



FOR IMMEDIATE RELEASE

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Ōra King salmon rated Best Choice by Monterey Bay Aquarium's Seafood Watch

Monterey, California: Premium New Zealand Ōra King salmon has been recognized as one of the world's most sustainable.

Following a year-long assessment process, a report released today (Feb. 16) by Monterey Bay Aquarium's globally respected consumer guide Seafood Watch® has rated New Zealand's marine-farmed salmon, including Ōra King salmon, as "Green", meaning it is a "Best Choice" for consumers.

Seafood Watch is produced by the independent conservation organization Monterey Bay Aquarium Foundation and is the authoritative consumer guide on sustainable seafood in North America.

New Zealand King salmon is the first and only ocean-farmed salmon to have achieved the Green/Best Choice rating from Seafood Watch.

The ratings are a strong endorsement of New Zealand King salmon's sustainability credentials.

Ōra King is raised by The New Zealand King Salmon Company in the South Island's Marlborough Sounds in a country which is "characterized by strong (aquaculture) management systems and pristine marine and freshwater ecosystems" the guide says .

New Zealand King Salmon CEO Grant Rosewarne says aquaculture makes a major contribution to relieving pressure on the world's fisheries.

“We have been claiming for some time that our industry equals sustainable jobs and healthy, mindful eating and the report supports what Kiwi salmon farmers have long maintained.”

Ōra King salmon was launched in the US market in 2012. Two decades in the making, Ōra King is a specific breed of salmon raised especially for the restaurant trade.

Chef Matt Lambert of the Michelin-starred Musket Room restaurant in New York City has visited the Ōra King farms on many occasions. He says, “The Seafood Watch ‘Best Choice’ rating confirms something I’ve believed since my first visit to the farm. When a product comes from such a pristine environment, and is treated with the utmost respect, the end result will always be fantastic. Ōra King salmon is that kind of product. It makes my job easier and more enjoyable.”

Mr Rosewarne says Ōra King represents the pinnacle of his company’s achievement.

“The brand is founded on more than two decades of traditional breeding, reinforced by our world leading expertise in growing King salmon. The species is itself a rare luxury. The Ōra King brand builds on all the fine traits of the King salmon species – it is to salmon what Wagyu is to beef.”

Snapshots from the Seafood Watch report reveal:

- Local environment and stringent national and site biosecurity measures mean New Zealand marine farms score 10 out of 10 for non-use of chemicals.
- New Zealand’s policy of releasing non-native King salmon in to the wild has no impact on “wild” stocks justifying a 10 out of 10 for no impact.
- Because all salmon there are sourced from farm-owned hatcheries they have no impact on wild stocks and so score 10 out of 10.
- Overall the final recommendations for farmed King salmon in New Zealand is ‘Green’ or ‘Best Choice’.

About Ōra King

Ōra King salmon is a best-of-breed King salmon developed specifically for the food service industry. Ōra King is a result of a commitment to quality founded on a traditional breeding program born in the top of New Zealand’s South Island two decades ago. All of the company’s husbandry and breeding, everything which Ōra King represents, is dedicated to the professional chef. It is the best of the best. Ōra King is to salmon as Wagyu is to beef.

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