

# no o m i s a l i s t

Autumn  
2021



New Zealand  
King Salmon

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# WELCOME

Welcome to Salmon Tales, the New Zealand King Salmon newsletter and your place to gain an insight into creating the ultimate salmon experience.

Each quarter we pull together news and updates from around the business so you can keep up to date with what is going on. You'll learn what has been happening behind the scenes and get to know some of the people who put their heart and soul into producing our unique King salmon right here in the Top of the South.

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**If you have pictures and content to share, general feedback or you would like to subscribe, please email us: [salmonales@kingsalmon.co.nz](mailto:salmonales@kingsalmon.co.nz)**

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## ANNUAL SHAREHOLDERS MEETING

Our FY21 virtual ASM will take place on Wednesday 16 June. Shareholders will be able to listen to and view the presentation, ask questions and cast their vote from their own computers, mobiles or similar devices. Shareholders will receive the Notice of Meeting which will include all instructions for online participation.

## DID YOU KNOW?



**1300** RESTAURANTS  
FEATURING  
ORA KING ON THE  
MENU

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**1<sup>st</sup>** 4 STAR

**BEST AQUACULTURE  
PRACTISES (BAP) CERTIFIED  
SALMON PRODUCER IN  
AUSTRALASIA**

# SNIPPETS



## ORA KING LAUNCH KEIJI

Ōra King has created the world's first King salmon Keiji. Combining our renowned breeding and farming expertise, it is a magical marriage of Japanese lore and New Zealand craftsmanship. Gathered from the water before they mature, Ōra King Keiji are tender with sweet supple flesh and delicate fat lines. Available as whole salmon solely to chefs who aspire to immerse diners in a unique taste experience. A limited release is available in New Zealand, North America and Australia.



## SMART TRANSPORT

We're going electric in our efforts to reduce our environmental impact and lead the way in sustainable business practices. A fourth electric vehicle (EV) has now joined our fleet and is the first to be based at our Bullen Street site in Nelson. A new charging station has also been installed at Bullen St to complement the vehicle. We started our EV journey back in 2018 when the first of our company lease cars was replaced with a Hyundai Kona 5 door SUV. By reducing our dependence on fuel-powered vehicles, we are reducing our carbon footprint, and also contributing to our sustainability strategy.



## DANCING FOR A CAUSE

New Zealand King Salmon CEO Grant Rosewarne has forever honed his dance moves after recently taking part in NBS Dancing for a Cause with dance partner Hazel Adcock. The 2021 event raised an impressive \$248,000 for the Nelson Tasman Hospice, an amazing organisation that supports those in our community with a life-limiting illness. Congratulations to Grant's fellow contestant Abbie Cook and dance partner Anthony Hewson who were the winners on the night.

# LAIS CARLINI

## FOOD SAFETY & QUALITY MANAGER



**A self-confessed adrenalin junkie, New Zealand King Salmon Food Safety & Quality Manager Lais Carlini is determined that a near-death experience will not stop her from living her best life.**

Lais enjoys any activity that gets her blood pumping – paragliding, mountain biking, surfing. Every Friday night she packs her car and sets off exploring New Zealand's great outdoors with her partner and often her sister.

A native of Brazil, Lais arrived in New Zealand in 2013 for a three-month holiday. It's hard to believe that this articulate individual touched down with no grasp of the English language. By her own admission, she could barely even ask for a glass of water. "If I'm going to live in this country, I need to learn the language," she vowed to herself, and that she did. Having self-taught, she is now fluent in three languages, a testament to her determined personality.

Lais studied marine biology and worked as a science teacher in Brazil. Upon arriving in New Zealand, she took on a number of short-term jobs such as a driver, painter, cleaner and fruit picker. She applied to work at a travel agency and was amazed when they hired her in the customer-facing, front desk role. This position was pivotal in helping to improve her English. Coupled with her own determination, it fast-tracked her understanding of the language.

Feeling confident in her ability to communicate effectively, Lais embarked upon a role with the Seafood Training Service, delivering training to companies throughout New Zealand on the national unit standards. Whilst in this role, Lais travelled the country to train operations teams in the areas of food safety and seafood processes.

Nelson was a regular destination for Lais in this role, working with NZKS along with the Talley's group. She was immediately impressed by NZKS and quickly decided that if she were to go into industry, this was the organisation she wanted to work for.

Lais loves the fast-paced, solutions-focused aspect of the Food Safety & Quality team. Although stressful, she thrives leading and working

with an engaged team that spends the majority of their day problem-solving. She is grateful for the amazing opportunity she has been given, both from a professional and personal development perspective.

As she celebrates her two year anniversary with NZKS she reflects on her journey with the company so far, starting in the role of Food Compliance Officer in 2019 before being promoted to her current position managing the Food Safety & Quality department.

But back to that near-death experience that took place in February this year. The one that changed her whole perspective on life. Whilst taking part in her first ever paragliding competition, Lais missed her safety checks due to being overly focused on the technique she would use to clear a high powerline and then being rushed to start. After take-off, she quickly realised that something wasn't right – she hadn't attached her harness correctly. "I know how this is going to end – I'm going to die if I don't do anything," was the thought that immediately ran through her head.

And true to her quick-thinking nature, she somehow managed to stop herself going any further than the metre she was already off the ground. Landing ungraciously in a gorse bush, Lais was extremely embarrassed and disappointed in herself. After the debrief and some wise words from a seasoned paraglider, she realised that she had to get over her embarrassment and frustration. She turned the experience around and began looking at the positive learnings. Lais now shares her story so that others do not make the same mistake she did. She is fastidious about her safety checks and her advice is "do not break process" – good advice for her professional role also. The first time Lais took to the sky after her accident, she naturally questioned her decision and asked "why am I doing this to myself?" However, her mindset changed instantly when she felt the rush and thrill of being in the air – "I'm having the time of my life, that's why" was her next thought.

When asked where she sees herself in the future she quickly responds "in the air!" shortly followed by "live in the moment – right now." Sound advice from this inspiring human.



# Create a ripple of change

**We want to hear your ideas on how New Zealand King Salmon can go green.**

The Go Green Fund is your chance to make an impact on the way we operate. Perhaps you've noticed something we could be doing differently which would improve our efficiency or reduce costs. Maybe you've found a solution to help preserve our resources, or an initiative in the community you think we should be a part of. The Go Green Fund will provide money or time away from the business to support projects which help us achieve our sustainability goals.

For more information or to apply visit [kingsalmon.co.nz/gogreenfund](https://kingsalmon.co.nz/gogreenfund)

Together we can all play a part in helping to reduce our footprint.







We work to fulfil salmon aquaculture's potential as a **positive force** for the health of people, nature and our company.



We are committed to **caring for water** in our region.



We are a trustworthy and transparent neighbour and **community partner**.



We attract and develop **talented people** across our diverse roles and teams.



We are committed to **using resources responsibly** and reducing our impacts wherever possible.

Operating sustainably is an integral part of our business. That's why we have recently launched the Go Green Fund, an opportunity for NZKS team members to make changes to the way we operate and share ideas on how we can move towards a greener future.

Have you noticed a way we could reduce our impact? We're calling on our team members to think sustainably and suggest changes we could make to help us achieve our five sustainability goals, listed above. Aligned with the UN Sustainable Development Goals, these goals are specific to our business and act as a framework for all of our activities.

"Operating sustainably isn't just about recycling and reducing waste, it's also about being a good neighbour and member of our community, ensuring our supply chain is ethical and supporting our team to grow and thrive", says Aine O'Neill, NZKS Sustainability Specialist. "We want to empower team members to think outside the box and suggest ways we can achieve our sustainability goals across all divisions. Our team members have first-hand knowledge of our operations and are key to helping us achieve these goals. The decisions and changes we make today can have a huge impact on our future."

#### Who can apply?

Anyone who works for New Zealand King Salmon.

#### What kinds of ideas are you looking for?

Anything you think will help us achieve our sustainability goals, above. Big or small, all ideas and suggestions are welcome.

#### What does the fund provide?

The Go Green Fund will provide money or time away from the business to support projects which help us achieve our Sustainability Goals.

#### How do I apply?

Head to [www.kingsalmon.co.nz/gogreenfund](http://www.kingsalmon.co.nz/gogreenfund) to apply online.

## EXAMPLES OF GOING GREEN SO FAR

### Boiler replacement

We reduced our carbon emissions by 129,000 kg CO2 per year by replacing our coal-fired boiler with electric water heating. We are now using 316,000 kWh less energy per year by using three electric hot water cylinders instead of the coal boiler.

### Recycling Gumboots

We send used gumboots from the processing plant to a gumboot manufacturer in Christchurch where they are recycled into safety mats for use in children's playgrounds.

### Electric Vehicles

We continue to roll out Electric Vehicles in our ongoing efforts to reduce environmental impact and lead the way in sustainable business practices. To date we have replaced four of our company fleet cars with fully electric Hyundai Kona 5 door SUVs, with the aim of eventually phasing out most petrol cars.

### Recycling E-waste

We've teamed up with a laptop supplier who works directly with the Nelson Environmental Centre, a local business who recycle electronic waste, keeping it out of landfill. Where possible they will extend the life of a product by repairing and upgrading it for resale.



# Regal wins top honour in US specialty food awards

**Regal Double Manuka Wood Roasted Salmon has been voted New Product of the Year in the 2021 sofi Awards presented by the Specialty Food Association.**

The prestigious sofi Awards are open to members of the Specialty Food Association. Products are judged anonymously and rated according to taste, flavor, appearance, texture, aroma, ingredient quality and innovation.

Regal Double Manuka Wood Roasted Salmon was selected by a panel of specialty food experts from close to 1,500 entries. The ready-to-eat salmon also won an award in its category as the year's best new meat, poultry or seafood.

"Our Wood Roasted King Salmon has struck a chord with food lovers in the States who crave meal solutions that deliver on taste, quality and health all at the same time" says Michael Fabbro, Vice President of US Sales for NZKS. "Our team is so proud of this important industry acknowledgement. So much effort and care has gone into raising our King salmon, preparing it and bringing it to market."

Regal expanded to the US in 2018 with its cold smoked salmon line, now sold in supermarkets and specialty stores including at Safeway stores in select markets and Fresh Thyme Market stores chainwide. In August 2020, Regal launched Wood Roasted King Salmon in the US to excellent reviews.



## Ōra King documentary global launch

**The Ōra King story has been brought to life on the big screen in a new documentary.**

The beautifully-shot 45-minute feature has been a company-wide collaborative project 12 months in the making, led by Lauren Ellis in the Brands and Sustainability team in conjunction with Nelson-based creative agency Lumiere. The documentary follows the lifecycle of an Ōra King salmon, from egg to plate, and includes interviews with a number of NZKS team members as well as high-profile chefs and key industry players. A series of launch events to celebrate its release have recently been held at boutique cinemas in Nelson, Blenheim, Auckland, Wellington and Christchurch; with further screenings scheduled for Melbourne, Sydney, Brisbane and North America. These events have been a great opportunity to show chefs, foodservice teams, media and local community a behind-the-scenes look at the dedication and care that goes into producing our world-class salmon. The documentary will be available to watch at [www.oraking.co.nz](http://www.oraking.co.nz) from July.





# 117 New Zealand King Salmon team members benefit from 4080 hours of training

Team members from our Nelson processing sites recently took part in a series of life-skills training courses offered by New Zealand King Salmon in conjunction with the Tertiary Education Commission.

The week-long training courses were facilitated by Conquest Training and took place at our Beatty Street offices in Nelson during the team members' normal working hours.

The courses covered a range of skills such as literacy, numeracy, assertiveness, financial awareness, KiwiSaver and communications – key skills that are useful both inside and outside the workplace. Throughout the training team members had the opportunity to meet colleagues within the different departments of our Head Office at Beatty Street and gain an insight into other areas of the business, they also attended the daily morning meeting in the Senior Leadership office.

Feedback from the courses has been overwhelmingly positive, attendance rates were excellent, and an additional course was added to the schedule to meet the increased demand.

4080 hours of training took place during normal processing hours, meaning that 4080 hours of skilled processing team members needed to be replaced. Tim Masters, New Zealand King Salmon Senior Processing Manager, had a positive outlook from the offset, "we'll make it work" was his response when initially approached about the training plans. The courses were seen as something that would benefit our people and therefore our business.



We attract and develop talented people across our diverse roles and teams.



L-R: Jamie Hall, Shawn Burnett, Rachanun Wanlayapech, Grant Rosewarne, Shirley McFadyen, Stephen Young, Training Facilitator, Anne Herman & Debra Cass



L-R: Training Facilitator, Phuong Trang, Sang Kual Hei, Topasi Lata, Tuan Thang Hlwanceu, Ceu Neih Bawi Khuplian, Training Facilitator, Christina Wu, Salai Pire Thang, Grant Rosewarne, Jasmine Yordsiri.

Front L-R: Sui Tin Dim Hram Kung, Sui Tin Par Nichun, Somkhuan Klanhan

Due to the success of this training, the New Zealand King Salmon People and Culture team are investigating similar courses for the future.

If you would like to nominate yourself for this type of training or would like to know more, please ask your Team Leader or email: [peopleandculture@kingsalmon.co.nz](mailto:peopleandculture@kingsalmon.co.nz)



# Crowds roll in for annual Havelock Mussel & Seafood Festival

It was touch-and-go as to whether the festival would be able to run this year with uncertainty around Covid-19 alert levels, however organisers stuck to their guns and this much-loved event went ahead on a sunny Saturday in March.

NZKS sponsored the Culinary Tent where Seawater Manager Mark Preece gave salmon pin-boning and filleting demonstrations. Celebrity chef Michael Van de Elzen showed crowds how to create a Thai-spiced side of Ōra King salmon as well as other fantastic dishes using local honey, gin and of course mussels. Chef Saulo Camillo Nunes from Gramado's restaurant in Blenheim created a seafood salad with paua cooked in a pressure-cooker, while Aaron from Paradise Oysters gave oyster shucking demonstrations.

The NZKS team were on the barbecue cooking fresh salmon for our fresh and cold-smoked tacos, with all proceeds going to the Graeme Dingle Foundation.



## Regal dishes sell out at Friday Night Feast

Chef Al Brown joined our team to serve up two delicious Regal Marlborough King salmon dishes at this annual showcase of local food and drink in central Blenheim.



With its street party atmosphere, festive lights and a mouth-watering range of exciting food and drink, Bayleys Friday Night Feast is a local favourite.

At this year's event our team were serving up two Regal dishes: King salmon sashimi with soy syrup and wasabi peas, and crispy fried King salmon with spicy glaze and pickled cucumber. Locals loved the mix of flavours and textures and dishes proved so popular they both sold out before the evening ended.

All proceeds from our dishes have been donated to the Kaipupu Wildlife Sanctuary, a community project which aims to restore a 40 hectare 'mainland island' in Picton harbour.

Bayleys Friday Night Feast is hosted each year by Feast Marlborough and is a celebration of Marlborough food, the people who make it happen and the culinary geniuses who bring it all together.