

# Gary Hooper

Supporting the proposal





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

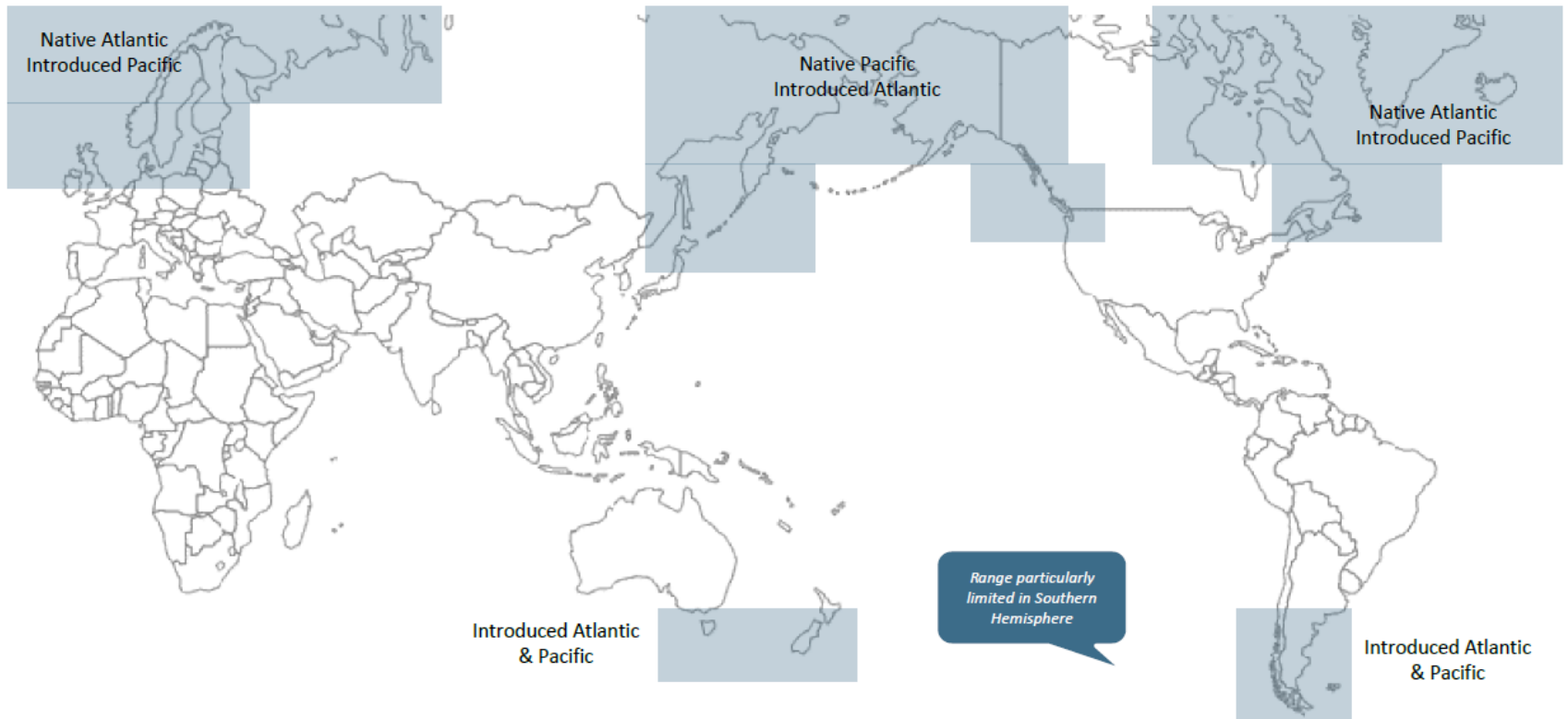
*- Jacques Cousteau, 1973*



## SALMON – PRODUCTION REGIONS

Salmon can only be produced in a limited range of areas globally

Salmon producing regions  
(2011)



# The Best Salmon in the World

## Undisputed Leader in Taste...

“[King Salmon] is generally considered the most delicious, and its name – the king salmon – is absolutely appropriate in more ways than one.” (*Smithsonian.com*)

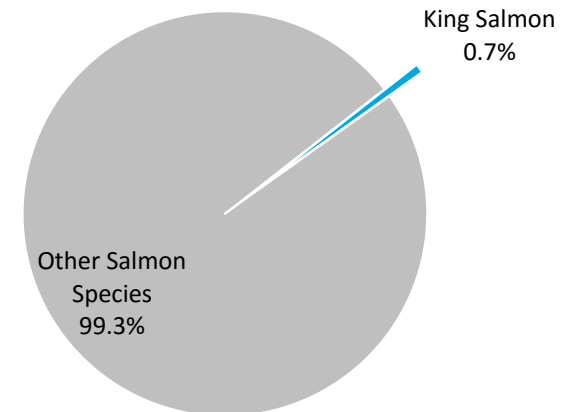
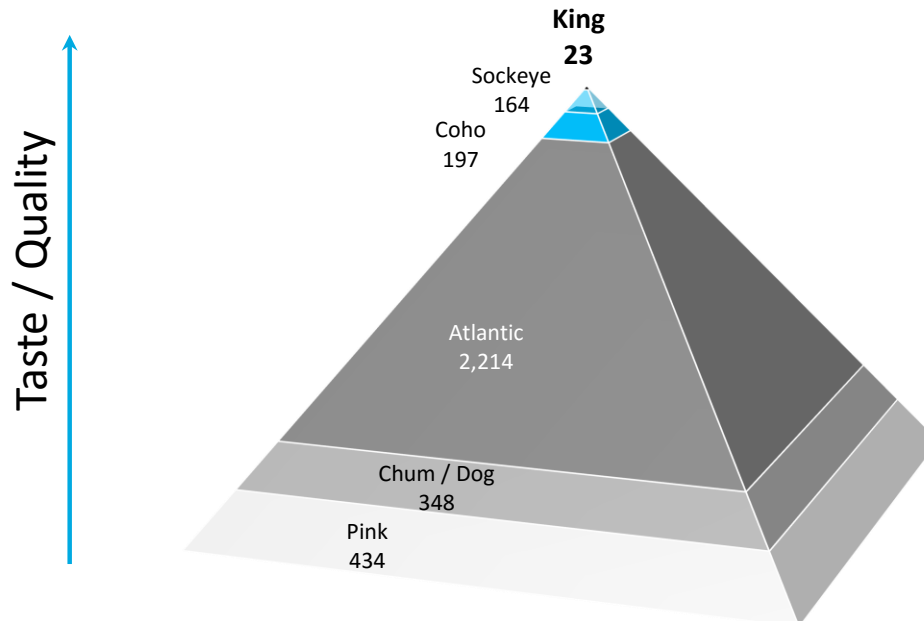
“The best are king ... which make amazing eating” (*The New York Times*)

“King Salmon ... is top of the line in salmon, deep, rich colour and full flavour.” (*Chefsref*)

## Global Production and Catch of Salmon 3 Million Tonnes (below in MT 000s)

## ...But Rare in a Huge Market

Less than 1% of global salmon catch and production is King Salmon.







## Here's what they said...

### Martin Rios

RESTAURANT MARTIN SANTA FE,  
NEW MEXICO

"I ran a taste test in my restaurant with my top staff, both kitchen and servers. Everyone agreed, based on their many years in the fine dining industry that the New Zealand King Salmon was the best piece of salmon they had ever tasted by far."

"I am looking forward to using this outstanding fish in my restaurant and exposing our customers to this superior product."



### Mike Yakura

OZUMA, SAN FRANCISCO

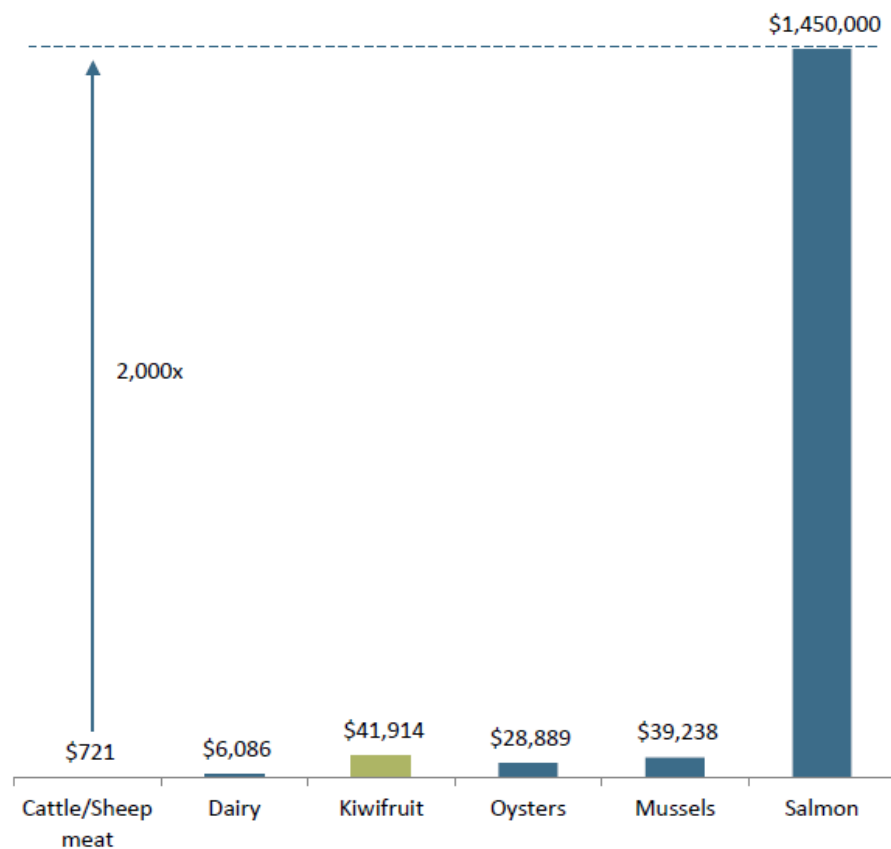
The oil content in the New Zealand King Salmon changes the texture of the fish, and almost makes it incomparable since it is so different. The Atlantic Salmon is also good, but the New Zealand King Salmon is more complex in flavor.

Just like the fat in wagyu it elevates the protein to a different level. It puts it in a different category and redefines what salmon can be.

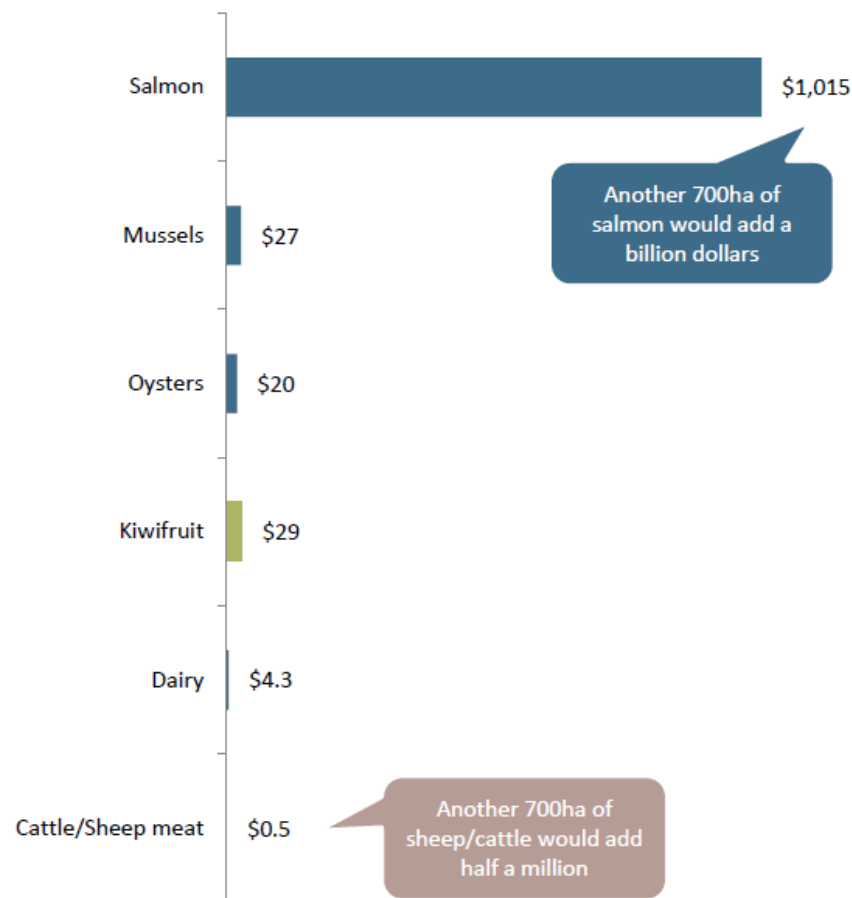
## "FARMGATE" RETURN PER HECTARE

Salmon returns dramatically more per hectare than other forms of agri/aqua-culture; for example, salmon returns 2,000 times as much per hectare as beef and sheep meat

Realised "New Zealand farmgate" value per hectare of space  
(NZ\$; 2011 or as available)

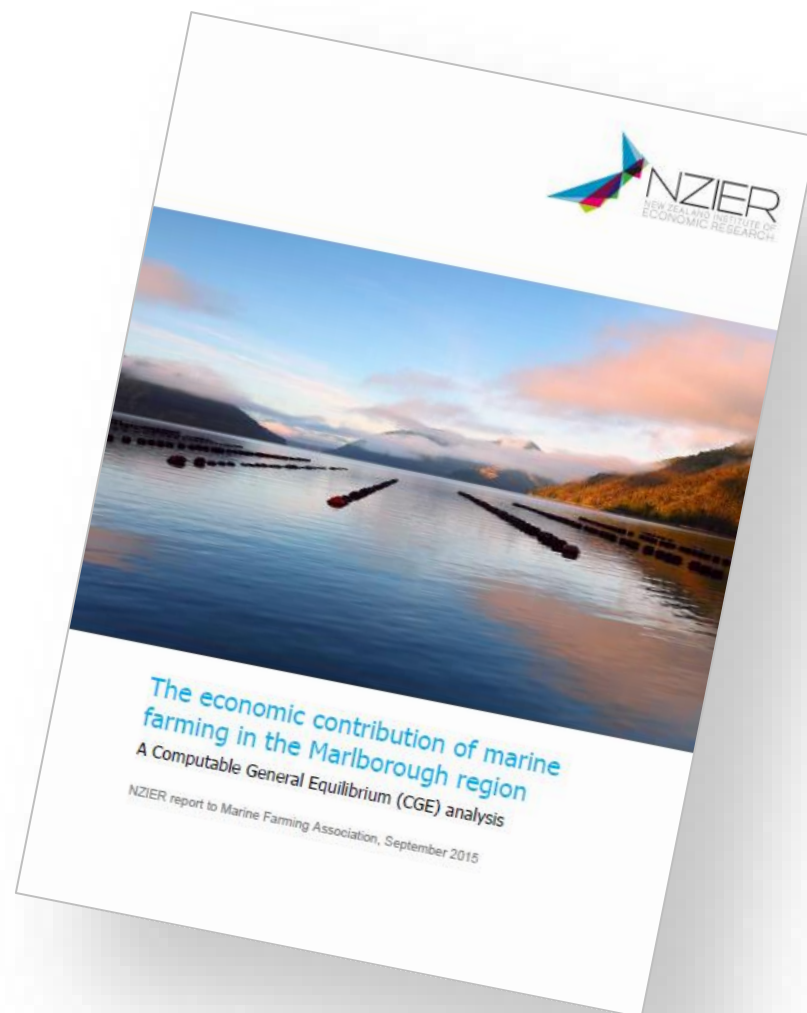


Incremental New Zealand "farmgate" value of +700ha of space  
(NZ\$; millions; 2011 or as available)



# The economic and social contribution of aquaculture is significant to regional economies

The relocation to high flow sites could generate up to **\$49 million** annually to regional GDP and **511 new jobs**





91%

OF NEW ZEALANDERS AGREE THAT AQUACULTURE PROVIDES A SUSTAINABLE WAY TO PRODUCE FOOD, AND 3% DISAGREE.

73%

OF NEW ZEALANDERS HAVE POSITIVE VIEWS OF THE INDUSTRY AND 5% VIEW THE INDUSTRY NEGATIVELY.

68%

OF NEW ZEALANDERS AGREE THAT AQUACULTURE CONTRIBUTES POSITIVELY TO NEW ZEALAND'S CLEAN, GREEN IMAGE, AND 11% DISAGREE.

91%

OF NEW ZEALANDERS AGREE THAT NEW ZEALAND SHOULD LOOK FOR OPPORTUNITIES TO SUSTAINABLY GROW THE AQUACULTURE INDUSTRY, AND 3% DISAGREE.

68%

OF NEW ZEALANDERS SAY AQUACULTURE HAS NOT HAD AN IMPACT ON THEIR PERSONAL USE OF NEW ZEALAND'S COAST – 19% HAVE BEEN POSITIVELY IMPACTED AND 6% HAVE BEEN NEGATIVELY IMPACTED.

80%

OF NEW ZEALANDERS AGREE THAT AQUACULTURE MAKES A SIGNIFICANT CONTRIBUTION TO OUR NATIONAL ECONOMY, AND 5% DISAGREE.

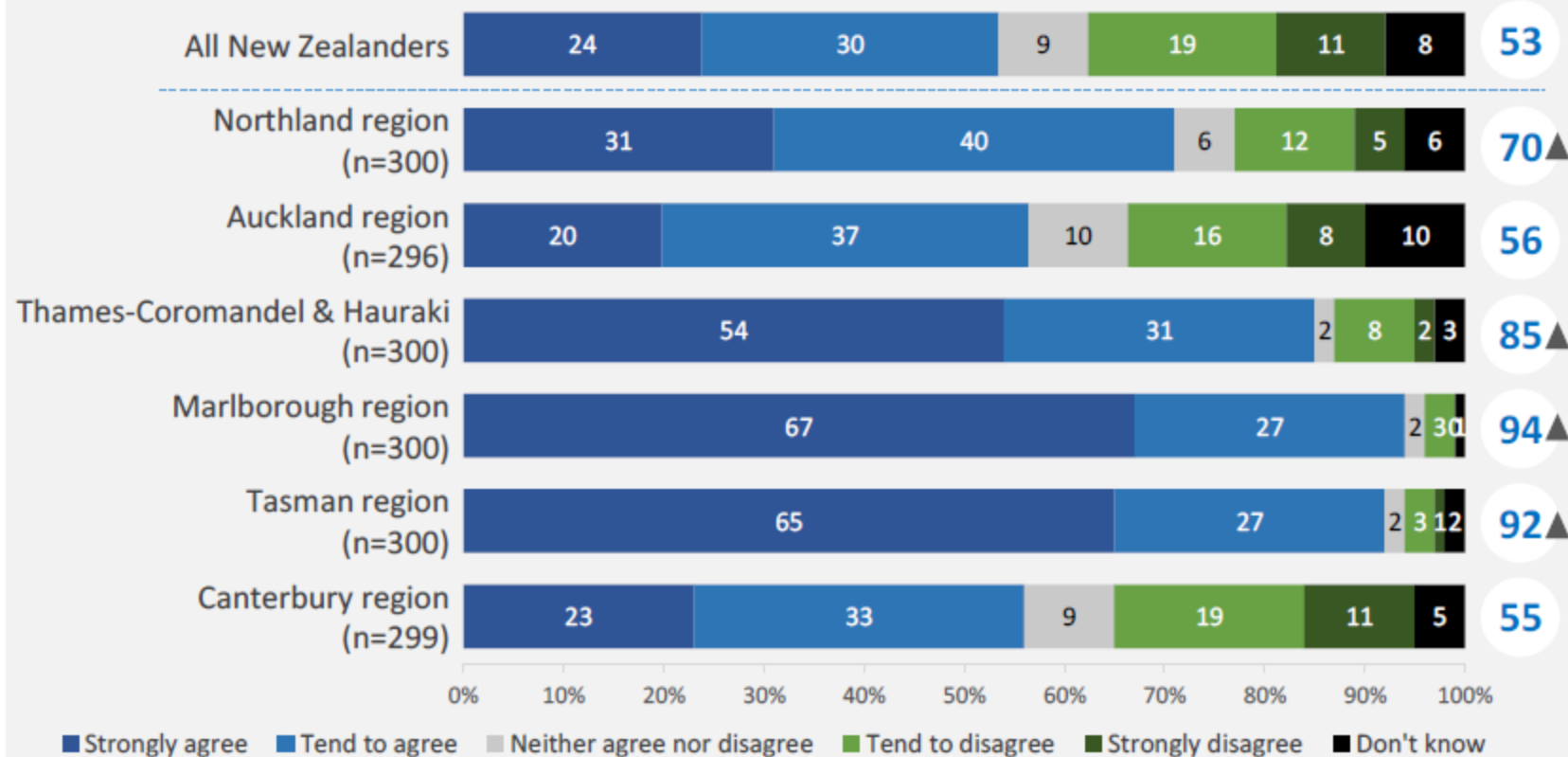


## Aquaculture provides jobs in your local community

**53%** of NZers agree

**30%** of NZers disagree

Agree %

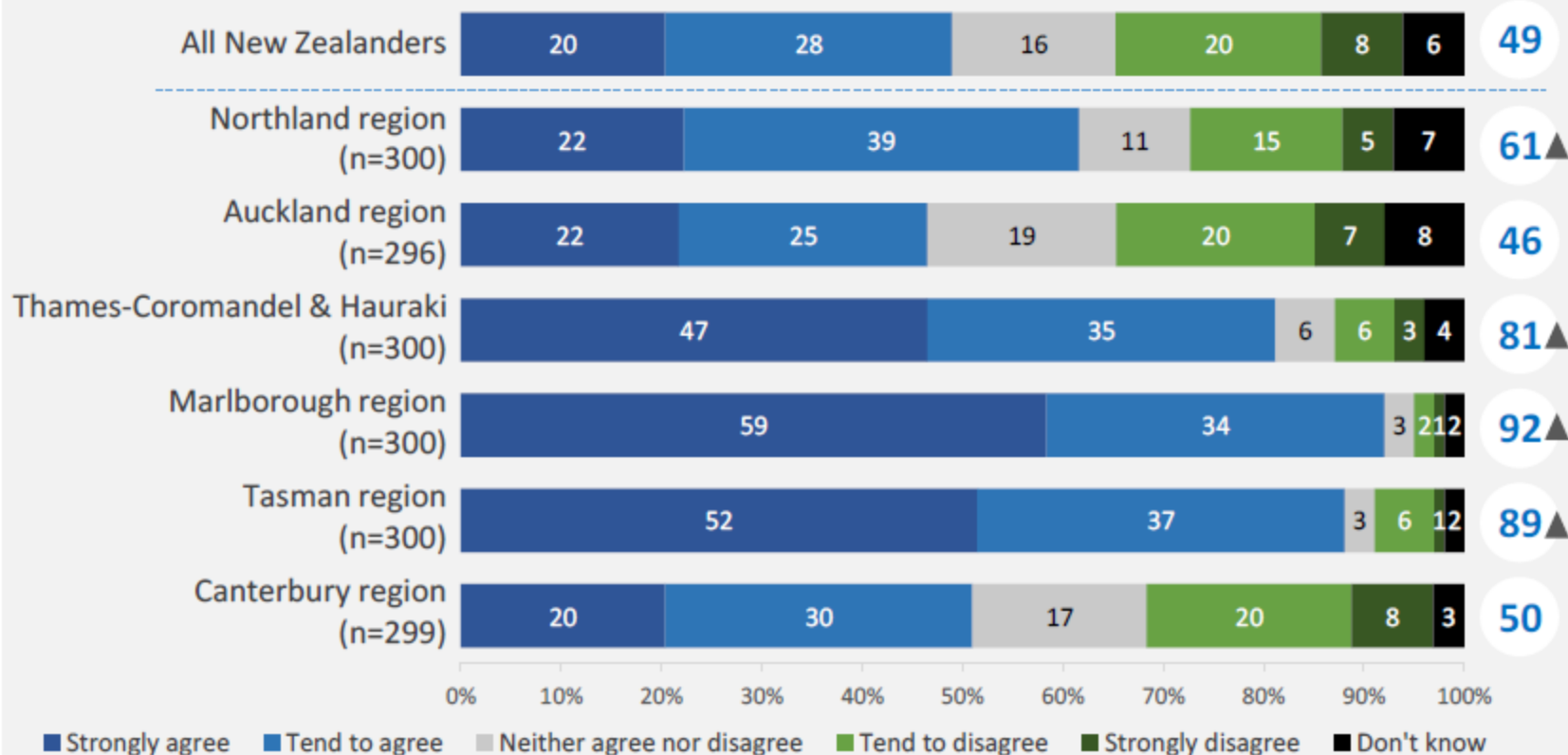


## Aquaculture contributes significantly to your local economy

**49%** of NZers agree

**29%** of NZers disagree

Agree %



**Best Management Practice guidelines for salmon farms in the  
Marlborough Sounds:  
Benthic environmental quality standards and monitoring protocol**

*Final: November 2014*

Prepared by the Benthic Standards Working Group:

Nigel Keeley (Cawthron)



Mark Gillard (New Zealand King Salmon Company Ltd)



Niall Broekhuizen (NIWA)



Richard Ford (Ministry for Primary Industries)

The primary logo in colour



Rob Schuckard (Sounds Advisory Group)

Steve Urlich (Marlborough District Council)



Specialist advice was also provided by Ross Sneddon (Cawthron) in relation to the monitoring and management of copper and zinc.

November 2014

# Relocation could deliver environmental, social and economic benefits

*“In 2012, Professor Kenneth Black of the Scottish Association of Marine Sciences, an internationally recognised authority on aquaculture, reported that higher-flow sites are better for growing healthy salmon, and reducing environmental effects in the Marlborough Sounds.”*

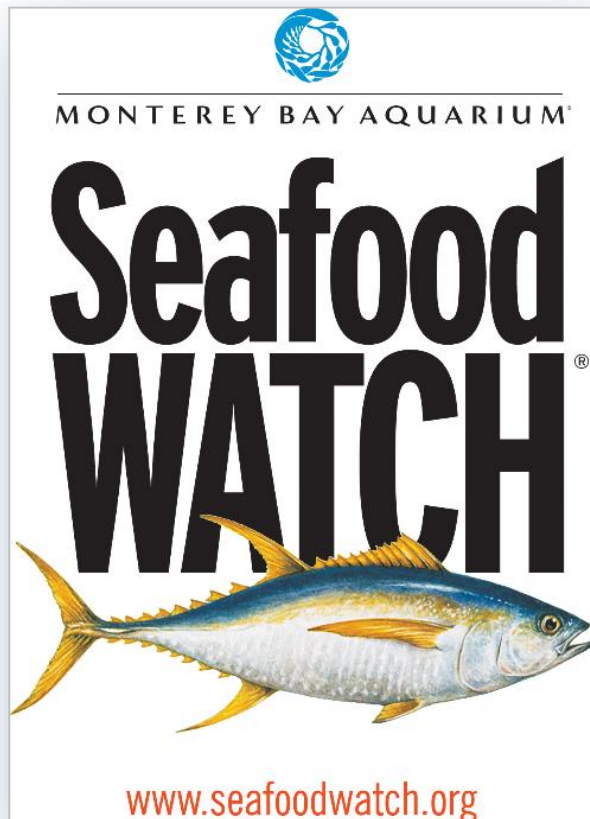





NEW ZEALAND  
**Sustainable  
AQUACULTURE**

THIS IS MY BACKYARD. I FISH HERE, I SWIM HERE, I WORK HERE.  
IT'S MY JOB TO PROTECT IT. MY WATERS ARE BLUE,  
MY INDUSTRY GREEN AND MY FUTURE BRIGHT. I HELP FEED THE WORLD  
AND THE WORLD CAN'T GET ENOUGH OF MY BEAUTIFUL SEAFOOD.  
I'VE EVOLVED OVER GENERATIONS, CREATING  
GREEN JOBS AND INVESTING IN MY COMMUNITY.

I AM OPPORTUNITY. I AM **SUSTAINABILITY**. I AM THE FUTURE.  
I AM NEW ZEALAND **AQUACULTURE**.



	Type	Method	Location
<b>BEST CHOICE</b> 	<b>Salmon, Chinook</b> (Chinook salmon, King salmon, Quinnot salmon, Spring salmon)	<b>Freshwater, Marine net pens</b>	<b>New Zealand</b>

# Conceptual framework for developing a vision for salmon farming in Marlborough

Current state  
late 1980s to today

Second generation adaption  
2017/18 – potential relocation

Third generation adaption  
2030 – consideration of offshore if  
technology allows

Six lower  
flow sites

Better environment but  
still close to people

Transition  
to  
higher flow  
sites

Remediation of vacated  
salmon farms

Development of BMP-  
water quality standards

Potential  
transition  
to offshore,  
inshore &  
land-based

Research  
Waste capture  
Feed efficiency  
New species

Reducing competition with other users and values of the coast

Improving environmental performance, monitoring and international reputation

Improving economic performance, husbandry, climate resilience, and biosecurity



Off shore farming only concepts at present





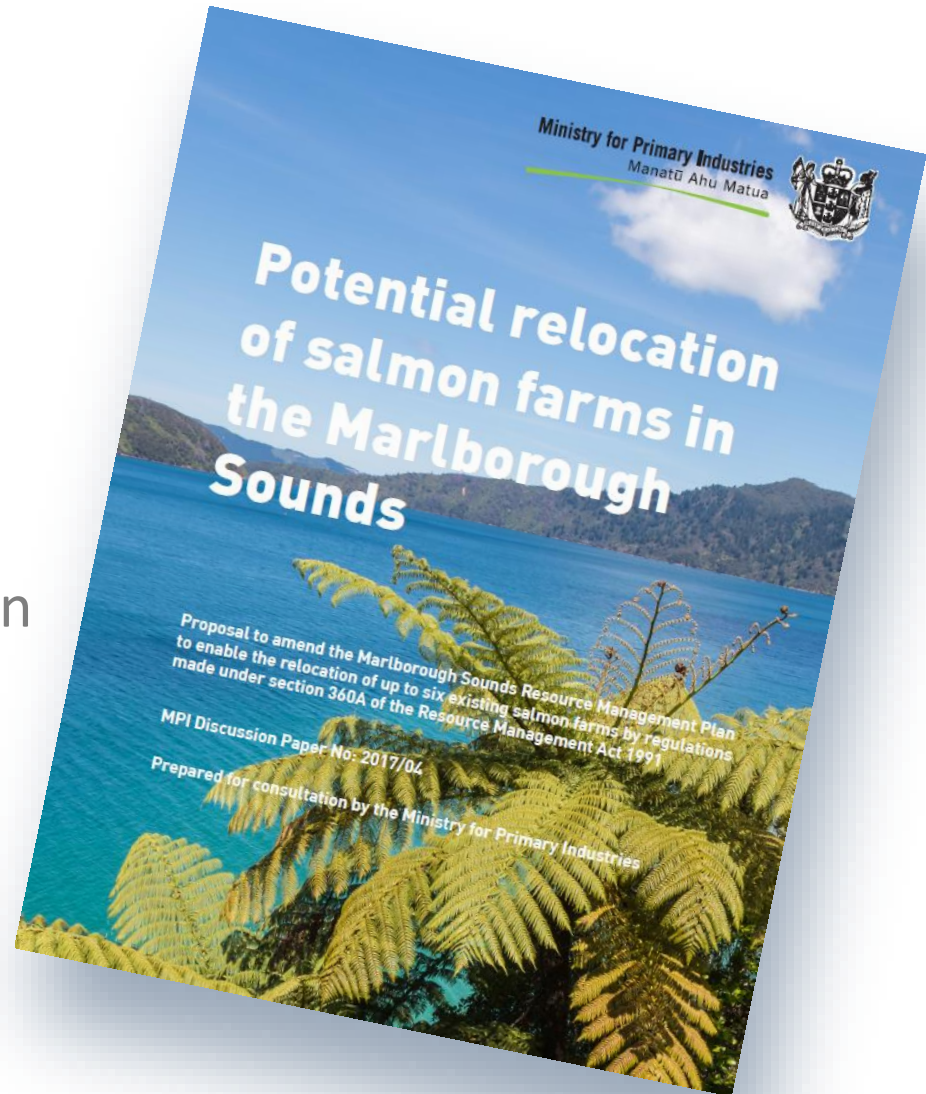
## Land based?

- very high energy requirements
- history of non-viability



# Support 360a process

- Working group
- Expert caucusing
- Sharing of information
- Opportunity for peer review
- Efficient
- Public have their say
- Govt to do s.32 prior to decision







for the environment

good

for the economy

for the community

for New Zealand