of existing marine farms
- The absence of a reasonable level of certainty around the ability to achieve efficiencies through moderate extensions of existing marine farms
- The absence of provisions to protect existing marine farm investment
- Uncertain ability to establish new farms in appropriate areas, particularly opportunities to utilise new technologies and methods in areas that are as yet unidentified as suitable for aquaculture.

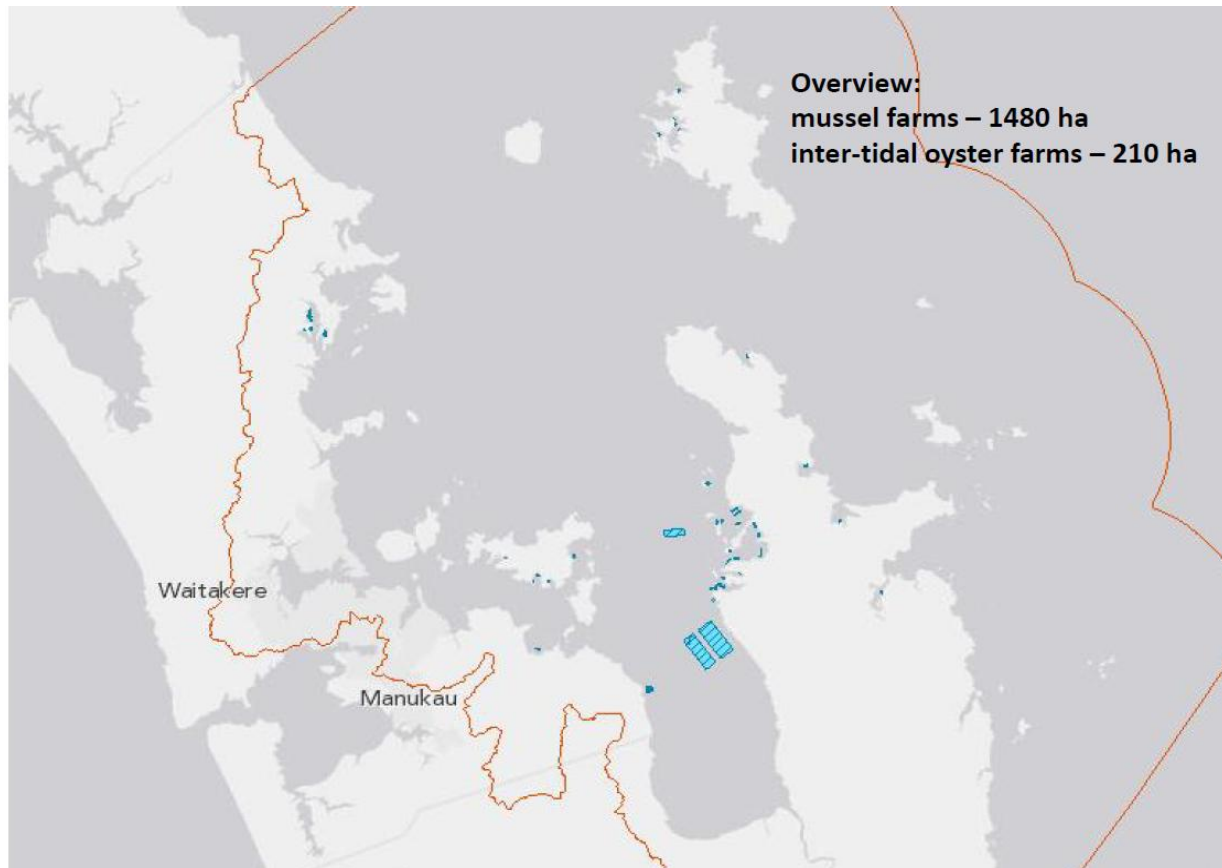
Current Situation – investment uncertainty

- Of primary concern however is providing investment surety to the existing industry. The current investment in farms and related infrastructure, which sustains the existing activity, is reliant on strategic and thoughtful planning mechanisms, in order that it can be maintained.



Future growth?

- To realise the full benefit for New Zealand and its people, aquaculture requires a permissive approach to carry out activity in appropriate locations
- We know more shellfish aquaculture will improve the health of the Gulf
- The risk of a restrictive approach is that we don't know what we don't know - new species, new farming techniques, new science insights etc.



<http://www.youtube.com/watch?v=1c4Hv5t5QNk>



greenshell mussels



New Zealand Greenshell mussel farming in the Hauraki Gulf

I AM OPPORTUNITY
I AM SUSTAINABILITY
I AM THE FUTURE

NEW ZEALAND AQUACULTURE | NUTURED SEAFOOD





Aquaculture is
good
for communities
for the economy
for New Zealand