



**EUCLID VISITS NEW ZEALAND
KING SALMON**

Seafood Watch Green Rated ORA KING
SALMON

ŌRA KING™

ABOUT THE COMPANY

- There are 8 operating sea farms on the South Island of NZ, on the northern Coast Marlborough Sounds region and 3 fresh water hatcheries
 - Ora King is the highest graded brand of NZ King Salmon Co
 - They only raise KING salmon no Atlantic salmon
- Extremely active in local communities in Nelson and Takaka. We saw this first hand as they donated several hundred pounds of fish to bush fire victims and volunteers while we were there and employing local Maori native people in operations
- Teams of marine veterinarians monitor fish activity daily between the 8 farms
- One of the only salmon companies to completely raise the salmon from broodstock to egg to smolt and mature fish
- Remote environment does not have biosecurity threats so no antibiotics or antiparasitics are used. The country is extremely strict on food safety

TAKAKA HATCHERY TOUR

- The Takaka hatchery has 150 broodstock families that their biologists match for superior salmon families
- Matching families to grow well in summer heat and winter seasons to stagger growth for yearly salmon supply at sea
- How? Every year stock for breeding is barcode tagged, accessed for weight, temp tolerance, DNA samples are measured to determine growth rates and for fat content and color matching the best families
- The hatchery has a 6 million egg capacity. Once males and females are matched, eggs and milt are extracted and can be held for 3 months dormant once fertilized over another 3 month period
- There are avg 7,000 eggs per female! The females are hand harvested for eggs and then tracked and matched to the male milt
 - There is a 85-90% egg survival rate
- The salmon raised on this site are for broodstock purposes only

TAKAKA HATCHERY



- Look at that water! It flows irrigation style through the hatchery with other native species



- Holding Trays with constant fresh water for fertilized eggs
- After the 1-3 month incubation and a yolk sac appears, the production eggs are transferred to another site where they grow from small fry to smolt then transferred to the Marlborough Sounds





What's with the nets? NZ is in a 4 month drought so the nets protect the fish from the sun and any birds trying to get a meal. The Black Tents simulate day and night patterns differently to stagger growth rates and are fan cooled if needed

- Te Waikoropupu Springs is a spiritually sacred body of spring fed water to the Maori People.
- "Te Waikoropupu Springs are a taonga (treasure) and waahi tapu (a sacred place) for Māori, both locally and nationally. The legends of Te Waikoropupu are told in the stories of Huriawa, its taniwha (guardian spirit). In Māori tradition the Springs are waiora, the purest form of water which is the wairua (spiritual) and the physical source of life. The Springs provide water for healing, and in the past were a place of ceremonial blessings at times of birth and death and the leaving and returning of travelers."
- There was a Maori family when we were on the outlook touching the water and drinking it-it was special to briefly hear the parents explain the significance to their kids



- This was taken from an outlook at the outlook site where the public can observe the water
- The upswell in the middle of the photo is the water filtering into the body from the earth, it takes 10 years to filter up
- NZ King Salmon is monitored by NZ gov't and Maori representatives and can only direct so much water from this site a year.
- The water literally just flows through the entire Takaka operation and is then filtered back into the body of water, just as beautiful



Te Waikoropupu Spring Water feeding the Takaka Hatchery for the
young Ora King



EN ROUTE TO TE PANGU SEA FARM



Arrow pointing to the sea farm as we arrive

FEEDING TIME!

- Smolt are fed 2x a day
- Feed and salmon feeding habits are monitored by underwater cameras to let operators know when to stop the feed
- This sea farm uses 18 tons of food a day!
- Roughly 30,000 fish per pen
- Sea Pens are 30x40 meters
- Feed Ration is 1.2lb of feed to 1 lb of fish
- The pens are 15 meters deep, the sea floor is 65 meters deep
- NZ king harvests year round switching between farms depending where the largest fish are at one time



- There are nets over the sea farms due to the high heat this time of year! 4 month drought when I was there. The salmon get sun burned
- The sea farms are rotated based of size of fish. There are market size fish and smolt
- The fish we saw will be ready for harvest in 2020 summer
- Nets are cleaned every week
- 10-12,000 fish can be harvested a day
- 98% water 2% fish
- There are no sea lice so no need for water treatment, antibiotics, hormones.
- Farmers spend 7 days at a time on site







- Swimming strong following the current
- See you in 2020!



- Team Euclid on the left, Chef Yael from Karasu Brooklyn, Ingrid from NZ King and Head Farmer Dan from Te Pangu



ŌRA KING TYEE

- We also got to witness the gorgeous and rare Ora King Tyee! These 30lb+ King Salmon are limited to only 10 fish per month in North America.
- Euclid Fish has committed to 1 Fish per month starting in April!

EXTREMELY RARE

The King salmon species is incredibly rare, making up less than 1% of global salmon population. Ōra King is New Zealand King Salmon's unique breed of this rare species. Ōra King TYEE champions the scarcity and exclusivity of this breed.

Because this is a natural phenomenon, volumes will vary, with a maximum of 40 available each month.

ŌRA KING TYEE

ŌRA KING TYEE

Tyee are extraordinarily large King salmon. They are salmon that have not matured in the usual 2 year time frame, continuing to grow on to 4 years of age, while maintaining premium condition.

NATURAL PHENOMENON

This natural phenomenon happens in the wild and in our aquaculture environment in New Zealand.

EXTRAORDINARILY LARGE

Tyee weigh at least 13.6 kg (30 lbs). An average Ōra King salmon is 5 kgs.

WORLD FIRST

New Zealand King Salmon is the first company in the world to grow King salmon to this size.

ŌRA KING TYEE

EXPERT HUSBANDRY

New Zealand King Salmon's 24-year breeding programme has enabled the specialist husbandry required to grow these very special fish.

IDEAL FARMING ENVIRONMENT

It is only because of the clean, pure waters, low stocking densities and attentive husbandry that these fish are able to grow to this size, without losing their premium condition.

PUPU SPRINGS

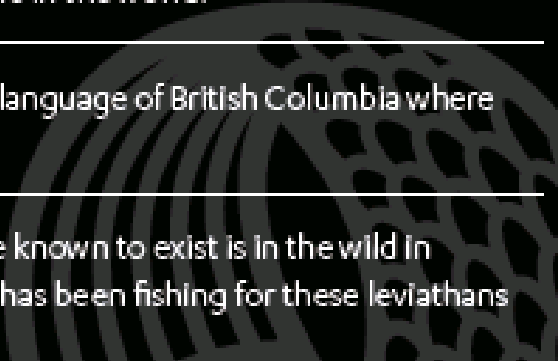
Ōra King TYEE are raised in the waters flowing from Te Waikoropupu Springs in Takaka. This spring is verified to have some of the clearest waters in the world.

KING OF KING SALMON

Tyee means 'Chief' in the local language of British Columbia where they were originally found.

TYEE FISHING CLUB

The other place where Tyee are known to exist is in the wild in Canada. The Tyee Fishing Club has been fishing for these leviathans since 1924.



NZ KING PROCESSING PLANT, NELSON

- The salmon are bled at the sea farm by harvest boat then tanker trucked in ice slurry to the Nelson grading facility
- This is a holding area that the operators can control temp and introduce the round salmon to the line



**THESE 3 PEOPLE HAD SKILLS! EVERY
PERSON HAS 1 JOB TO CLEAN THE
SALMON**

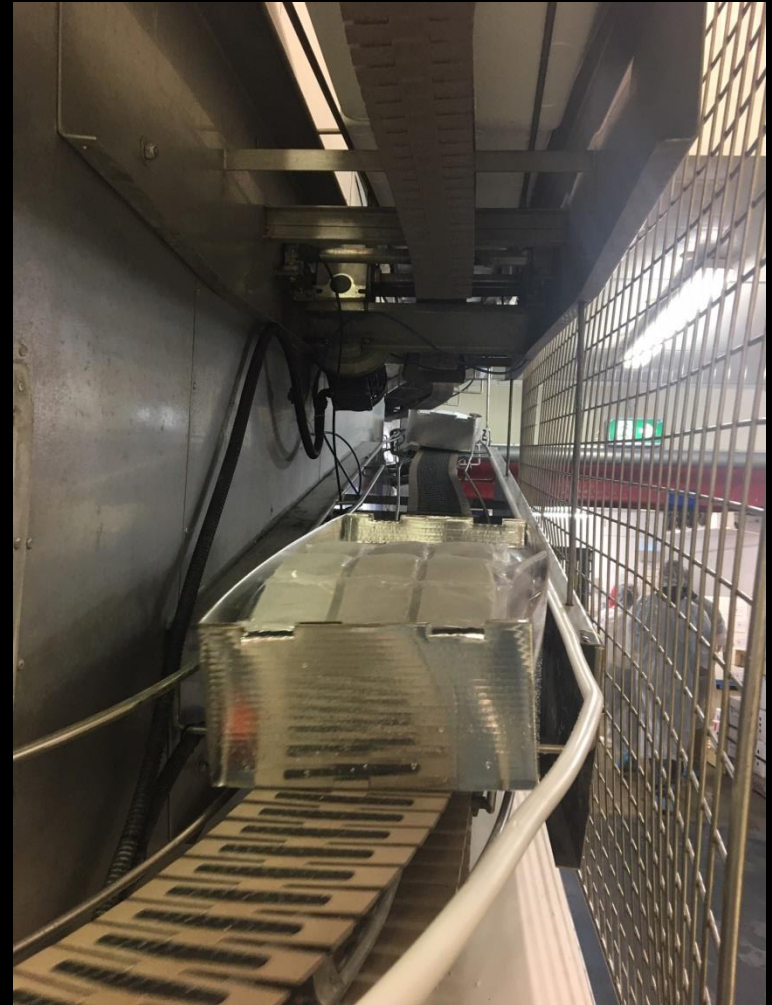


FISH ARE GRADED BY 1 PERSON

- The grader looks for scale and fin structure, muscle comp, eyes and spine
- Secondary grade goes to other markets...
.....but still really nice!
- 3 Ora King per box and it goes down the line for ice and labels



**BOXES ARE ICED AND SENT TO
GET SEALED**



**BOXES ARE SEALED! PIC ON
THE RIGHT WAS 2 DAYS LATER
IN OUR CLEVELAND PLANT!**



**THEIR FRESH TO FROZEN PORTION
LINE WAS PRODUCING SOME
GORGEOUS CUTS**



**MY BROTHER JOHN, FRESH FISH
BUYER FOR EFC AND MYSELF**



ENJOYED THE LOCAL FARE



**THE GOOD PEOPLE OF NEW ZEALAND HAVE TREMENDOUS PRIDE
IN THEIR WORK AND THE CARE AND ATTENTION IN THIS FISH
SHOWS! JUST LIKE OUR LOCAL FARMERS, THE KIWIS HAVE
TREMENDOUS RESPECT FOR THE ANIMAL AND SUSTAINABILITY**

