

Salmon Stories

Spring
2021



New Zealand
King Salmon

IN THIS ISSUE

Meet our new CFO, Ben Rodgers

Tips on how to avoid food waste

Regal salmon curry recipe

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 Te Tau Ihu.

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If you have pictures or content to share, general feedback or you would like to subscribe, please email us at salmonales@kingsalmon.co.nz
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Behind the scenes of Blue Endeavour

Our Brands & Sustainability team partnered with local creative agency Lumiere to put together a video on our Blue Endeavour project. Here is Seawater Manager Mark Preece near the proposed site sharing his insights into the benefits of moving into the open ocean.

www.kingsalmon.co.nz/BlueEndeavour



SNIPPETS



BLUE ENDEAVOUR UPDATE

The hearing for our Blue Endeavour project to create a new salmon farm in the open ocean began in October in Blenheim. The hearing started with NZKS presenting our application to three commissioners appointed by the Marlborough District Council, with supporting evidence from key experts. We then heard from those who have opposed our application. We are expecting the hearing to be completed in December, with a decision in the first half of 2022. For more information head to: www.kingsalmon.co.nz/BlueEndeavour



CONGRATULATIONS DENVER

Denver McGregor, our General Manager of Food Safety & Quality, has won two national awards. In July, Denver was named New Zealand Food Safety's 2021 Significant Contribution to Food Safety Award winner then in August, he also received a Long-Standing Service Award from Seafood NZ as part of the Seafood Star Awards programme. Both awards were entered based on the work Denver and the NZKS Food Safety & Quality team are doing with the Listeria Strategy Programme.



ANOTHER WIN FOR TEAM REGAL USA

Our Regal Wood Roasted King Salmon has been selected as a 2021 Prevention Healthy Food Awards Winner. Prevention Magazine tested over 300 food products, so we're extremely proud to have come away with an award. This award is a huge win in the consumer world. Prevention is a highly-regarded Hearst publication that is perfect for Regal's demographics - their digital publication gets close to 10 million unique monthly visitors with household income of more than \$100,000.

DID YOU KNOW?



17 SURFACE HECTARERS
OF SALMON FARM
SPACE, 0.003% OF
THE MARLBOROUGH
SOUNDS

.....
**WE HAVE COMMITTED
TO USING**

100%



**REUSABLE, RECYCLABLE OR
COMPOSTABLE PACKAGING
BY 2025**



BEN RODGERS

CHIEF FINANCIAL OFFICER

In September this year Wellingtonian Ben Rodgers made the move to Nelson with his wife Stacey and their children Cooper, Frankie and Lucia, to join NZKS as Chief Financial Officer.

Just six months ago, Ben Rodgers didn't know much about New Zealand King Salmon and relocating his family to the Top of the South was not on the radar. "I didn't intend to move to Nelson, but I got a phone call about a Chief Financial Officer role. Initially I wasn't too familiar with NZKS but I recognised the Regal products from the supermarket. I came down to Nelson and met with Paul Steere and Grant Rosewarne – seeing their passion for the company and the opportunity really influenced me."

It was also the prospect of a senior role within a publicly-listed company with a major project on the horizon that had Ben keen to find out more. "I wanted to do a listed role where there was some exciting things in the pipeline, so when they talked about the potential for Blue Endeavour and what that would take in terms of an equity raise, they were things which appealed to me."

With fresh eyes and a couple of months under his belt, Ben is quickly learning about working in an essential primary sector food business during a global pandemic. "When you join a company your learning is accelerated when you go through hard times. My understanding is the change in farming model and the impact of Covid have led to a hard first six months of the year. I missed the bulk of that and joined just as things are on the upward trend, but I think whenever that happens everyone has a perspective on how businesses work and it takes these stress events to break things."

He is now looking at how the business has worked through these challenges while planning for a secure future. "I'm thinking about how those experiences help us inform Blue Endeavour, what is the magic equity number we need to raise to make sure we have strong foundations for the business moving forward. The exciting thing is

that we have a fantastic product, everyone wants it. Our issue is the supply side, so if we get Blue Endeavour across the line we can supply more, and more people around the world can see our fantastic product."

One of the key first impressions Ben has of NZKS is the passion the team have for what they do, something he noticed when watching the Ora King documentary. "I was left really buzzing after watching that. Actually seeing how the salmon are produced and all the steps we go through is a really powerful story – it's one of the best ones I've ever seen. I'm really proud to show people that documentary and say 'hey this is the organisation I'm involved in'."

So far the Rodgers' family are adjusting well to life in Nelson. Ben's wife Stacey is continuing her Wellington-based job remotely and the children are settling into school and preschool in Richmond, where they have bought a home. "My Dad grew up in Nelson so Cooper is going to the same school as his Grandad. His Grandad is quite excited and has already been down to spend time with us. Nelson seems like a really great place to raise kids. We've done a few day trips around the Top of the South. Tahunanui beach is great for the kids."

The move also means that Ben is able to spend more time at home too. "For me it's meant a shorter commute which is nice, I get to spend a bit more time with my kids in the morning helping my lovely wife to get them ready. Also getting home a bit earlier in the evenings so I can be more of a Dad on weekdays."

A keen footballer and avid Liverpool FC supporter, Ben is considering whether to take up social sport here in Nelson. "I've always played football since I was about four or five. In Wellington I had retired but got coerced into playing masters which was fun. It's great to have a social network outside of your usual friends."

Looking ahead, Ben is keen to see how he can contribute to building a bright future at New Zealand King Salmon. "I'm looking at things we can do to improve everyone's life at NZKS. As a leader across the business, my role is to understand the bottlenecks and intervene in those to make a difference. It's about prioritising what's important and having the team on board, as ultimately we're all here to make sure we are doing the best for the entire company. How do we provide more? We do things faster and smarter."



REGAL SALMON CURRY

This delicious curry is bursting with flavour and takes only around 30 minutes to make. Perfect for a quick mid-week dinner.

Difficulty: Medium

Serves: 4

Preparation time: 10 mins

Cooking time: 30 mins

Ingredients

Curry paste:

- 1 thumb size of (approx. 16g) ginger, fresh
- 2 garlic cloves
- 1-2 red chili, (more or less to your spice level!)
- 1 thumb size turmeric, fresh, or 1 tsp ground turmeric
- Handful of coriander, fresh or 1 1/2 tsp ground coriander
- 2 tablespoons of oil
- 2 tablespoons of tamari sauce

Curry:

- 4 fresh Regal King Salmon fillets
- 1 onion, chopped finely
- 1 tablespoon of oil
- 1 can of chopped tomatoes
- 1 can of coconut cream
- 1/2 teaspoon of sea salt, (or to taste)
- 2 tablespoons of brown sugar
- 1 packet of baby spinach leaves

Method

To make the curry paste, roughly chop ginger, garlic, chillies, turmeric and coriander. Add ingredients into a bullet blender or food processor, along with neutral oil and tamari. Blend into a paste - add water if you need to help it go around.

Heat a deep pan on medium with a generous tablespoon of oil. Add the chopped onion and fry for 3-4 minutes.

Add in the curry paste. Fry for a further 2 minutes until fragrant. Add in tomatoes, coconut cream, coconut sugar and salt. Stir to combine.

Bring to boil and let it simmer for 5 minutes on a low heat. In a separate pan, cook Regal salmon fillets - cooking time may vary depending on the size and temperature.

Add baby spinach into the curry sauce. Cook until wilted down and the curry sauce has thickened (around another 8-15 minutes). Cook the basmati rice while waiting.

Serve curry with basmati rice and garnish with fresh cilantro and a slice of lime.

10 WAYS TO HELP YOU AVOID FOOD WASTE AND SAVE MONEY

Wilted greens, stale bread, mouldy cheese - there are few things worse than throwing away untouched food. Not only is it a waste of food, but it's a frustrating waste of money.

We hate to see food go to waste, so we've whipped up 10 clever tips to help you avoid throwing your money down the drain with your food.

1. Adjust your fridge temperature to 0-5 degrees

Let's start with prevention. One of the top reasons we throw food away is because we're not storing it properly. Fridges should be kept between 0-5 degrees to preserve food longest, reports the Waste and Resources Action Programme.

2. Organise your pantry by the expiration date

Ensuring your food doesn't spoil could be as simple as ensuring your pantry is stocked like the grocery store shelves - earliest expiration date out front. This will help you keep an eye on foods that are about to go off.

3. Perfect your portions

If you have time to do meal planning, it's worth it to look into proper portioning. For example, King salmon is very rich so a small serving goes a long way - it's recommended that you allow 125g to 150g per person when eating fresh, and 50g per person when eating smoked.

Pro tip: Not using the full portion? Know how long food lasts in the fridge or freezer. Southern Ocean smoked salmon freezes really well. Use-by date is tomorrow, but you're not ready to eat it? Pop in the freezer! The high oil content means the smoked salmon freezes well.

4. Opt for frozen veggies

Frozen veggies aren't any less nutritious than their fresh counterparts. They'll also help you perfect your portions without wasting food - simply measure your serving size and put the rest back in the freezer for later.

5. Store bread in airtight bags or the freezer

Air is the enemy of bread, so storing your fresh loaves in a bread bin doesn't cut it. Instead, store your bread in an airtight bag. If you don't plan on going through your bread quickly, you're better off storing it in the freezer - it'll just take a little longer to defrost in the toaster.

Pro tip: One place you absolutely should not store bread? In the fridge. It'll go stale faster there.

6. Use stale bread as croutons or breadcrumbs

Didn't go through your loaf of bread fast enough? No worries, toss it in the food processor and make breadcrumbs or chop it up into croutons to bring life to your salad.

7. Turn wilting greens into a pesto

Once greens start to wilt it's usually game over... unless you turn them into a homemade pesto, that is! The more ingredients the better - you can use spinach, rocket and even herbs or other veggies that are starting to go off.

Pro tip: Think your greens might have a little fight left? Cut off the stem, place it in a glass of water and put it in the fridge. In just a few hours, your greens should come back to life! This trick works for veggies with stems like broccoli, salad, celery, carrots and parsnips.

8. Freeze unused herbs in ice cubes

Leftover herbs might look nice on your windowsill, but they won't last long there. Instead, chop them up and freeze them into ice cubes.

9. Create stock from veggie scraps or leftover bones

Chicken or fish carcasses don't have to go in the bin - they make a great stock when you mix them with other herbs and veggies. Want a vegetarian-friendly option? Mix leftover vegetable scraps like skins, tops and roots with your favourite herbs to make a veggie stock. Now you have your own homemade stocks!

10. Use berries to flavour your water or smoothies

Berries that are about to go off make delicious, natural water flavour enhancers. Just pop them into your water and enjoy. Or, if your berries are a little too bruised, whip them up into a tasty smoothie!

There are heaps of ways to keep your money from going down the drain with spoiled food - you just have to get a little creative. Do you have any unique hacks that help you save money on food?

These tips are from the Southern Ocean blog, for more stories and recipe ideas please visit www.southernocean.co.nz

Help New Zealand King Salmon Go Green

Have you noticed a way we can reduce our impact? We're calling on our team members to think sustainably and suggest changes we could make to help us go green.

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 budget or time away from the business to support projects which help us achieve our sustainability goals.



One of the first go green initiatives implemented is the lunchbox library at our Beatty St office.

Brand Manager Lauren Sheridan recognised the opportunity to help team members to cut down on single-use plastic and packaging when heading out for a coffee or lunch, in turn, reducing our volume of waste to landfill.

Sensing the library would align with our sustainability goal of *using resources responsibly and reducing our impacts wherever possible*, she applied to the Go Green Fund to purchase reusable lunchboxes and coffee cups to be stored at reception for all to use. The idea of financial and environmental benefits from the lunchbox library resonated with our sustainability committee.

If you have any ideas on how we can make changes to move towards a greener future, get in touch today. We'd love to hear from you.

Find out more and apply online at:
www.kingsalmon.co.nz/gogreenfund



Spotlight on Big Brothers Big Sisters

This charity is making a big difference to the young people of Nelson-Tasman through quality mentoring relationships.



Big Brothers Big Sisters (BBBS) is the world's biggest mentor programme, matching mentors (bigs) with mentees (littles) in a programme which sees the pair spend at least one hour a week together as friends, companions and confidantes.

Nelson was the first city in New Zealand to join the programme back in 1996. Decades on, the organisation is still going strong and is the largest and oldest of its kind in New Zealand with more than 250 community volunteers.

The BBBS Nelson Tasman team have made more than 1450 matches and are currently recruiting for more mentors to join. Programme Director Chelsea Routhan says they would especially love to get more male mentors on board.

"We have a lot of young boys on our list, aged from 6 to 12 years. It's very rewarding with nearly 100 per cent of our mentors saying they would recommend it to a friend."

Just one hour per week is required, where pairs can kick a ball around, play games or go for a walk on the beach. "You don't have to change your life to change theirs."

To find out more about becoming a mentor, email nelson@bbbs.nz, phone 03 545 9864 or check out their website at: www.bigbrothersbigsistersnelson.org.nz



**Big Brothers Big Sisters
of Nelson-Tasman**

Tuakana Teina



KRISTIN SPAETZEL

HATCHERY TEAM LEADER, WAIAU

Kristin is Hatchery Team Leader at our Waiau freshwater facility in Canterbury. She heads up a team of three and together they receive eggs from Takaka and hatch, feed and grow them. Some are harvested as smolt for the Omega Innovations team and others grow larger before being transferred to sea farms in the Marlborough Sounds.

Kristin Spaetzel first came to New Zealand King Salmon back in 2009 via a newspaper advertisement. 'Sea farm workers needed,' it read.

Kristin hightailed it to Picton for an interview that was supposed to land her a job on one of New Zealand King Salmon's sea farms, but instead she walked away as the newest team member of the breeding programme at the NZKS Tentburn Hatchery.

Born and bred in Canada, with a Bachelor of Science with Honours in Marine Biology from the University of Guelph, Kristin has always had a passion for science and investigation.

"It's my favourite part about working for NZKS, we have so many different projects on the go and a lot of them are based on science and investigation."

Now Hatchery Team Leader at the Waiau Hatchery in Canterbury, Kristin says she was over the moon to be on the path towards her dream job in an impromptu moment of pure luck just 12 years ago in a Picton office room.

"The NZKS interviewer asked where I saw myself in three to five years. I said at one of the hatcheries, working for the breeding programme, and it just so happened that they were looking for someone down in Christchurch at the Tentburn Hatchery. I didn't even have to move house," she laughed.

During her time with the company, Kristin has taken part in many exciting projects including performing ultrasounds and x-rays on

fish, being contracted out to other companies to test lab equipment and working closely with fish geneticists. Since starting back in 2009 she has had roles across all three NZKS freshwater facilities, initially spending four years at Tentburn followed by seven years at Takaka and then moving to take up the position as Waiau Team Leader during the lockdown of May 2020.

One of her career highlights involves a trip to Paris where she was given the opportunity to work with ultrasound companies on finding the best way to scan small fish to determine their gender. "We were dealing with all kinds of equipment, different processes, it was a real highlight being sent internationally to learn how to do our job better and what we could implement from that in the future."

Kristin says as Hatchery Team Leader no two days are the same. "That's what's kept me working for NZKS is just the massive job variety. I come in and I'm not doing the same thing two days in a row."

But because King salmon are not widely farmed, the role certainly has its challenges. "It's quite hard to keep up to date with the constant changes. We're always getting better fish, bigger fish, better survival rates, we have to keep on top of that. We have to adopt techniques used for other fish to try and make them work for our King salmon - an entirely different species."

When she's not at work, you will find Kristin out on the water or in the garden with her Araucana Chickens. "I have two hobbies at the moment," she says. "My partner and I have kayaks and I've just ordered a new boat which we hope will be delivered by Christmas. My second hobby is raising my chickens. I've got a little section of land where I keep a coop. Araucana Chickens are an interesting breed. They lay the most beautiful blue turquoise eggs," she says.

In the future, Kristin sees herself getting more involved with the science, the planning, and the investigation side of things. "If we ramp up production, we're going to have to get more efficient with the way we do our job, so I'd like to see where the breeding programmes are going to go."

Cross functional visits

With facilities across Te Tau Ihu, Canterbury and Auckland, and team members throughout the whole of Aotearoa and globally, we know just how important site visits are for relationship building. There's nothing better than putting a face to a name and expanding your network within your own organisation.

Recent international and domestic travel restrictions have negatively impacted our ability to visit our peers. We're hoping for increased flexibility in 2022 and more opportunity for our people to connect in-person and on-site.

Despite the Covid-19 lockdowns in New Zealand this year, some of our teams have still managed to get out and about to visit other sites.

The Omega Innovations team visited our freshwater hatchery in Takaka and also Ruakaka Sea Farm in the Marlborough Sounds. Not only were the team learning all about our processes, but they also took their social media followers on tour with them. During the visits, they were active across their social channels, posting updates and snips of information. And their loyal followers seemed to love all the 'behind the scenes' shots.

The Customer Services team have been waiting years to visit a sea farm so they were thrilled when the opportunity arose to get out on the water together and experience the aquaculture environment. Cindy Domanico, Sunny Nguyen, Ian Boyd, Helene May, Rachel Dodson from our Customer Services team (pictured centre) also visited Ruakaka Sea Farm, where Team Leader Hans conducted a full tour of the sea water operations.

Top image taken at Ruakaka Sea Farm: Dan Jordan, Regional Manager Queen Charlotte Sea Farms with Simon Thomas, GM Omega Innovations.

Bottom image taken at Takaka Hatchery: Emma Casely, Simon Thomas, Alice McKinley from Omega Innovations and Peter Entwistle from NPD.



DID YOU KNOW?

FACTS PICKED UP DURING RECENT CROSS FUNCTIONAL VISITS

FRESH WASABI

Our Takaka hatchery has ideal growing conditions for fresh wasabi to thrive. Many of our Ōra King chefs are delighted to see this salmon-complementing rhizome when they visit and are always keen to take a sample back to their restaurant.

TREES

We have planted thousands of native trees around the Takaka hatchery to improve biodiversity and support the local ecosystem. In addition, we have also sponsored the re-planting of thousands of native trees surrounding the shoreline at Ruakaka, which were previously overtaken by wild pines.

