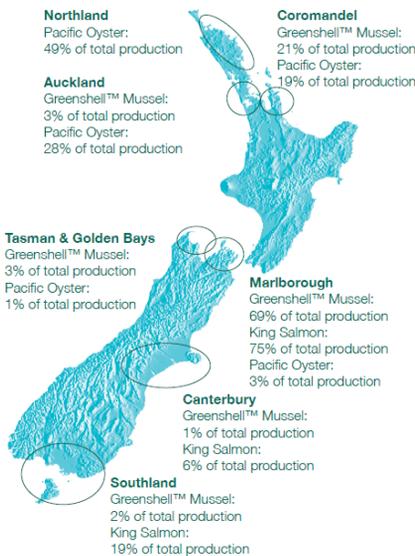




10 things to know about our Aquaculture Sector

1.

New Zealand's aquaculture industry can be found in locations from the north of the North Island through to the south of the South Island, with the industry occupying just over 0.2% of New Zealand's coastline.



The flagship species are NZ Greenshell™ Mussels, King Salmon and Pacific Oysters, with a number of new species currently being investigated for their commercial potential.

2.

Aquaculture is New Zealand's fastest growing seafood sector, making up approximately 20% of the total fisheries production and 15% by revenue.

Greenshell™ Mussels, unique to NZ, have been New Zealand's largest single seafood species export for the last three years.



3.

Approximately 66% of New Zealand's aquaculture production is exported.

New Zealand's aquaculture products are exported to 77 countries.

4.

Over half of the fish consumed worldwide are farm raised.

The Food & Agriculture Organisation (FAO) predicts that global consumer demand for seafood will almost double from 45 to 85 million tonnes by 2015.

New Zealand currently produces just over 100,000 tonnes of aquaculture produce, worth approximately \$360 million. With significant growth potential, the NZ aquaculture sector is well on track to be worth in excess of \$1 billion to the economy by 2025.



5.

The New Zealand aquaculture sector operates very strict water quality assurance programmes in partnership with the NZFSA.

Recognised for operating the strictest quality assurance programme for shellfish in the world, New Zealand is also one of the few countries that does not use antibiotics or therapeutants in aquaculture operations.



6.

The aquaculture industry protects NZ's unpolluted waters by adhering to Environmental Codes of Practice to ensure all of its activities are environmentally responsible and sustainable.

Independent and high profile recognition of the NZ aquaculture industry's commitment to environmental sustainability has come from the U.S based, Blue Ocean Institute. This conservation organisation rated NZ Greenshell™ Mussels as one of the top two sustainable seafood's in the world in their *Guide to Ocean Friendly Species*.

8.

NZ Pacific Oysters are low in fat and cholesterol and rich in vitamins, minerals and essential Omega-3 fatty acids. Pacific Oysters are also a great natural source of zinc, with around five Oysters supplying more than 100 percent of an adults daily zinc requirement, crucial for building a strong immune system.



7.

Sustainable aquaculture has the potential to make a significant contribution to New Zealand's economic transformation. Currently offering employment to over 3,000 people, this figure is expected to increase significantly over the coming years.

9.

NZ Greenshell™ Mussels are a wealth of nutritional benefits, being low in fat, calories and cholesterol, and high in protein, iron and essential Omega-3 fatty acids. NZ Greenshell™ Mussels are also a good source of haem iron (the iron from animals and the most easily absorbed), containing over 3 times the haem iron of rump steak.

10.

King Salmon, has the highest natural oil content of all salmon varieties – making it a rich source of healthy long-chain Omega-3s. It has been shown to contain more than 2000mg per 100 gram serving as well as many essential minerals which are required for good nutrition and health.

