

Key Attributes of the New Zealand Aquaculture Sector

In the past 30 years aquaculture in New Zealand has grown from very small beginnings to a significant primary industry, currently estimated to be worth in excess of \$300 million, with a target goal of reaching \$1 billion in sales by 2025.

The flagship species are New Zealand Greenshell™ Mussels, followed by King Salmon and Pacific Oysters, with a number of new species currently being investigated for their commercial potential within aquaculture.

Sustainability

New Zealand's isolation and island geography has the benefit of providing over 5,000 kilometres of coastline and pristine waters, an ideal environment for marine farming.

The aquaculture industry protects the unpolluted waters by adhering to Environmental Codes of Practice to ensure that all of its activities are environmentally responsible and sustainable. The ECOP's direct best industry practices throughout growing, harvesting and processing, to minimise any potential effects on the environment.

Independent and high profile recognition of the New Zealand aquaculture industry's commitment to environmental sustainability has come from the U.S based, Blue Ocean Institute. This conservation organisation rated New Zealand Greenshell™ Mussels as one of the top two sustainable seafood's in the world in their 2005 Guide to Ocean Friendly Species.

The New Zealand aquaculture industry also recognises that good marine farm management is an effective way to minimise the spread of pests and diseases as well as maximise farm yield. The industry also funds regional water quality agencies and works closely with the NZ Food Safety Authority and Biosecurity NZ, sharing information and working together to ensure New Zealand's water quality remains at the highest of standards.

Social sustainability is also of great importance to the industry, which has embraced Maori and community involvement. This working relationship is focused on ensuring Kaitiaki tanga, the sustainable use of New Zealand's marine resources.

Looking to the Future

Success of the New Zealand aquaculture industry to date has resulted from its ability to deliver high quality produce through sustainable production. This reputation has provided the industry with an edge in the global market and will certainly be upheld into the future.

New Zealand Aquaculture Quick Facts

- The Aquaculture sector is the fastest growing seafood sector.
- The Food and Agriculture Organisation (FAO) predicts the world's seafood consumption will rise by 35% over the next ten years, suggesting this growth trend for aquaculture products is likely to continue.
- Aquaculture activities in New Zealand occupy only 0.02% of New Zealand's coastline.
- Aquaculture makes up approximately 20 percent of the total fisheries production in value and 15 percent of New Zealand's seafood exports by revenue.
- Around 66 percent of New Zealand's aquaculture production is exported.
- New Zealand's aquaculture produce is currently exported to 77 countries worldwide.
- The greatest contributor to the growth of aquaculture production in New Zealand has been Greenshell™ Mussels, with King salmon and Pacific Oysters as the other two significant species.