

Salmon Tales

Spring
2020



New Zealand
King Salmon



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Sustainable Business Awards
Finalist 2020



The Sustainable Business Awards, which have been running for 18 years, recognise and celebrate success in sustainability in New Zealand.

Our Omega Innovations team were named as a finalist for the Going Circular Award for their work in maximising the potential of King salmon remaining raw materials and in particular the development of Omega Plus premium pet food.

Winners were announced at a virtual awards event streamed around the country in November.

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If you have pictures you would like to share, suggestions for content, general feedback or you'd like to subscribe please email us at salmontales@kingsalmon.co.nz

DID YOU KNOW?



239
KILOGRAMS

In the past year our teams have done 36 beach clean-ups and collected 239 kilograms of waste across the Top of the South.

GREEN KILOMETRES

75,769

GREEN KILOMETRES
ACROSS OUR THREE
ELECTRIC VEHICLES



SNIPPETS



NZKS TO THE RESCUE

Members of our aquaculture team were on hand recently to respond to a mayday call from a private vessel taking on water in Queen Charlotte Sound. The vessel ran into difficulties after its saltwater pump broke. Our Ruakaka team picked up the call for help and set out to find the vessel using radio communication, before safely towing the vessel and crew of four back to Picton marina.



ŌRA KING LAUNCH JUNE HOG

Our Ōra King team have recently launched a new brand of King salmon into North America, called June Hog. Based on the West Coast legend, these are large fish that are bigger, faster and stronger than their siblings. They have the same sought-after features of Ōra King but with increased fat marbling, colour and size. June Hogs will be available on a trial basis until January 2021 with plans for on-going supply if the trial is successful.



BLUE ENDEAVOUR

We are expecting a hearing to take place in the first half of 2021 on our Blue Endeavour application to farm 7km north of Cape Lambert in the Cook Strait. Over the coming months we will be planning a number of public meetings in Marlborough where we will talk through our business plan and provide an opportunity to discuss feedback and answer questions.



ANNA BEVIN
CUSTOMER SERVICE TEAM LEADER

A mum of four with a fur baby and hubby at home in Nelson, Anna Bevin is an active adventurer and loves to spend her spare time at fishing competitions or out on the water kayaking or boating. Anna and her husband Rico decided to travel around New Zealand once the kids had left home, working along the way. They landed in Nelson two years ago and have been loving the top of the south lifestyle ever since.

By day Anna is the New Zealand King Salmon Customer Services Team Leader, based at our Bullen Street factory where our salmon is processed. Anna has a team of five in the busy and ever-changing customer service office. This is where all the orders are processed for customers, planning and logistics are arranged and consumer complaints are actioned.

A typical day in this office starts with the orders rolling in before 11am so her team can forecast numbers with the harvesting boat on the salmon farms. As a fast moving and fresh product there is a lot of planning that goes into harvesting the right amount of salmon on the right day and getting it to the customer as quickly as possible. King salmon are harvested in the Marlborough Sounds and then are driven to our Nelson facility to be processed the same

day, then sent out to customers or on shelves the following day or two later.

Some of the big New Zealand customers Anna and her team talk to regularly are Foodstuffs, Progressive, Fresh Choice supermarkets, sushi stores such as St Peirres and Mako Mono, plus the wonderful foodservice customers like your local restaurants. They also process all international orders as our sales are split down the middle with 50% heading overseas and 50% staying in New Zealand.

Anna has been at NZKS for 18 months and says "the best part of my job is definitely my team and colleagues, but I also really enjoy the challenge of finding solutions for our customers and NZKS is particularly great at working together to find outcomes to keep customers happy."

"The hardest part of customer service is when we don't have enough stock to fill the orders and get the customers what they need."

In her spare time, Anna is studying for a Diploma in Business Leadership and Management through the Southern Institute of Technology. But for now she is happy where she is: Anna believes that customer service is an amazing stepping stone to enter a business and get to know how it works, which could lead to further opportunities in other areas. In fact that's just what happened with Anna – she applied for a different role at New Zealand King Salmon and was asked if she would be interested in this Team Leader position which was a great fit for her skill set.

INTRODUCING THE NEW REGAL MAPLE SALMON

Our new Regal Marlborough Salmon maple range of cold-smoked and wood-roasted salmon has landed just in time for summer.

This subtly sweet and smoky flavour is now available in supermarkets and will make a delicious addition to your summer platter. Maple cold-smoked features King salmon cured with sea salt, smoked over maple woods and then sliced. The double maple wood-roasted King salmon is infused with maple flavour and then smoked over maple woods which produces a lightly tanned crust with a melt in your mouth rich flavour.



Loaded flatbreads

This 3 ingredient flat bread recipe is super quick and easy to make. Perfect for entertaining!

INGREDIENTS

Flat bread:
3/4 cup plain yogurt
1 cup self raising flour + extra for the bench
1 tsp fine sea salt

Toppings:
250g cream cheese
2 tbsp plain yogurt
1 tsp dried or fresh dill, finely chopped
Pinch of salt
200g Regal Maple Cold-Smoked Salmon
2 tbsp capers
1/4 small red onion, sliced thinly
Dash of apple cider vinegar
Fresh herbs

METHOD

Preheat oven to 180 degrees Celcius. Add all flat bread ingredients into a bowl and mix until it comes together. Dust bench generously with extra flour and top dough out on the bench. Knead until it comes together. Cut into four.

Dust the bench and a rolling pin with flour. Roll the dough out into flat bread, approx. 3mm thick, then repeat with the other three. Drizzle two baking trays with olive oil and place to flatbreads on top. Brush the top of the flatbreads with extra oil and bake for 15 minutes or until golden. Once the flat breads are baked, transfer to a wire rack to cool down for 10-15 minutes.

Prepare the toppings: whip the cream cheese, greek yogurt, dill and salt together then set aside. Thinly slice the red onion and place in a bowl. Add a splash of apple cider vinegar and mix around. Set aside. Once the flat breads have cooled down spread the whipped cream cheese and top with salmon, capers, red onion and fresh herbs. Cut the flat breads and serve straight away.

Fun tip: add in any extra herbs and spices of your choice before mixing the dough to put your spin on it!



OUR SUSTAINABILITY STORY

Care for the environment is a key pillar in our business strategy – we want to minimise our footprint as much as we can, whilst helping our people, our community and our stakeholders for the long-term.

We are a community of team members and suppliers who are all reliant on the natural environment which is why we work tirelessly to monitor and measure our operations so we can farm into the future.

At NZKS we have a small, dedicated team focused on sustainability but backed up by a range of sustainability leaders across the business who share a passion to reduce our impact.

To independently verify our sustainable practices in aquaculture and our supply chain we have committed to a self-imposed assessment regime with regular audits or assessments by third-party organisations. We are also focused on using resources responsibly.

Some of our commitments and achievements include:

- Reconfirmation of our four-star certification with Best Aquaculture Practices.
- Aquaculture Stewardship Council (ASC) certification achieved in February following a full audit of Clay Point farm in September 2019. As a member of the Global Salmon initiative, we had committed to achieving certification by this year.
- First year of participation in the UN Global Compact, a voluntary code of Ten Principles addressing fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption.
- NZKS undertook rigorous research as one of the main contributors to New Zealand retaining Green Best Choice from Monterey Bay Aquarium Seafood Watch for King salmon.

- A Life Cycle Analysis (LCA) report commissioned to gauge our carbon emissions across the business, as well as more formal monitoring of data on water, waste and energy usage in the factory, and initiatives to reduce our use of plastics.
- We have completed a climate disclosure gap assessment under the likely future reporting framework Taskforce on Climate Related Financial Disclosure (TCFD).
- We support the development of NZKS policies that incorporate sustainability into the way we work and development of a supplier code of conduct.
- We have established a Sustainable Committee involving team members across the company to set further short and long-term sustainability goals
- As a partner in the New Zealand Plastics Packaging Declaration, we declared our commitment to reaching the ultimate goal of using 100% reusable, recyclable or compostable packaging across our business by 2025.

Other achievements include sending our gumboots from the processing plant to a manufacturer in Christchurch where they are recycled into safety mats for use in children's playgrounds and smocks being recycled into rubbish bags or mulch film.

We also have three Hyundai Kona EVs in our fleet which are used extensively between Nelson and Blenheim/Picton. To date the EVs have travelled over 75,000 green kilometres.

At the end of the day, sustainability is an action, not a title.

Marlborough Boys' College visit our Ruakaka sea farm

After being postponed several times due to Covid-19, a farm visit to Ruakaka was finally able to go ahead in October for a biology class from Marlborough Boys' College.

The class were looking at ecology and focusing on tides, plankton, ezonation and the impact of farming on the environment. Our Community Sponsorship & Events Coordinator Chelsea Yates accompanied the boys from Picton to our oldest seafarm, Ruakaka, about 20 minutes away by water taxi.

Once on-site Dan Jordan, Regional Manager for Queen Charlotte Sound, as well as other members of his team

showed the students everything from underwater feeding cameras and monitoring, to every day running of the farm.

"It was so interesting to see all the innovations like bubbling the water up from the seabed to reduce the temperature and to learn about the quantities and costs of feed, transport of smolt and life on a salmon farm. It was a great learning experience, and we thank NZKS for allowing us to visit", said Rebecca Kane, teacher at Marlborough Boys' College.

We host school groups multiple times a year across different farm sites in the Marlborough Sounds as part of our work in the community. We are actively involved with local primary and secondary schools to keep the door open with local youth who love to learn outside the classroom.



Welcome to new members of our Senior Leadership Team

Grant Lovell, Richard Smith and Fiona Couchman have recently taken up new roles as part of our senior leadership team. We're delighted to welcome these new faces to head up key areas of the business.

Fiona Couchman, General Manager People and Culture

Fiona joins us after 15 years as Training and Development Manager with Masterpet based in Wellington. She has a passion for helping people achieve their full potential and creating a highly engaged workforce with a focus on developing high performance teams.

Grant Lovell, General Manager Aquaculture

Grant first joined New Zealand King Salmon in 1997 as hatchery technician at our Tentburn freshwater facility. He has more than 20 years' experience in the aquaculture industry in Australia and New Zealand and has held senior positions across both freshwater and seawater operations including management of breeding programmes, fish health and harvest as well as feed and production planning.

Richard Smith, General Manager Processing

Richard brings a wealth of experience from previous roles at Whittaker's Chocolate, Moy Park Chicken and Sealord. Previously Projects and Engineering Manager for NZKS, Richard has a full understanding of our processing facilities having worked alongside the team for several years.



Fiona Couchman



Grant Lovell



Richard Smith



New Zealand King Salmon

INTERVIEW

AARON McCAULEY

Aaron has been a part of New Zealand King Salmon's sea farm team for only a few years, but he's spent almost his entire life in the Pelorus Sounds.



Growing up in beautiful Waihinu Bay, Aaron is no stranger to fish, the ocean, or the extreme conditions the Sounds often throws at its occupants.

"I did correspondence growing up, all five of us kids did. Once I was finished with my schooling I hung around home for about a year before Mum made me move into town. From there, I decided I'd go to polytech to study horticulture."

Aaron says he's worked a range of different jobs and came to New Zealand King Salmon after it was suggested to him by a friend.

"I was in between jobs at the time and I needed a change. I had mainly been doing mussel work, but I got sick of being away so much and never seeing my family."

Aaron is one of New Zealand King Salmon's sea farm aquaculture technicians, but says his job involves a lot of work on shore in the company's Havelock based yard.

"Pen building is what I've done most, that and setting up the fish nets out on the farms."

"I'm a bit of a floater," he laughs. "But I really like that about my job, there's lots of variety."

Aaron is a day worker, meaning he goes out in the boat each morning and comes back each night.

"We're currently in the midst of renovating our house, so that takes

up a lot of my time. But my hobbies outside of work are sport - cricket, rugby, and fishing which is a given I guess coming from the Sounds. Dad's a commercial fisherman so we did a fair amount of that growing up."

"As kids, if we wanted to go fishing for a day, we'd do say two days of solid schoolwork then spend the third day fishing. Either that or we'd bring our work with us on the boat and chip away while we waited for something on the line."

Aaron says the variety in his job is the reason he enjoys working for New Zealand King Salmon.

"They're a good company to be with. They look after their workers that's for sure and I'm grateful for my team, we all get on well."



Waihinu Bay, where Aaron grew up

Feast Marlborough delights again

Despite being delayed by a few months due to Covid-19, the crowds were out in Blenheim to join in this celebration of local cuisine.

Renowned annual event Feast Marlborough is a much-loved showcase of produce grown and made in the region including seafood, wine, gin, cheese, seasonal fruits and local chefs' creations.

In previous years NZKS has been represented by Regal Marlborough Salmon with chef Al Brown on a flame torch, but this year our Ōra King team decided to take over and wow the locals with their new cold-smoked salmon. This was quite a treat as Ōra King is usually only available to purchase by chefs exclusively for restaurants. The team put together an incredible dish featuring cold-smoked salmon with harissa hummus, crispy capers, pomegranate, and fennel slaw which proved so popular it had sold out by 7:30pm.

The Ōra King team raised an impressive \$4,000 on the night for the Kaipupu Wildlife Sanctuary in Picton harbour. Rachel Russel, Project Coordinator at the Sanctuary said "That's absolutely amazing! I can't get over that figure you must have been run off your feet on the night! We are incredibly grateful for your support, thank you."



Spotlight on Kaipupu Wildlife Sanctuary

Picton Harbour is home to a community project which aims to restore a 40 hectare 'mainland island' and provide a safe haven for native flora and fauna.

The Kaipupu Wildlife Sanctuary is a 40-hectare area surrounded by water on all sides apart from one corner which connects it to the mainland. A specially designed 600m predator fence has been installed here and the sanctuary is only accessible by boat, water taxi or kayak. Once on site there is a 2.7km circular walking track and lookouts while you are surrounded by native bush. You might be lucky enough to see a tui, bellbird, fantail or kereru on your stroll.

This incredible spot is open every day of the year, 24 hours a day, and is free to visit. New Zealand King Salmon is a Rimu sponsor of the Sanctuary and along with other supporters and volunteers this helps with funding for staff, pest control, general maintenance and monitoring.

Get involved

You can help Kaipupu Wildlife Sanctuary become pest free by volunteering or join up as a member and keep up to date with all the latest news in the Sanctuary newsletter. For more info check out: www.kaipupupoint.co.nz

