



# New Zealand Greenshell™ Mussels

One of the planets super foods.

## Food that is a reflection of its pure source

New Zealand Greenshell™ Mussels (*Perna canaliculus*) are unique to New Zealand's pristine waters. These plump native shellfish combine a visually stunning iridescent green shell with a mild flavour profile and a higher meat-to-shell ratio than any other mussel. Fast becoming the world's most sought after shellfish; chefs worldwide are exploring the culinary versatility of the New Zealand Greenshell™.

Grown in a clean and pure environment with world leading food safety programmes, consumers of New Zealand Greenshell™ Mussels can be assured they are eating one of the safest mussels in the world.

## Top Environmental Rating

The New Zealand Greenshell™ Mussel Environmental Code of Practice (2007) directs best industry practices throughout the growing and harvesting cycle to minimise potential effects on the environment. The New Zealand marine farmer's safe, sustainable and environmentally friendly practices have been recognised by international conservation organisation Blue Ocean Institute, ranking New Zealand Greenshell™ Mussels as one of the top two 'eco-friendly' seafoods in the world.

To mitigate environmental impacts the New Zealand government has a number of environmental controls in place, including the Resource Management Act 1991 (RMA) and the Fisheries Act 1996.

## Quality Assured

New Zealand operates one of the strictest quality assurance programmes for shellfish in the world. Water quality is rigorously and constantly monitored with testing carried out to specifications and standards set by both the U.S Food and Drug Administration, European Union and NZ Food Safety Authority. Under this stringent monitoring programme, no product can be harvested from farms without confirmation that the water and shellfish testing during the growing cycle and environmental monitoring have declared it safe.

New Zealand Greenshell™ Mussels are processed in state-of-the-art factories operating under stringent hygiene and quality control regimes adhering to New Zealand government regulations and international food processing standards including the USFDA (meeting all requirements of the National Shellfish Sanitation Program) and European Union. Regular audits are carried out by Ministry inspectors as well as buyer appointed auditors. Each factory runs its own quality control program including a Hazard Analysis Critical Control Point (HACCP) plan.

## Traceability

New Zealand Greenshell™ Mussel products are highly traceable. Any packaged product in the market can be traced from when the product was harvested and processed, right back to the time it was seeded out as a juvenile mussel.



## Highly Nutritious

New Zealand Greenshell™ Mussels are a wealth of nutritional benefits being high in iron, protein and essential Omega-3 fatty acids and low in fat, calories and cholesterol.

- New Zealand Greenshell™ Mussels contain over three times the haem iron (the most easily absorbed iron form) of rump steak, on a per gram basis. Six medium sized mussels provide around 47% of an adults daily iron requirement.

## Product Forms

New Zealand Greenshell™ Mussels are available in different product forms:

- The predominant form is IQF Half Shell (individually quick frozen on the half shell). Snap frozen within hours of harvest ensures the fresh, straight from the water taste of the mussel is encapsulated in the freezing process.
- Mussel meat including marinated and smoked variations.
- Freeze-dried powder format used in nutraceutical products, recognised as helpful for joint mobility and promoting general well being.

## Culinary Benefits of the IQF Half Shell

- Individually quick frozen on the half shell within hours of harvest to capture that fresh, straight from the water taste.
- A sweet mild flavour which compliments many cuisine styles and applications.
- The distinctive emerald shell adds extraordinary visual appeal to a plate.
- Reduced waste – only one shell to discard, thaw only what is needed.
- The high meat to shell ratio both enhances your customer’s value perception and requires fewer shells for an impressive display, reducing plate costs and increasing margins.

Graded by shell size and predominantly packed as 12 x 2lb inner boxes per carton:

Grade	Approx mussel count (per 2lb box)	Average weight (oz)	Average mussel shell length (inches)
Small	42-46	0.8	2.9
Medium	27-42	1.0	3.9
Large	17-27	1.4	4.5

## Approximate Colour Guide

Although no difference in quality or flavour, the colour of the mussel meat varies according to sex, of which 70% are cream (male) and 30% are apricot/orange (female).

## Where to Buy

New Zealand Greenshell™ Mussels are distributed to over 70 countries throughout the world. Please visit [www.aquaculture.org.nz](http://www.aquaculture.org.nz) for a full directory of exporters and more information including recipes and storage & handling instructions.