

## A Sustainable Growth Story






New Zealand marine farmers have a proud history. A reputation earned over 40 years of strong environmental management with processes independently recognised as world leading. Aquaculture produces world-class, nutritious and delicious seafood, employs 3000 lives and injects hundreds of millions of dollars in export earnings into the economy each year. Aquaculture offers New Zealand a unique opportunity to utilise our coastal resources, to generate more jobs and grow the economy by farming carefully chosen sites under planned and controlled conditions. It is not a choice between economic growth or environmental sustainability. It is a means of achieving both and people can feel proud for supporting sustainable economic development in their community.


# Aquaculture is good

for communities  
for the economy  
for New Zealand

### Aquaculture in New Zealand

- \$400 million sector
- Currently 3 commercial species, Greenshell™ mussels, Pacific Oysters, King 'Chinook' salmon
- Growth target of \$1 billion by 2025 (potential to be much higher)
- Growth through scale, productivity and value added marketing
- Underpinned by a commitment to environmental sustainability



## Commitment to Sustainable Practices

### *Pristine environments = Pristine products*

Underpinning the aquaculture development strategy is a firm commitment to further build the environmental sustainability and integrity of the sector.

The industry's current environmental framework is composed of Environmental Codes of Practice (ECOPs) specific to each species. These ECOPs have been independently benchmarked against similar international standards and performed exceptionally well in comparison

However the environmental sustainability landscape is rapidly changing and there is an ever increasing need to demonstrate verification of our sustainable practices to both the New Zealand public and our international markets.



## A Sustainable Future

In order to achieve this, the industry intends to develop an evolving and cohesive environmental management framework that:

- Improves environmental outcomes
- Delivers operational benefits to sector participants
- Maximises market opportunity for New Zealand's aquaculture products
- Recognises the expectations of stakeholders and communities
- Enhances the sector's reputation for credible environmental stewardship

| Social  | Economic   | Environment  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• An opportunity to strengthen relations with local community</li> </ul> | <ul style="list-style-type: none"> <li>• <b>To gain the greatest commercial benefit through environmental integrity</b></li> </ul> | <ul style="list-style-type: none"> <li>• To build an environmental management framework to protect its local eco system</li> </ul> |





## Towards Global Recognition

The final element of the new programme will be the development of a brand story and communications package which can be utilised by AQNZ and individual companies to support the industry's environmental proposition, both in New Zealand and in global markets.

Furthermore, the EMS will be developed so that it integrates with a range of global certification systems, recognising that various international markets have a preferred certification system that represents their requirements and aspirations of a sustainable product.

The ECOPs will contain mapping tables that link the leading global certification systems to the operational objectives of the AQNZ EMS. These can be used to trace the objectives and reporting within the AQNZ EMS to meet the relevant certification process. Individual operators can then utilise the New Zealand system as a stepping stone towards fully accredited international certification.

