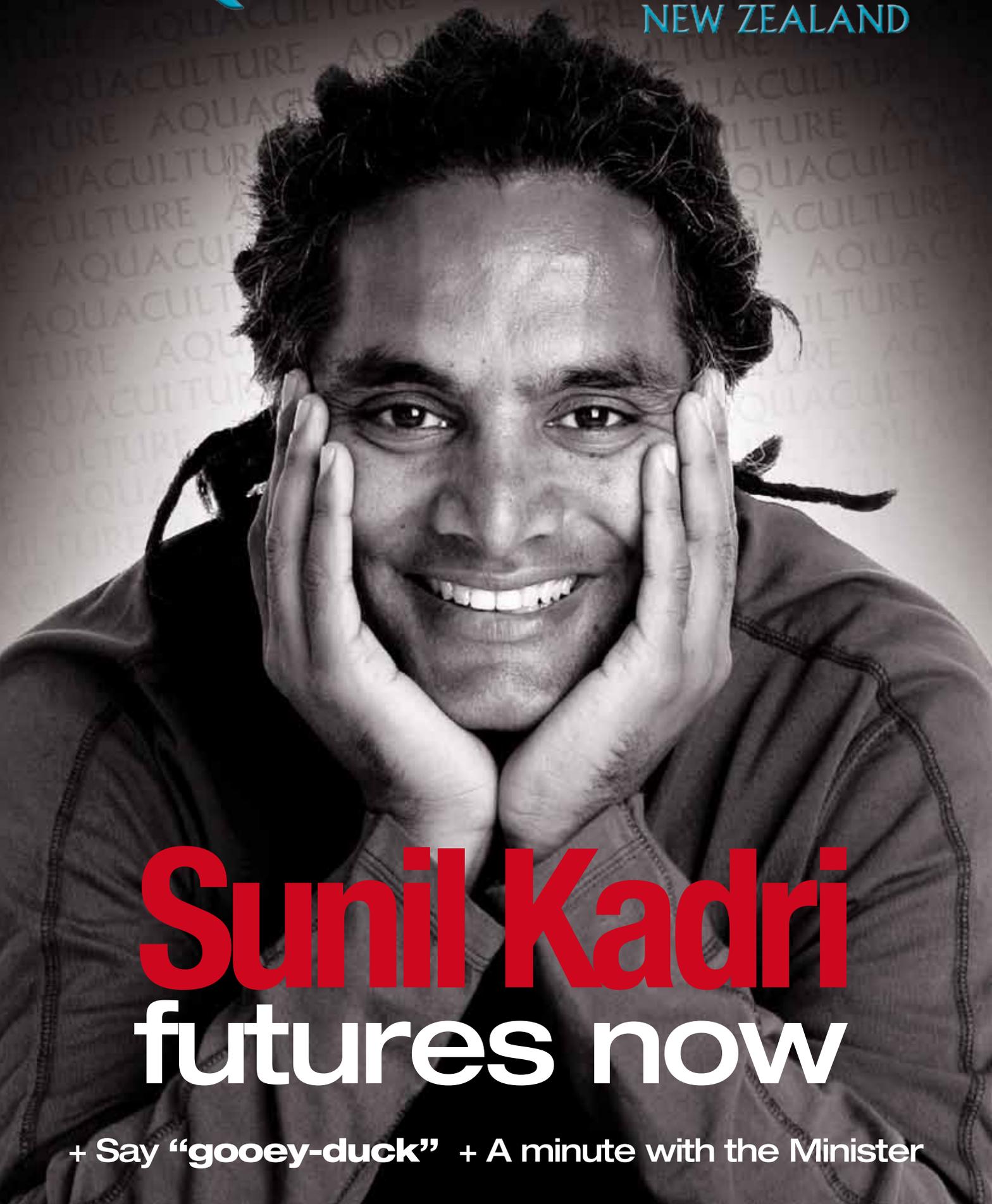


September 2010

AQUACULTURE

NEW ZEALAND



Sunil Kadri

futures now

+ Say "gooey-duck" + A minute with the Minister

World-class taste

New Zealand King Salmon products have earned a place on the dining plates of the culinary elite, after winning glowing reviews at one of the world's premier food awards.

In a coup sure to be noticed in halls of fine dining, six NZKS products from their Regal and Seasmoke brands were praised by a jury including Michelin Star chefs at the International Taste and Quality Institute Superior Taste Awards held in Brussels.

"Could be sold at Harrods and Fauchon!" raved one judge.

"Don't change anything.

"A real gourmet product pleasing on each organoleptic criteria.

"Superb salmon..."

The high praise saw three NZKS products given the maximum three stars in the 'Exceptional' category, with three others collecting two stars and the 'Remarkable' rating.

It is the first time a New Zealand made product has won the three stars and NZKS sales and marketing general manager Don Everitt said the recognition was a huge accolade for the company.

"The iTQi awards are highly respected by the fine dining and hospitality industries in Europe and America," Don said.

"The chefs who judged these awards come from Michelin Star restaurants - rather than judging them as a seafood item in a commodity market, they're looking at them from top quality cuisine standards.

"It endorses the quality of what we're producing here and puts us in the category of being world class.

"We're immensely proud of what's been achieved by everyone in the company who has been involved in the production of these products and the preparation for the awards."

Regal wood roasted salmon was among the NZKS products that impressed the judges at the ItQi awards.



Callum's tips to shuck and serve the perfect oyster

1 Store in the fridge, covered with a damp paper towel. **NEVER WET STORE.**

2 Place the oyster flat side up on a chopping board and hold down with one hand.

3 Insert knife into the right hand side of the shell, 2/3 of the way from the hinge.

4 Using a vibrating motion, wiggle the knife sideways underneath the top shell to cut the adductor muscle which holds the two shells together.



5 Remove and discard the top shell, careful not to lose the natural juice from the bottom cupped shell.

6 Use knife to carefully detach oyster but leave in the bottom cupped shell for presentation.

7 Rinse off any shell fragments

8 Serve on a platter of ice. ■

NB: Callum McCallum operates Clevedon Coast Oysters.



NZ Greenshell™ Mussels with garlic lemon chive butter

12 PORTIONS

12 Live NZ Greenshell™ Mussels

(debearded and cleaned)

150gms Butter - softened but not melted

1 medium Fresh Garlic Clove - minced

12 spears Fresh Chives - finely cut

1 tsp Fresh Italian Parsley - finely chopped

1 Fresh Meyer Lemon

Flaky Sea Salt - to taste

Fresh Cracked Black Pepper

METHOD

■ In a suitable mixing bowl mix the butter, garlic, chives & parsley.

■ Using a fine zester or microplane, zest the lemon & mix with the butter mixture.

■ Pre heat the oven to a medium heat (approx 160°C)

■ To steam the mussels, place two cups of water in a large pot and cover with a tight fitting lid. Bring to the boil and add the mussels, replace the lid and over a high heat, steam for 5 minutes, shaking the pot twice during this process. The mussels are cooked when the shells open, remove from the heat and discard any mussels that don't open.

■ Remove the top shell and set the 1/2 shell mussels on to a suitable baking tray with sides (to stop any juice from spilling). With a teaspoon evenly distribute the butter mixture on top of all the mussels with even coverage.

■ Place into the oven & allow to bake for approx 5-7 minutes, or until all the mussels are evenly hot.

■ Remove from the tray on to a suitable service plate or tray. Squeeze a small amount of lemon juice over each mussel, season & serve while hot. Garnish with fresh Italian parsley. ■

Big bucks for geoducks

Cawthron's work with the geoduck could provide the industry with a new high-value species.

It's just like squid, only crunchy - with a bit that tastes like an oyster.

A unique blend of characteristics that makes geoduck a delicacy across Asia, could also see the funny-looking shellfish become the next big earner for New Zealand's aquaculture industry.

As part of their new species strategy, which includes work on the flat oyster, the Cawthron Institute is helping drive the industry towards its billion dollar goal by experimenting with this high-value mollusc.

Cawthron senior scientist Nick King said the institute had already successfully produced small numbers of geoduck hatchery spat, and was now breeding a crop to be farmed experimentally by industry partners.

"We're just getting ready to produce our first larval batch so we've got animals to play

with and can give them to industry partners to test in their own industry systems," Nick said.

"We've already got people who are keen on working with them and we'll also be trying out some of our own ideas, seeing if we can develop some methods or technologies to allow us to grow them on mussel lines."

The geoduck is already harvested from the wild in Golden Bay, suggesting NZ waters could suit commercial farming, but it is the market possibilities that make the species so attractive.

"We're actively searching for appropriate new species to work on, and the main thing we're interested in is



Geoduck facts

- Pronounced 'gooey duck'
- Can live up to 160 years
- Mature in 4 - 6 years
- Harvested commercially in NZ since 1989
- North American farming industry is worth US\$80million per year
- Sell for up to US\$65 per kg in Asia
- Eaten raw or in soups or stews
- Siphon can grow over 1m long.

market potential," Nick said.

"We see that as a key driver to a species being successfully farmed and we identified the geoduck as a high value species.

"We've had reports of people receiving \$35 per kg for live weight exported... and supply can almost never meet demand.

"So here's a species worth a lot of money and we're confident we can grow it in a hatchery okay.

"The challenge comes in the form of identifying ways to grow it on farms."

Geoduck is already grown on sub tidal and intertidal farms in North America, but the infrastructure and water blasting required to harvest them from under one metre of silt would make this method incompatible with New Zealand law.

Instead, Cawthron are exploring three alternative possibilities.

"The first option is to plant them, sea ranching style, and leave until harvest," Nick said.

"This option will have issues surrounding the RMA, but it may lead us to other options, perhaps planting on the seabed underneath farms.

"Another route is to use existing farm infrastructure and come up with a way of growing them on mussel lines. But that won't be easy because they're an unusual species.

"The third option is to grow them in a pond. It's higher risk but can potentially turn a crop around quicker."

The best option remains to be seen, but it is nice to have options. ■



Strange but true

The geoduck is the official mascot of the Evergreen State College, Washington - suitably matching their moto which translates from Latin to "let it all hang out".



Sunil Kadri with an early OptoSwim prototype

Futures now for NZ Aquaculture

Cutting-edge science, broader product applications and new channels all in the pursuit of enhanced value – these are futures now.

The 2010 New Zealand Aquaculture Conference, themed futures now, is about taking control of tomorrow's industry with today's planning, according to Aquaculture New Zealand chief executive Mike Burrell.

Mike said exploring central themes like sector co-operation, our reputation for exquisite cuisine, research and development and international market development, would help reveal how the industry can create greater earning power.

"The future is now," Mike said.

"What we do today determines the industry's prosperity and growth for tomorrow.

"We want to get New Zealand ahead of the game.

"The conference provides a unique opportunity for players from all sectors of the industry to come together, explore the issues with expert insight from our guest speakers, and align our goals.

"We want to bring the future of Aquaculture to New Zealand, now.

"This is not an exercise in theory. This is about getting everyone in on the ground level."

Futures now will effectively be giving delegates a look at what's around the corner and arming them with first hand expert accounts of what's happening on the front lines.

"We'll be exploring what's happening on the frontier of research and development, looking at new species potential and genomics," Mike said.

"International market development and the future face of our exports will be of interest to every farmer, producer and investor.

"We want our delegates to experience first hand what is happening within our own sector and have included an extra day to the conference this year which will be filled with field activities."

Futures now, 2010 Aquaculture New Zealand Conference, November 17, 18 & 19, Nelson. ■

Talk of change

World Renowned Kiwi aquacultural entrepreneur and scientist Sunil Kadri will be bringing his lessons on commercialising ideas to the 2010 New Zealand Aquaculture Conference.

Ten metres deep off the coast of the Philippines, Sunil Kadri knew he was going to die.

While diving for a Swiss aid agency, dynamite fishermen mistook his bubbles for a sign of fish and dropped explosives onto him.

Boom!

"Everything went black but I stayed conscious," Sunil recounts 20 years after being smashed by a giant pressure wave.

"I knew what had happened but I couldn't move. I reached for my regulator and I couldn't breathe.

"I tried to swim but my legs wouldn't work."

With his mind clouded by the explosion and his lungs aching, Sunil gave in.

"I decided I was going to die," he said.

"Then I had this vision of my funeral and it made me think of all the other people in my life and I thought I can't let this happen."

Although he endured a 10-month recovery from internal head and chest injuries and would never dive again, Sunil had no thoughts of giving up his life on the water.

"It made me think differently about life, but I never thought about not being involved with the sea," he said.

"I'd always wanted to be a marine biologist."

After growing up in Rotorua, Sunil completed a Bachelor of Science in Zoology at the University of Auckland.

"Basically I left the country the week after I finished my final degree exams to go to Scotland to work on fish farms for a few months and never made it back," he said.

"I went just to get a bit of fish farm experience and while I was working here I realised there were a lot of problems and I got interested in solving the problems as opposed to farming."

Sunil went on to complete a Masters degree and a PhD and today his business cards read Director of International Business Development for Europharma – a small multi-national supplying pharmaceutical and biotech products to the salmon farming industry.

He also serves as CEO for Aquaculture Innovation, his consultancy firm run out of Glasgow, and OptoSwim Technologies Ltd – a company producing a technology that uses a light matrix to encourage farmed fish to swim more, resulting in leaner, healthier, tastier fish.

A unique breed within the industry, Sunil blends a strong scientific background with shrewd economic nous to help bring new innovations to market.

"I'm not an inventor, but I can help to hone an idea into something that's good for the market and then help to sell it," Sunil said.

He has brought three significant projects to fruition and has three more in the pipeline.

His work commercialising the OptoSwim, saw him named Male Entrepreneur of the Year 2009 at the

prestigious O2X Awards in the UK.

And although he is widely recognised as a world pioneer in enhancing economic value and innovation for the industry, Sunil's work is not done.

Today, like 20 years ago when the dynamite exploded, Sunil faces another life altering, albeit far less dangerous, choice.

"My son is about to turn 19 and he's off to do his degree at MIT in Boston at the end of August," Sunil said.

"So we're about to go off and find something else interesting to do now.

"I thought about returning to New Zealand, but having had a previous venture in kina fattening mothball due to the moratorium, I'm not sure about the opportunities

out there for the likes of me; so I got into thinking about working in the third world.

"A couple of weeks ago I was in India pitching for a project to develop fresh water cage aquaculture in the 1500 reservoirs they have there.

"The other thing is prawn farming, which is bigger than salmon and it's intensifying quite a bit so there is room for them to capitalise significantly on new technologies.

"We've got three new technologies almost ready for the market so I could end up in Thailand."

While he may not be coming back for good, Sunil will be back in the country for the New Zealand Aquaculture Conference, November 17, 18 & 19, Nelson. ■



A minute with the Minister



Aquaculture law reform dominated the headlines this quarter when the Government announced their second round of cabinet decisions. While some insiders are quietly optimistic about the changes on the way, many are still wary of the legislative review process after the 2004 reforms strangled industry growth. The Government, led by Fisheries and Aquaculture Minister Phil Heatley, has publicly backed the industry to help grow the country's economy and says it is changing the laws to help Aquaculture reach its billion dollar goal. To find out what the latest announcements mean, how the reforms will help the industry and when the new laws will be in place, Aquaculture New Zealand spent...

What are the most significant changes to come out of the July announcements?

A key aim of the July decisions was to allow the processing of outstanding aquaculture applications to be completed and new applications made, while ensuring minimal disruption to marine farming.

We need to transition existing marine farms and applications to the new regulatory regime, and deal with the outstanding applications lodged under previous law and the interim Aquaculture Management Areas in Tasman and Waikato.

Changes to the Tasman and Waikato regional coastal plans will allow applications for finfish farming.

The decision also brought over the best of the Aquaculture Legislation Amendment Bill (No 2) and will provide allocation tools, and streamlined re-consenting processes.

At this stage the changes are proposed changes that will have to pass through a select committee process before amending legislation is introduced to Parliament.

What has been the reaction from the industry?

Aquaculture New Zealand and other industry leaders were quick to publicly support this move. The fishing industry has made representations to me and the Ministry of Fisheries and I am very conscious of their concerns and desire to have a "win win" for both sections of the seafood industry.

What have been your key considerations during the aquaculture law reform process?

Part of the Government's economic growth

agenda involves creating the right platform for the sector to realise its full potential. This must be done while protecting the environment and the interests of other users of our coastal areas.

The aquaculture industry's goal of \$1 billion in sales by 2025 would certainly be a very significant contribution to the economy, not only by way of overall financial returns but also in terms of regional employment growth, so it is one the Government wholeheartedly supports.

What do you want to achieve with this new piece of legislation?

We want to create the right platform for growth and to free up the bottlenecks that have kept the aquaculture industry in limbo for many years.

The Government's role is to create the right regulatory climate; the industry's role is to grasp the opportunities it is given and drive the industry forward.

The Government's role is to create the right regulatory climate; the industry's role is to grasp the opportunities it is given and drive the industry forward. We're already

seeing plenty of promising signs, such as recent marketing initiatives in China and elsewhere.

There will always be challenges and we need to work together to meet these. The Aquaculture Unit within the Ministry of Fisheries will play an important part in this.

Have you taken any steps to gauge public opinion on the direction of the industry?

The feedback I have had, both formal and informal, indicates a good level of support for the direction in which aquaculture development is heading. There are always competing interests, at both national and regional levels, and it is important to take these into account and to maintain a balance.

The industry and I need to keep beating the drum about successes and job creation. We should all be highlighting King Salmon's export successes during the European volcano crisis, the new mussel processing plant and Chinese export initiatives in the Bay of Plenty, and NIWA's work with high-value species.

What's the next step in the reform process?

A further Cabinet paper will deal with the implementation of the Maori Commercial Aquaculture Settlement under the new regime. The Government is committed to this and will agree with iwi on ways it can be achieved.

When can we expect the new legislation to come into effect?

The Government expects to introduce amending aquaculture legislation later this year, with enactment in 2011. ■

After 15 years working all over the industry, Mark Hones still says...

I want to be a mussel man



Cruising at 25 knots through the Pelorus Sounds, Mark Hones casually grips the wheel of the Hikapu Hunter.

"Take a look around," he says, nodding at the deep-metal blue still waters reaching out to the climbing leafy hillsides.

"This is my office.

"After 15 years I still love working in the industry.

"I enjoy getting out of bed every morning.

"How could anyone not like it?"

Hones' enthusiasm is contagious as he steers the 10 metre, 350 horse power craft, recounting the career path that led to his current role as Aotearoa Seafoods Limited harvest manager.

As an all-rounder, Hones has worked all over the industry – even underneath it.

"I started in the industry as a construction diver putting anchors on mussel farms for five years," he said.

After a five-year hiatus in the logging industry, Hones was ready to get serious about his career.

"I made a conscious decision about where I'd have the better future between Wine and Aquaculture," he said.

"Obviously Aquaculture won out. It's an innovative,



Mark Hones

environmentally friendly, distinctly Kiwi industry, producing some of the best seafood products in the world.

"But I made the decision based on enjoyment more than anything – I love being out on the water."

Hones took up a role as an assistant farm manager on Stewart Island before joining ASL about five years ago.

Now he's out on the water at least three days a week sourcing lines for harvest.

"My job is to keep continuity to the factory," he said.

"She needs 50 tonnes a day, my job is to go out and find her 50 tonnes a day."

As harvest manager for the third biggest mussel producer in the area, Hones oversees about 360 hectares of farms.

That's about 1000 lines – some of which are held by anchors Hones himself installed more than a decade ago.

"Every three months I go out and pull every line that's contracted to us – that's 1000 lines," he said.

"I check the size, their growth rates and where they are on the radar for harvest."

And when it comes to mussels, it's all about the fatness.

"I'm looking for good size, good condition and colour," he said.

"A harvestable mussel is a fat mussel."

By sourcing an average of two lines per day, Hones is a vital link in the chain that sees ASL process approximately 9,000 tonnes of mussels per year. ■



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