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SANFORD NETS MORE SALES IN NEW FINANCIAL YEAR.

By Rey CHAPMAN.
347 words
9 December 1999
The Christchurch Press
16
English
(c) 1999 Knight-Ridder/Tribune Business News

Sanford has already raised sales 2.4% in the first two months of its new financial year, compared with the same 1998 period.

Chairman Douglas Goodfellow told shareholders that the increase had occurred despite lower market prices for some fish species and smaller processing volumes in greenshell **mussels** in the early part of the year. Sanford's challenge was to sustain the new earnings level achieved last year.

Last year's cash flow had enabled all term debt to be repaid and cash had also been paid for two freezer trawlers.

On expanding into Canada, Mr Goodfellow said that Sanford had now bought about 1.25 million shares in Toronto-listed Fisheries Products International - over 5% - at a cost of \$NZ14m. The average price paid was \$C8.52 per share.

Sanford could continue buying up to 10% of FPI, and did intend to lift its holding, but this could not go beyond a statutory 15% cap on single shareholder ownership of FPI. Since Sanford entered the market, a formal full takeover bid had been made for FPI at \$C9 per share, but the bid required the statutory 15% cap to be removed. Sanford's intention to buy a 10% holding would be reviewed as the bid developed, he said.

Sanford was buying a long-term holding and had no intention to make a quick profit should the takeover proceed.

Sanford's catches in the early part of the new financial year matched expectations, but were slightly below last year. The new fishing year commenced on October 1, and catches since then had exceeded expectations, he said.

Aquaculture sector prospects were said to be good and improved returns were continuing from salmon activities.

Managing director Eric Barratt said Sanford's 50% shareholding in a Chilean joint venture would be purchased for a small payment by the Chilean partner. The value of the business had already been written off Sanford's books which meant that the payment received was a token recovery.

(c) The Christchurch Press, INL 1999.

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HEALTH FOOD COMPANY FLEXES 'MUSSELS' WITH PURCHASE.

104 words

8 December 1999

New Zealand Press Association

English

(c) 1999 New Zealand Press Association

Wellington, Dec 8 - Auckland-based health food company Healtheries today said it would buy mussel extracts manufacturer McFarlane Laboratories.

The deal, to be completed early next year, should add 10 percent to the value of its business, bringing annual sales to more than 40 percent.

Privately-owned Healtheries makes vitamin supplements and health food and drinks and exports to Australia, Asia and Europe.

Healtheries said McFarlane had developed a manufacturing process using fresh green-lipped mussels, said to have strong anti-inflammatory properties.

Its products would be absorbed into Healtheries' range.

(C) 1999 New Zealand Press Association.

Document nzpa000020010908dvc8017rv

CHINESE FIRMS IN MUSSEL VENTURE.

349 words
10 November 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Nelson, Nov 10 - Two Chinese seafood importing companies are going into business with a New Zealand company to produce **mussels** for the potentially huge Chinese market.

Alex Chu of Dah Chong Hong Ltd and Lin Kong Sham, chairman of Shanghai Fisheries General Corporation, were in Nelson yesterday to inspect mussel farms and processing in Nelson and the Marlborough Sounds.

They were accompanied by Treaty of Waitangi Fisheries Commission director Craig Ellison and staff of Sealord Shellfish.

The two companies have already signed a partnership agreement with a New Zealand company which they did not want to name yet.

On another visit to Nelson earlier this year Mr Chu praised the clean green image of the New Zealand mussel industry, saying it had the potential to make millions of dollars in the Chinese market.

Mr Chu was keen to stress the unique nature of the mussel industry here to Chinese authorities to encourage them to open up markets to import even more mussels.

China is already New Zealand's fifth largest export market for greenlip mussels.

Mr Lin said today the two companies had decided to get "physically involved" in the New Zealand mussel industry to help ease access for the product to Chinese markets.

China's biggest city, Shanghai, with a population of about 18 million and the country's highest level of disposable income, was the targeted market for the mussel exports, Mr Lin said.

He described Shanghai as a "virgin market".

The push into Shanghai would also be accompanied by a marketing and education campaign to highlight the shellfish.

This would include asking some of the top chefs in Shanghai to develop recipes for Chinese cuisine using the greenlip mussel, promoting the taste of the food and highlighting its health benefits to the consumer.

Mr Chu, who was a member of the Chinese delegation to the Apec conference in Auckland in September, said the international exposure given to New Zealand seafood at the conference was invaluable to the industry and it needed to capitalise on it.

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Document nzpa000020010908dvba002dz

MUSSEL INDUSTRY SHEDDING STAFF.

405 words
9 November 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Blenheim, Nov 9 - Mussel factory workers in Marlborough are losing their jobs as the industry experiences a sharp drop-off in supply from marine farms.

A night-shift comprising 20 workers at the Nelson Rangers factory in Picton have been told they are not required because of a lack of **mussels**.

Nelson/Marlborough Services and Food Union organiser Dave Wickham also said fewer staff were required at Marlborough Seafoods heading into what was typically the busy part of the year.

Thirty-one staff were stood down for three months, as is usual with the off-season, however Mr Wickham said only eight were taken back on recently.

Mr Wickham said he believed all mussel factories were suffering from a shortage of mussels and there could be further reductions in the number of casual jobs.

Last week, figures released by the New Zealand Mussel Industry Council predicted that only 57,000 tonnes of mussels would be harvested between September 1999 and August, 2000, compared with 61,400 for the same period last year.

New Zealand Marine Farming Association executive officer Graeme Coates said there was an extraordinary demand for greenshell mussels at the moment and many growers were pulling mussels off early to satisfy the market.

Both Mr Coates and Mussel Industry Council executive officer Paul Lupi denied that there was any "sinister" environmental cause to the lower than usual tonnage.

Mr Coates said the industry was "growing at a phenomenal rate" and marketers of the product were reacting to a shortage of supply by asking for smaller mussels.

He described 1999 as "a year of consolidation" for the industry.

Hundreds of applications for new marine farms or extensions to old ones are currently being processed by the Marlborough District Council however any increase in production from these is unlikely to be realised for about three years.

Mr Wickham said many of the workers not required by mussel factories were being absorbed by the wine and viticulture industries which were in a strong growth phase at the moment.

He said many casual mussel workers would work on vineyards in the mussel off-season and in some cases were choosing not to return to the mussel industry because they were better off where they were.

Mr Wickham said his understanding was that some vineyard owners were paying a \$1/hour premium to attract and retain casual workers.

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Document nzpa000020010908dvv9002ij

AD HOC - Juicy claims.

By MICHELLE SIMPSON.

96 words

5 November 1999

National Business Review

English

(c) 1999 The National Business Review

A Waikanae juice importer has had his oranges squeezed by the Health Ministry after he claimed that his Tahitian Noni Juice increased the cell counts of people suffering from HIV/Aids and helped diabetics and those suffering from arthritis. Health Ministry rash claims leader Peter Pratt said the comments made in Collective Thinking, an Aids foundation newsletter, breached the Medicines Act, which restricts the use of therapeutic claims. The case was likened to the Lyprinol claims earlier this year about green-lipped **mussels**.

(c) The National Business Review, 1999.

Document natbr00020010908dvv5001of

NZ SEAFOOD EXPORTS MAY REACH \$1.3B.

110 words

7 October 1999

The Christchurch Press

9

English

(c) 1999 Knight-Ridder/Tribune Business News

New Zealand seafood exports are on track to earn more than \$1.3 billion this year, the New Zealand Seafood Industry Council says. The council's trade and policy manager, Alastair Macfarlane, said exports continued to rocket, showing a 10 per cent increase in the seven months to July.

Hoki and **mussels** were the star performers, he said, but there was also impressive growth in scallops. The paua and oyster industries were also showing good growth, but the volume of squid catches had dropped. Mr Macfarlane said New Zealand was well placed to make further export gains.

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Document thepre0020010911dva700elt

LEGISLATION 'CURBING MARINE FARMING'.

133 words

22 September 1999

The Christchurch Press

4

English

(c) 1999 Knight-Ridder/Tribune Business News

A mishmash of legislation covering aquaculture is restricting the industry, says the New Zealand Marine Farming Association. It had been a major problem for a long time, chief executive Paul Lupi said. "The legislation is a real hotch-potch at the moment; bits of this act, bits of that act," he said. "We've been waiting for years for something to happen and there is a process for us to go through now," he said.

The association was working with the Government on the issue, which affects one of Marlborough's biggest export earners, **mussels**. The situation had a negative effect on every aspect of marine farming, Mr Lupi said. New players were unwilling to invest because of insecure, ill-defined property rights.

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Document thepre0020010911dv9m00dkw

A FEAST FOR THE SENSES.

By Jocelyn BROMBY.

276 words

21 September 1999

The Christchurch Press

22

English

(c) 1999 Knight-Ridder/Tribune Business News

Marlborough's wine trail offers a feast for the senses. Wine, food, and art can be combined with other regional specialties. You can design your own trail or take an organised tour to explore the wineries and restaurants, each with its own distinctive character.

For other Marlborough flavours you have boutique breweries, a fruit distillery, traditional preserves, fruits in season, and a restaurant at Havelock devoted to **mussels**.

Wine tastings and sales, a restaurant in a garden setting, and an art gallery can be found at Hunter's Wines. Few artists would work so much in the public eye as Hunter's artist-in-residence, Clarry Neame. He spends seven days a week on his mainly impressionistic paintings, capturing the feeling and mood of subjects ranging from Marlborough landscapes and vineyards to flowers.

Art is also fostered at the Grove Mill winery, where the works of chosen artists are always on display. Sculptures by Lew Summers will be exhibited until October 20.

No two Marlborough wineries are alike. Prominent on the foothills is Highfield Estate, with its Tuscan-inspired tower overlooking the vineyards. Enjoy a Highfield platter, full of tasty surprises.

In contrast, Wairau River's clay-brick winery restaurant fits snugly to its lush green lawn among the vines. At the Allan Scott winery, also built from rammed earth, sheltered outdoor dining is a special attraction.

Olive oil and wine tastings, with paintings by Michael Ponder on view in the Shed Gallery, make the Ponder Estate a great experience.

For courtyard dining, Cellier Le Brun is a good place to go.

(c) The Christchurch Press, INL 1999.

Document thepre0020010911dv9I00df4

MUSSEL FARMERS WANT THEFT LOOPHOLE CLOSED.

401 words
9 September 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Nelson, Sept 9 - The New Zealand Marine Farming Association wants the Crimes Act reviewed to close a loophole which allows people to legally take green-lipped **mussels** from marine farms.

The loophole was highlighted by a Nelson District Court judge's preliminary decision that, under the Act, it is not an offence to steal **mussels** from mussel farm lines.

However, it is still illegal to take the mussels under the Marine Farming Act.

Judge John Walker made the preliminary decision as part of a hearing for Raymond Peter Roach, who is charged under the Crimes Act with stealing mussels worth \$1200 from Maclab New Zealand in September 1998.

Roach's solicitor argued that mussels at a marine farm were not capable of being stolen, and that Roach had not committed an offence.

Judge Walker agreed that mussels were not covered by the Crimes Act as things that could be stolen, because the shellfish were wild and chose where they would settle.

"My conclusion is that mussels attached to mussel farm ropes are not capable of being stolen for the purposes of the Crimes Act," he said.

"Of course, it must be noted that an offence is nevertheless committed by any person taking shellfish from a marine farm without appropriate authorities, which offence is created by section 34 of the Marine Farming Act."

Legislative attention could be required to close the loophole, especially since the value of mussel farms had increased enormously, Judge Walker said.

Marine Farming Association executive officer Graeme Coates said the decision "may be a fact of law, but it's a nonsense".

People could still be prosecuted for stealing mussels under the Marine Farming Act, with a maximum penalty of \$1000, he said.

The association would seek an "urgent review" of the Crimes Act to close the loophole.

It may also seek harsher penalties under the Marine Farming Act to take into account the increased value of mussel farming.

He said the association had been following the case with a "sort of disgust".

"Spat floating around the sea are fine, but once it's on a rope it's not."

Mr Coates said some marine farmers were happy for fishers to scrape a few mussels off their farm's buoys or wharves, as these were not normally harvested, but he warned that it was a courtesy.

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NEGLECT OF RESEARCHERS.

146 words

14 August 1999

The Christchurch Press

10

English

(c) 1999 Knight-Ridder/Tribune Business News

Sir-On July 30 those attending the Christchurch Medical Research Society's quarterly meeting were privileged to hear world-class presentations by five local health research workers. Not only were these mostly world "firsts" by amazingly intelligent, courageous, and exciting young scientists, but they were based on thorough and acceptable scientific methodology.

Very unlike the shameful media debacle over the single observation on green-lipped **mussels**.

This outstanding talent should be retained and supported at all costs. The media have a real responsibility to assist our economic gain in health costs - only possible if we give much greater priority to such work than colonially inappropriate media coverage of elite sport.

This could help arrest the steep decline in national academic and intellectual assets so obvious over the last decade.

D.W. BEAVEN Professor Emeritus August 9, 1999.

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Document thepre0020010911dv8e00ik5

CURATIVE FOODS A BOON FOR TOURISM.

By ANGELA GREGORY.

364 words

9 August 1999

New Zealand Herald

English

(c) 1999 The New Zealand Herald

WHANGAREI - Fancy a few marinated **mussels** drizzled with manuka honey and garlic dressing served on a kumara frittata?

Perhaps followed by berries with ice cream made from the organic milk of cows grazed on red clover?

New Zealand may find itself a mecca for health enthusiasts - cancer cures proven or not - as such home-grown produce continues to attract headlines for its potential health benefits.

The Tourism Board's chief executive, George Hickton, cautioned that the health claims of some of the country's natural produce needed to be supported.

But the publicity added to the image of New Zealand as a pristine environment and healthy destination, he said.

"We're the furthest country: from world pollution with clean air and no, crowds."

Mr Hickton said the food and wine industry was already enjoyed by overseas visitors, although the main draw card was experiences rather than produce.

New Zealand foods in the news this year have included greenshell mussels as possible cancer fighters and Kaipara kumara for possible cancer prevention.

Last year, an Australian drug company claimed New Zealand red clover was one of the world's best sources of isoflavones, thought to help fight several male disorders including prostate disease.

Manuka honey has proven antibacterial qualities and berry fruits are now believed to reverse some effects of ageing.

Two Hamilton agricultural scientists announced in June they had evidence that people who ate as little as half a clove of raw garlic a day could be protected against bowel cancer, while overseas research has indicated foods such as cabbage, broccoli and tomatoes were linked with cancer protection.

The chief executive of BIO-GRO New Zealand, Elspeth McMillan, said organically grown produce was best placed to help put the country on the world food map.

The health benefits from produce were undermined if the consumer also ingested chemicals that could cause cancer, she said.

"It's very difficult to promote 100 per cent pure New Zealand when applying nasty artificial chemicals."

Elspeth McMillan said New Zealand's organic foods already had a good international reputation and markets continued to grow.

(c) The New Zealand Herald, 1999.

Document nzhld00020010908dv89001nq

INCREASED NEED FOR BAN ON NEW MARINE FARMS, IWI SAY.

329 words
6 August 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, Aug 6 - News that Marlborough's green-lipped **mussels** could have cancer-killing properties has increased the need for an on-going ban on new marine farms, say tribes in the area.

Eight tribes from the top of the South Island yesterday sought a High Court injunction to stop Conservation Minister Nick Smith from lifting a moratorium on new marine developments in the area, which already sustains an \$80 million industry.

The ban was lifted last month.

The iwi are concerned the ban was lifted before the courts have determined whether they have customary rights to the region's foreshore and seabed.

Iwi counsel Joe Williams argued the Minister had contravened the Resource Management Act, which required the bans to be in place for two years.

Since the Government announced the ban was being lifted Marlborough District Council has had 125 new applications put before it.

The moratorium had been implemented to enable marine preservation measures to be developed.

Because demand also outweighed supply when it came to new marine farm applications, the ban was supposed to provide time for a fair processing formula to be put in place.

These issues had yet to be adequately addressed and the lifting of the ban would only continue what had been the gradual erosion of iwi rights, Mr Williams said.

The minister's failure to consult iwi on the lifting of the ban had also breached his statutory obligations.

Crown counsel Virginia Hardy argued the clause in the RMA which referred to a two year ban was a sunset clause only - specifying the maximum length of a ban.

The iwi were arguing technicalities "in an effort to pursue a quite separate purpose of preventing the operation of marine farms in the area to which they make a claim based on customary title".

Lifting the ban would not adversely affect the iwi claim, she said.

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Document nzpa000020010908dv8600cnj

SUPERMARKET RUSH ON MUSSELS OVER.

By CATHERINE MASTERS.

352 words

6 August 1999

New Zealand Herald

English

(c) 1999 The New Zealand Herald

An initial rush on greenshell **mussels** in the wake of the Lyprinol debate was over in days, supermarkets reported yesterday.

And, so far at least, world demand for the mollusc has not increased.

Jim Jessep, president of the Marine Farming Association, said from Blenheim yesterday that Lyprinol had created wide interest.

However, that had not translated into increased sales.

"But certainly our industry is in a situation where we can't supply demand at the moment for exports anyway."

He said the product had been marketed overseas for some time to restaurants and chefs who wanted it simply because it tasted so good.

"It's a very healthy product ... Our main export is to the United States."

"Somewhere around about 40 per cent of our total production is exported there. But we export to 55 different countries."

The current production of mussel flesh going into Lyprinol was about 1500 to 1600 tonnes a year - a tiny part of last year's overall production of 75,000 tonnes.

David Jose, the seafood merchandise manager for Foodstuffs Auckland (representing Pak 'n Save and New World supermarkets), said the rush on the mussels after news broke last Friday of their potential as a cancer fighter - was short-lived.

But it had soon been made known that Lyprinol was destroyed with heat, and that each mussel contained only a minute amount of the substance anyway.

"I don't know what the quantity you would need to eat to get up to the concentrated form Lyprinol is but I would suggest it would be quite large and not sustainable for very long..."

"The sales are back to normal now and basically it was, I suppose, a bit of a knee-jerk reaction from the public thinking there were going to be no green-lipped mussels around in a week's time."

The price had also remained stable, selling at between \$2 and \$2.50 a kilo.

Matthew Hewitt, from mussel exporters Pacifica, said overseas demand had been strong for the past eight months.

(c) The New Zealand Herald, 1999.

Document nzhd00020010908dv86001iy

SANFORD RETREATS TO ITS SHELL OVER MUSSEL HYPE.

378 words
6 August 1999
National Business Review
English
(c) 1999 The National Business Review

Corporate fishing company Sanford, one of the country's largest producer of greenshell **mussels**, has been caught up in the furore over the potential for the shellfish to fight cancer.

Australian scientists announced last week that lyprinol, an extract derived from greenshell **mussels** which are only found in New Zealand, had proved successful in killing human cancer cells in laboratory conditions.

The news sparked a rush of sales of lyprinol and a massive increase in demand for mussels, despite the lack of clinical trials on lyprinol or any evidence the unprocessed mussels have any cancer fighting properties.

The Ministry of Health then banned sales of lyprinol because of concerns over the promotion of lyprinol.

On Monday, Sanford shares rose as much as 65c, or 13%, in daily trading before ending the day up 42c.

Sanford managing director Eric Barratt said the company was very concerned about the speculative nature and the timing of the announcements.

But if claims about lyprinol proved true, there would probably need to be a reassessment of mussel farming interests, he said.

Sanford's aquaculture assets, which includes salmon and oyster production, contribute around 10% to the company's profit.

Mr Barratt said everybody in the industry was already trying to maximise production from existing areas because moratoriums were in place in most marine farming areas.

A moratorium in Marlborough, the country's largest mussel growing area, had recently been lifted and "every man and their dog" had applied for further permits, Mr Barratt said.

Producers were already struggling to meet increased demand from a wide range of international markets.

At the company's half year result in May, Sanford announced a multi-million dollar expansion to its Havelock mussel-processing.

Capacity at Havelock was to expected double from 8000 tonnes a year to 16,000 tonnes a year, using mussels from the company's own farms in the Marlborough Sounds and increased supply from contract mussel farmers in the area.

In addition, Sanford owns a recently commissioned mussel processing facility in Bluff, mussel farms on Stewart Island and further marine farming assets at Coromandel.

Around 75,000 tonnes of mussels are harvested from 2500ha of marine farms a year.

(c) The National Business Review, 1999.

Document natbr00020010908dv860044m

THE SALE AND MARKETING OF LYPRINOL IN NEW ZEALAND.

578 words

5 August 1999

The Dominion

9

English

(c) 1999 The Dominion, INL .

Pharmalink responds to questions asked by The Dominion about Lyprinol, its product made from green-lipped **mussels**

THE product Lyprinol has been sold for consumer purchase both in New Zealand and Australia (under the brand name Lyprinex) for the past 16 months.

Though not available on retail shelves till now, a United States-based corporation, Life Plus International, has, for that period, imported the product into New Zealand for network distribution. As the product is a food, no registration as a drug is required.

* Lyprinol is distributed for sale as a retail food product in several countries, including Norway, Sweden, Denmark, the Czech Republic, Slovakia, the United Kingdom and some states in the United States.

The product has been available for sale in these countries for a total period of three years. During this period, millions of capsules have been produced for sale, with the main sales being achieved in Scandinavia.

* The public announcement on July 31, 1999 by researchers at the Queen Elizabeth Hospital in Adelaide was made simultaneously in numerous countries by international wire service through Reuters, AAP, CNN and Australian Associated Press.

The announcement was made solely as a result of the researchers receiving ethics committee approval from the hospital for the conduct of the study described in the announcement.

Approval was granted by the committee on July 26, 1999. No other reason for the announcement exists.

* During June 1999, the suppliers of raw materials for Lyprinol, the MacLab group, were approached at a marine farming hearing in the Golden Bay mussel area with queries as to why the product was not currently available on a retail basis in New Zealand. Those present pointed out that the raw material was only available from New Zealand farms. At the request of some of those, MacLab requested that the product be made available to the New Zealand public at a retail level earlier than planned.

Pacific Pharmaceuticals' decision to extend network supply of Lyprinol to the New Zealand market for retail sale was in response to that request.

* Though not notified by government agency to do so, in order to assist health authorities in New Zealand, Pharmalink has requested Pacific Pharmaceuticals to voluntarily cease further retail sales of the product in New Zealand till those authorities have had an opportunity to review the product in more detail.

Pharmalink and Pacific Pharmaceuticals are pro-active in complying with requests by health authorities and view this action as part of their usual responsibility to the consumer community.

* Pharmalink has not participated in or sponsored any promotional activities in relation to the retail sale of the product in New Zealand, nor produced any promotional materials for that purpose.

However, we look forward to receiving copies of any materials so that we can comment on them.

We are aware that some pharmacies in New Zealand may have made signs that may be illegal and misrepresent Lyprinol. We are reviewing this information at present.

We reject the image portrayed in any such signs and do not endorse any representations other than those specifically endorsed by us in writing.

* Pharmalink will continue to make Lyprinol product available in other markets, including European markets, as supply becomes more readily available.

The company's role is confined to the encapsulation, clinical research and supply of the bulk Lyprinol

capsules.

No comment is made regarding the mussel farming industry in New Zealand.

(c) The Dominion, INL 1999.

Document domn000020010904dv8500enb

MUSSEL STORY UNDER FIRE.

By Seth ROBSON.
506 words
4 August 1999
The Christchurch Press
1
English
(c) 1999 Knight-Ridder/Tribune Business News

Journalists who broke the story about the cancer-fighting properties of green-lipped **mussels** may have been the victims of a marketing con.

The Health Ministry is investigating the story, which ran as the lead item on One Network News on Friday and featured in Auckland's New Zealand Herald newspaper on Saturday, under a front page headline reading The Cure For Cancer?

Health Ministry spokesman Stewart Jessamine said officials were trying to collect as many press releases as possible.

"We need to identify all the information sources and decide whether this was all media hype or not," he said.

The ministry would contact a broad range of sources, including the Herald and TVNZ, Mr Jessamine said.

"The key question here is: what happened between Friday and Saturday that took a media release, very similar in form to many media releases coming out of cancer research institutes that I get four or five times a year, into the huge thing it has become in New Zealand?"

The aim of the investigation was to look at whether prosecutions under the Medicines Act for selling a medicine without consent were appropriate, Mr Jessamine said.

The New Zealand distributor of the mussel extract featured in the story has voluntarily halted distribution of the product, although it was still available at Christchurch pharmacies yesterday.

Christchurch pharmacist Simon Mortimer described the story as a "beat-up" that had damaged the reputation of the news media.

"TVNZ have made a mountain out of a molehill," he said. "There are so many press releases and journal articles saying this can cure this or might cure something else, but it is generally years away because they have to do all the studies.

"All they said was that they are going to start clinical trials on humans and TVNZ have taken that as meaning that the stuff works" he said.

TVNZ spokesman Liam Jeory rejected criticism of the story.

"It was all couched in potential maybes, could-bes, and more-trials-needed. We chose our words very carefully. What people thought we said might not be what we actually said."

TVNZ's managing editor of news and current affairs, Paul Cutler, whose father died of cancer last year, said the issue was an emotional one and that new research was jumped on quickly by cancer sufferers.

"The Herald may have played it up the next morning with their headline and logos calling it magic mussels but our story was quite a cautious piece," he said.

"I'm sure there was a PR exercise by the company involved in this but we were not promoting the fact that Lyprinol was on the market.

"We were reporting the fact that it had killed cancer cells in the laboratory."

Herald editor Gavin Ellis said his paper had taken a balanced view.

"There was a possibility that it represented a cancer cure but no guarantee. That is why we put it as a question," he said.

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Document thepre0020010911dv8400hy1

WONDER-DRUG FIRM SAFEGUARDS NZ'S INTERESTS.

By KEITH PERRY.

687 words

3 August 1999

New Zealand Herald

English

(c) 1999 The New Zealand Herald

The company behind a potentially lifesaving new cancer treatment found in greenshell **mussels** says the breakthrough is the result of 20 years spent researching the shellfish.

But Nelson-based Maclab has no intention of allowing overseas competitors to "poach" New Zealand's \$118 million-a-year mussel industry.

Maclab has its headquarters in Melbourne. Its owner, Jim Broadbent, said his firm owned the patent for extracting the lyprinol and would use only greenshell mussels farmed in this country.

The firm had originally approached scientists at the Royal Melbourne Institute of Technology asking them to investigate the medical benefits of lyprinol.

Extracts from the mussel, which is found only in waters around New Zealand, have been used for several years to alleviate the pain of arthritis.

However, scientists in Adelaide now believe the mussels also have anti-cancer properties. More than 100 people with cancer will take part in trials to discover the full scope of the marine extract, which it is hoped will be effective against prostate and breast cancers.

Dr Henry Betts, principal research scientist in the rheumatology research unit at the Queen Elizabeth Hospital in Adelaide, said he was amazed to find that in test tube trials, lyprinol killed cancer cells in less than 24 hours.

"There have been countless new drugs that seem to kill cancer cells in the test tube but fail in the human body," he said.

"We know lyprinol works in the body based on its current history."

"This trial is simply an exciting extension of that usage."

"We had been working on lyprinol for several years assessing its efficacy for arthritis and asthma, not realising the same metabolic pathways are involved in cancer."

If successful in human tests the mussel-oil extract will provide a natural alternative for cancer treatment without the side-effects of normal drugs.

Mr Broadbent said: "We started working on the health benefits of greenshell mussels in 1982."

"The best answer we can come up with is that the cancer-beating properties seem to be a unique combination of the plankton that the mussels eat and the way it then metabolises that diet to produce lyprinol."

"We have even tried growing the black mussels on the same ropes as the green mussels - you often find the two growing together in Marlborough - and we have tested them for lyprinol."

"We found there isn't any lyprinol in the black mussels even though both share the same diet."

"There is also no sign of lyprinol in any other type of shellfish."

Mr Broadbent also played down fears that other countries such as Chile might try to farm greenshell mussels and ruin New Zealand's multimillion-dollar industry.

"That won't happen because we own the patent to produce the chemical from the mussels and we will only use New Zealand mussels. We have invested heavily in marine farming operations in Marlborough and we are there to stay."

"We have no intention of handing it over to overseas competitors."

He added that the process of extracting lyprinol from the mussels was "very sophisticated but not difficult" although he declined to say how much lyprinol each mussel yielded.

Scientists at the Cawthron Institute in Nelson, an independent research body, have been working for several years looking at the reproductive biology of greenshell mussels.

Researcher Dr Sam Buchanan said greenshell mussels were found from the top of the North Island down to the Marlborough Sounds and as far as Stewart Island.

Further south, their populations dwindled.

"Greenshell mussels are endemic to New Zealand and are not found anywhere else."

"Obviously it's in New Zealand's interests to keep it that way, especially if it turns out to contain this miracle product."

He said an average female mussel would produce 10 million eggs and each mussel took around a year to 18 months to reach sufficient maturity for harvesting.

The mussels process between four and seven litres of water an hour so it is vital to ensure they are harvested from pollution-free areas.

(c) The New Zealand Herald, 1999.

Document nzhld00020010908dv83001cq

MUSSEL LINK TO CANCER RELIEF 'REMAINS JUST SPECULATION'.

397 words
2 August 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

NZPA Correspondent

Sydney, Aug 2 - Any link between green-lipped **mussels** and cancer relief was speculation that had not been established, the Australian Cancer Society said today.

New Zealand supermarkets have reported a run on the mussels after news that Australian researchers are looking into the possibility that Lyprinol, an oil extract from the shellfish, could provide a cancer cure.

Lyprinol is available in Australia as an arthritic and asthmatic remedy, but distribution of the product in New Zealand was halted today after concerns were raised over its marketing.

Queen Elizabeth Hospital in Adelaide is about to conduct a world-first clinical trial involving 100 men and women with prostate or breast cancer.

Researchers believe Lyprinol is a potent inhibitor of two cell pathways that cause inflammation in humans and animals. They found that the pathways were also involved in cancer cell growth and spread.

Cancer society chief executive Professor Alan Coates said Lyprinol was established as an anti-inflammatory that was of interest in conditions like arthritis.

"To go from there to cancer, I think, is still speculative," he said.

"One does hear a lot of these stories. We are into evidence-based advice, and certainly there's nothing established on this one."

Prof Coates also questioned the size of the sample for the Lyprinol trial.

He said a clinical trial to assess a new treatment for advanced breast cancer would usually involve 300 to 400 people. A trial related to early breast cancer might look at 1500 to 3000 women.

Compared with those figures, the sample number for the Adelaide trial was "not impressive".

News that Lyprinol could work against cancer was also treated cautiously by New Zealand medical experts.

Cancer Society medical director Peter Dady said Lyprinol had not been tested on humans and there was only a small chance it would cure cancer.

He said researchers had made an observation in the laboratory and were right to follow it up, but the public and media reaction had been a frenzy.

Meanwhile, the rheumatologist who discovered the link, Dr Henry Betts, could not be contacted today for comment on the response in New Zealand.

Both his telephone and fax lines were constantly engaged and a hospital receptionist said Dr Betts had been inundated with calls.

NZPA SYD rl pm gt.

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Document nzpa000020010908dv8200jpc

MUSSEL SALES BOOM ON NEWS OF CANCER CURE.

436 words
2 August 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, Aug 2, NZPA - Shoppers snatched up green-lipped **mussels** at supermarkets over the weekend despite warnings that the shellfish may not work against cancer.

The mussel bin at New World Wellington City was empty today after sales almost doubled on Saturday from 80kg to 140kg and other supermarkets also reported increased sales.

People bought the mussels after hearing that Australian researchers had discovered that lyprinol oil, found in the mussels, could help cure cancer.

Queen Elizabeth Hospital researchers in Adelaide believe that the oil inhibits two cell pathways which can spread cancer.

The researchers made the discovery while examining lyprinol's effect on asthma and arthritis.

But Cancer Society medical director Peter Dady said today the researchers had not yet tested the lyprinol extract on humans and there was only a very small chance it would cure cancer.

Dr Dady, an oncologist at Wellington Hospital, described the public and media reaction to the find as a frenzy.

"They've made an observation in the laboratory and that's right to follow it up.... However, there are literally hundreds of substances in laboratories that look as though they may be useful cancer treatments but when they try them on humans they find, for various reasons, they don't work."

Dr Dady said publicity about the discovery was irresponsible because it gave people hope when the product had not been tested.

"There has to be a reality check here - I bet the first dozen or so patients I see today say 'What about those green-lipped mussels, doc?'"

Many supermarkets planned to increase orders this week, despite news that only a tiny amount of lyprinol is in the mussels and that the product probably only works when it has been processed.

Foodtown Lower Hutt seafood manager David Hicks said sales had almost doubled.

"The machine was almost empty yesterday. We sold at least 20 kilos more than we normally would."

Sales increased by about 25 percent at Big Fresh Johnsonville and Woolworths Kilbirnie also reported significantly higher sales.

Marine Industry Association executive director Graeme Coates said Marlborough mussel farmers were cautiously optimistic about the discovery.

About 60,000 of the 75,000 tonnes of green-lipped mussels grown in New Zealand are farmed in Marlborough.

Mr Coates said even if the research proved effective on humans, it took at least a year for mussels to mature.

Fishing company Sanford, which has extensive mussel farming assets, zoomed up 62c on the sharemarket this morning to 560 after publicity about Lyprinol.

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Document nzpa000020010908dv8200jkj

HOPE FOR GOLD FROM HUMBLE MUSSEL.

By LOUISA CLEAVE.

363 words

2 August 1999

New Zealand Herald

English

(c) 1999 The New Zealand Herald

They are calling them green gold - and if cancer researchers prove green-shell **mussels** can cure the disease they will be worth their weight in gold for farmers.

Mark Aislabie of Kaiaua hauled 20 tonnes of the humble shellfish from his farms in the Firth of Thames yesterday. These **mussels**, along with another 580 tonnes this year, will be mainly exported to the United States and Europe for eating, but in the future Mr Aislabie hopes they will also be saving lives.

"If it works it will be great," Mr oratory research which shows lyprinol, an extract from the mussels, has strong cancer-fighting properties. The extract, a valuable anti-arthritis preparation, will now be tested on cancer-sufferers in trials beginning in about a month.

However, Mr Aislabie, a former scallop farmer who entered the "mussel industry four years ago, is not holding his breath.

"It's early days yet," he said.

Mr Aislabie and his family farm just 25ha, making them small players in the mussel industry. But they intend to expand the business by another 20ha, which will be bought on long-term lease.

Setting up a 5ha farm can cost more than \$100,000, and then there is equipment - starting with a \$250,000 barge.

This year the industry has "found its feet" after suffering from a high exchange rate and a toxic algal bloom which practically closed it and put consumers off eating mussels.

Mr Aislabie brought his business on the end of the toxic scare after advice from a marine biologist friend.

"He said they had learned to farm around it everywhere else in the world ... and we have learned to farm around it."

This year export earnings have risen by \$100 a tonne, thanks to the weak New Zealand dollar, and consumption is on the rise now that news of the cancer research has lifted the profile of the mussel.

"It will definitely have a flow on effect. I guess this [research] will be publicised overseas as well so people will be buying mussels overseas.

"This is just a bonus."

(c) The New Zealand Herald, 1999.

Document nzhld00020010908dv82001br

NZ'S MONOPOLY MAY SOON VANISH.

By MARTIN JOHNSTON AND DEAN AUSTEN.

454 words

2 August 1999

New Zealand Herald

English

(c) 1999 The New Zealand Herald

New Zealand's exclusive grip on greenshell **mussels** - a potential gold-rush industry following the discovery of their cancer-killing powers - could be wiped out within years.

The **mussels**, which take 18 months to grow, are indigenous to New Zealand. Marine experts last night said they were not aware of their growing elsewhere in the world, but they could think of no environmental reasons why they would not.

Dr John McKoy, director of fisheries research at the National Institute of Water and Atmospheric Research, said a Californian attempt in the 1970s to cultivate the mussels in a laboratory had failed.

But all it would take was the right conditions, he said. There was a high probability that greenshell mussels grown elsewhere would contain the crucial extract, lyprinol.

Marine biologist and New Zealand Herald environment columnist Dr John Walsby said the only reason he could think of why greenshell mussels would not grow overseas was legal opposition to alien organisms.

However, Maclab, the Nelson and Melbourne business with patents on the extraction methods, said the extract could be obtained only from the New Zealand mussels because of our clean waters.

An owner of the marine farming and processing business, Jim Broadbent, said it would not try to cultivate the mussels overseas as he had "faith" that New Zealand would open up new areas of coastline to marine farming.

Food and Fibre Minister John Luxton expected any plans to remove greenshell mussels for cultivation overseas would need to be approved by New Zealand fisheries authorities. The Government would take a close interest in any such plans, he said.

Australian researchers discovered the extract from the mussels (also called green-lipped mussels) kills human cancer cells in the laboratory and will start trials on human cancer sufferers soon.

The dietary supplement has been hailed overseas for helping asthma and arthritis sufferers.

Fifty thousand lyprinol capsules started going on sale in New Zealand pharmacies on Friday at just under \$50 for a packet of 50. The packet recommends taking up to four capsules a day.

One of the New Zealand distribution companies fears the market will go wild today with people racing to pharmacies to buy up the few packets.

The Ministry of Health warned that as lyprinol was not yet fully tested, cancer sufferers should talk to their doctors before even considering it.

Demand for greenshell mussels at supermarkets soared at the weekend, although shoppers may be expecting rather too much. At this stage, researchers do not know if eating raw mussels kills cancer cells, but they have established that cooking or storing them destroys the active ingredient.

(c) The New Zealand Herald, 1999.

Document nzhld00020010908dv82001bd

PATIENTS GIVEN MUSSEL WARNING.

By Christine LANGDON.

412 words

2 August 1999

The Dominion

3

English

(c) 1999 The Dominion, INL .

CANCER patients should not abandon orthodox medicines when a possible new cancer cure made from the oil in green-lipped **mussels** goes on sale this week, the Health Ministry warned yesterday.

Though the oil extract lyprinol had killed cancer cells in laboratory trials, it had not been proven to work on humans, the ministry's senior medical adviser, Stewart Jessamine, said.

It would almost certainly have side effects, but the risks were not yet known, he said.

"The biggest risk with any new treatment is that people put all their faith in one treatment and stop other effective treatments that they are taking.

"Lyprinol as a medicine is at a very early stage of development and both doctors and patients have to be sensible."

Dr Jessamine said many products that had been useful in fighting cancer in laboratory tests had been found to be ineffective when used in humans.

Lyprinol is expected to go on sale as a dietary supplement in New Zealand this week at \$1 a tablet.

He expected the clinical trials to determine lyprinol's effectiveness would be completed in three to five years.

The ministry had warned distributors that lyprinol could not be marketed as a cure for cancer till the ministry had evaluated its safety and effectiveness, and it would closely watch all advertising.

"It is possible for this product to be marketed as a dietary supplement without the company having to submit a submission to the Health Ministry but the Medicines Act prohibits it from making any claims that it can treat a cancer," Dr Jessamine said.

The Cancer Society has also sounded a note of caution. Chief executive Jo Bransgrove encouraged cancer patients to discuss alternative treatment with their doctor.

"Forty per cent of cancer patients try alternative treatment along with conventional, and most if not in fact all medical specialists and oncologists work with people receiving both," she said.

Australian researchers believe lyprinol is a potent inhibitor of two cell pathways that cause inflammation in humans and animals. Those pathways are involved in cancer cell growth and the spread of cancer cells. Test tube trials had shown the lyprinol extract - owned by Pharmalink International - could kill cancer cells within hours.

Adelaide's Queen Elizabeth Hospital is about to begin world-first clinical trials to gauge the effect of lyprinol on more than 100 men with prostate cancer and women with breast cancer.

(c) The Dominion, INL 1999.

Document domn000020010904dv8200eg5

MUSSEL EXTRACT MAY NOT BE CANCER PANACEA, WARNS MINISTRY.

418 words
1 August 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, Aug 1 NZPA - Cancer patients should not abandon orthodox medicines when a possible new cancer cure made from the oil in green-lipped **mussels** goes on sale this week, the Health Ministry warned today.

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Test-tube trials had shown the lyprinol extract - owned by Pharmed International Ltd - could kill cancer cells within hours.

Adelaide's Queen Elizabeth Hospital is about to embark on world-first clinical trials to gauge the effect of lyprinol on more than 100 men with prostate cancer and women with breast cancer.

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Document nzpa000020010908dv8100jh3

COMPANY GIVEN APPROVAL FOR SPAT-CATCHING IN GOLDEN BAY.

314 words
29 July 1999
The Christchurch Press
7
English
(c) 1999 Knight-Ridder/Tribune Business News

NELSON - An Australia-based company processing **mussels** for use in a medicinal product is planning a vast growth in spat catching and mussel growing in the Nelson bays region and the Marlborough Sounds.

MacLab New Zealand recently gained planning approval to occupy almost 250ha in Golden Bay to establish spat-catching longlines.

Operations manager Phillip Wilson said the company also had an application pending for extensive spat catching in Tasman Bay.

He said MacLab processed 40 tonnes of mussels a week at present, sourced from its own farms and private growers in the Marlborough Sounds, but wanted to lift production to 112 tonnes a day within the next two years.

Eventually the company would need access to 1000 mussel longlines in Tasman and Golden bays and another 1000 longlines in the Sounds.

Mr Wilson said the move to deep-water spat catching in Golden Bay was necessary because of the booming mussel industry and the increasing demand both for medicinal use and food production. It would involve developing new marine-farming techniques to make it work.

"People say it's impossible but we have to have a go," he said.

The company was planning to spend \$15m on developments over the next year, including a doubling in size of its Nelson processing factory, where mussel meat is processed into a powder. The powder is then sent to Germany for further processing into oil for the patented natural remedy Lyprinol, which is due to be launched on the New Zealand market next week.

Other capital expenditure planned by the company includes a new harvesting barge and a new work boat.

Mr Wilson said the only difference in mussel production for Lyprinol compared with half-shell production for the food trade was that they did not have to worry about size.

(c) The Christchurch Press, INL 1999.

Document thepre0020010911dv7t00hiw

MUSSEL COMPANY REPLIES TO OBJECTIONS.

252 words
23 July 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Nelson, July 23 - Talk of the scallop industry in Tasman and Golden Bays being wiped out by mussel farming is "emotive", says Sealord Shellfish general manager John Hannah.

Mr Hannah was responding to comments by Challenger Scallop Enhancement Company chief executive Mike Arbuckle about a proposed mussel-spat catching plan by Tasman **Mussels**, which is jointly owned by Sealord Shellfish, in Tasman Bay.

Last week, Tasman District Council granted consent to Tasman Mussels to use a 478 hectare site, 7km off the Motueka River, for a year-round spat-catching operation over the next 10 years.

The Challenger Scallop Enhancement Company said it would appeal the council's decision.

Mr Arbuckle said the size of the Tasman Mussels operation and the scale of other similar proposals before the council spelt "biological disaster" and could wipe out the scallop industry.

However, Mr Hannah said the impact of the Tasman Mussels application would be minimal while the development of a local mussel industry, beside the scallop industry, would more than double the contribution to the region from its coastal resource.

Mr Hannah said he regretted Challenger's response to Tasman Mussels' application.

"Challenger's comments suggest it does not want mussel development or, if it does, only on its own terms."

Today Mr Arbuckle stressed Challenger was not against mussel farming development in the region, but wanted the development to be part of an integrated coastal management plan for Tasman and Golden Bays.

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Document nzpa000020010908dv7n00ift

CHALLENGER FEARS THAT SCALLOP INDUSTRY COULD BE WIPED OUT.

445 words
21 July 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Nelson, July 21 - Fears that large-scale mussel farming in Tasman and Golden Bays could wipe out Nelson's scallop industry are behind a decision by Challenger Scallop Enhancement Company to appeal the resource consent for a mussel spat-catching site.

Last week, Tasman District Council granted consent to Tasman **Mussels** to use the site, 7km off the Motueka River, for a year-round spat-catching operation for the next 10 years.

Tasman Mussels still has to get permission from the Ministry of Fisheries to carry out its spat-catching operation.

However, Challenger has challenged the resource consent for the 478ha site. Chief executive Mike Arbuckle said his company had been left with no choice but to go to the Environment Court because of the size of the Tasman Mussels' application - especially because the council was also considering other applications for marine farm structures affecting 7000ha, he said.

"(It could) spell biological disaster for the scallop enhancement programme just as it was beginning to generate massive benefits for the region," Mr Arbuckle said.

Last week Challenger predicted a bumper scallop season would generate \$40 million for the region during this year's harvest.

Mr Arbuckle said that because the proposed Tasman Mussel site was in a former scallop-spat catching site, millions of scallop spat would settle on the mussel-spat catching gear and then fall to the sea floor and accumulate in unnaturally high numbers.

If the large numbers of scallop spat were not seeded elsewhere, the area would form the perfect habitat for scavengers such as starfish which would threaten the viability of the scallop industry, he said.

In its application, Tasman Mussels said a new mussel spat-catching site in Tasman Bay was essential if the company wanted to expand its export business and had the potential to increase exports by \$30 million.

John Hannah, the general manager of Sealord Shellfish, which jointly owns Tasman Mussels, was unavailable for comment today.

Challenger is also considering taking Tasman District Council to the High Court for failing to consider the impact of its decision on other fishery users as required under the Resource Management Act. Mr Arbuckle said the council's decision made a "nonsense of our environmental legislation".

He said Challenger was not against mussel farm development but it could only happen as part of a well-planned and integrated scheme taking into account all users of Tasman and Golden Bays.

Tasman District Council environment and planning manager Dennis Bush-King said it would be inappropriate for him to comment since the matter was heading for the courts.

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Document nzpa000020010908dv7I00i7o

SEALORD SAYS MUSSEL DEMAND EXCEEDS SPACE.

280 words

14 July 1999

The Christchurch Press

4

English

(c) 1999 Knight-Ridder/Tribune Business News

NELSON - Approval for the mussel industry's biggest spat-catching operation will not satisfy the growing demand indefinitely, Sealord Shellfish general manager John Hannah says.

The Tasman District Council has given the company's subsidiary, Tasman **Mussels**, approval to occupy 478ha of water 7km seaward of Motueka to place spat-catching gear to ensure supplies to mussel farmers.

The company applied for a 15-year term but Mr Hannah said he was not unhappy with the 10 years granted.

He said there was some opposition to the development and it was up to the company to prove it could manage the operation in an environmentally sound way.

The company would like to think it could start placing its spat collection gear in time for next summer but that might be optimistic given the slow nature of the consent process if there were any appeals.

Even the considerable area granted to the company in Tasman Bay was unlikely to satisfy the growing spat needs of the mussel industry for too long, Mr Hannah said.

Based on market demand, Sealord believed the mussel industry was still capable of quite a bit of growth, he said.

In its decision the council's planning committee said the certainty of increasing spat supply was critical to the expansion of the mussel processing industry to meet market potential.

In evidence at the hearing Mr Hannah said Sealord Shellfish aimed to increase its mussel production almost two-fold over the next six years to 40,000 tonnes a year, but mussel supplies this year had been well down because of the unreliability of Kaitaia spat.

(c) The Christchurch Press, INL 1999.

Document thepre0020010911dv7e00gbh

FISHING GROUPS LOOK AT APPEAL OPTIONS.

250 words
13 July 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Nelson, July 13 - Commercial fishing groups opposed to the granting of a resource consent for a 478ha mussel spat-catching site in Tasman Bay are considering appealing the decision to the Environment Court.

The Tasman District Council granted the consent to Tasman **Mussels**, which is jointly owned by Sealord Shellfish Ltd, Sea Investments Ltd and Southern Crown Aquaculture.

Tasman Mussels said the boom in mussel farming was putting pressure on the traditional supply of spat from Kaitaia.

It said the site had the potential to boost mussel exports by \$30 million a year.

During May's consent hearing, the Challenger Scallop Enhancement Company Ltd, the Port Nelson Inshore Fishermen's Association and the Golden Bay-Motueka Fishermen's Association presented a joint submission opposing the application.

Challenger chief executive Mike Arbuckle said the three now had to consider an appeal to the Environment Court.

He said it was "extremely disappointing" that the council had decided not to consider the impact of the operation on other commercial users.

"The site is over some of the best scallop beds in Tasman Bay."

The granting of the consent is only a first step for Tasman Mussels. It still has to get permission from the Ministry of Fisheries to begin the spat-catching operation.

The ministry has to consider the likely impact of the farm on other fishery groups. The council declined to do this, saying it was not within its powers.

(C) 1999 New Zealand Press Association.

Document nzpa000020010908dv7d00hwi

NORTHLANDERS CONTENT WITH PRESENT SHELLFISH LIMITS.

362 words
2 July 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Whangarei, July 2 - Numbers of commonly harvested shellfish appear to be holding up in Northland, and residents see no need for tougher bag limits.

The Fisheries Ministry has outlined three options for smaller bag limits in the northern half of the North Island for cockle, pipi, tuatua, green-lipped **mussels**, and oysters.

Only one of those options extends to Northland.

This week ministry officials held a public meeting in Whangarei to gauge reaction to the suggestions.

Ministry policy analyst Bob Drey said the consensus from people at the meeting had been that cockle, pipi, mussel and tuatua resources were mostly in good shape.

Concern had been expressed about some areas, notably the Bay of Islands, where a potential was seen for the resource to decline.

But most of those at the meeting had not wanted any change to the present management, he said.

In Northland bag limits per person are 150 for pipi, cockle, and tuatua, 50 for mussels and 250 for oysters.

Mr Drey said some people at the meeting had felt the oyster limit might be too high. It had also been felt more education, particularly of tourists, could be useful.

In areas where there were concerns about the wellbeing of shellfish, a potential for more community action had been seen, he said.

"With shellfish we really need to manage individual beds. Each one has its own individual characteristics.

"There are thousands and thousands of different shellfish beds in Northland."

Community action could involve a communication and liaison role, and more honorary fisheries officers.

In the extreme, in areas of greatest concern, community-based closure could be a possibility.

Such closures were already in place in some parts of Auckland, where the community had worked to put the closure in place, and helped to police it, he said.

It had been recognised that in some cases the sheer number of people taking shellfish was an issue.

Detailed notes taken at the meeting would be put together as a submission on the closure options. Submissions have to be in to Food and Fibre Minister John Luxton by July 12.

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Document nzpa000020010908dv7200giv

STAMP OF EXCELLENCE.

90 words

1 July 1999

The Dominion

15

English

(c) 1999 The Dominion, INL .

Four North Island winners of the inaugural Foundation for Research, Science and Technology Awards for research excellence are, from left back, Darius Singh, Christina Renhart, front, Joanne Hart and Erica Williams.

The awards went to Mr Singh for work on new casting die designs for alloy wheels; researcher Ms Renhart for her work on chestnut pollination; Dr Hart, a post-doctoral fellow, for her study into how diabetics metabolise sugar; and Ms Williams for her work testing for environmental toxicity in **mussels**.

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Document domn000020010904dv7100g05

FIGHT THREAT OVER CUT TO SHELLFISH.

By SCOTT MACLEOD.

385 words

24 June 1999

New Zealand Herald

English

(c) 1999 The New Zealand Herald

HAMILTON - Shellfish gatherers have declared war on plans to cut daily bag limits in the upper North Island.

The Ministry of Fisheries said yesterday that it aimed to slash bag limits by up to two-thirds in a bid to stop over-fishing. It gave three options for new bag limits on pipi, tuatua, green-lipped **mussels** and oysters in areas north of Taupo.

But the Recreational Fishing Council said the problem was a result of harsh bag limits imposed in Auckland in December, which had caused busloads of city people to plunder stocks further afield.

The president of the council, Bob Burstall, said educating immigrants about limits would be a better solution than draconian restrictions.

The chairman of the Bay of Plenty/Waikato Marine Recreation and Fishers Association, Steve Penn, said his members were ready to fight.

The new limits would simply penalise locals, who tended to be responsible, he said. Inland gatherers would find trips to the coast pointless as they would be limited to a paltry take.

Limits should be imposed on parties of people rather than individuals to discourage the big busloads from Auckland.

The ministry's regional policy manager, Arthur Hore, said the move would help sustain shellfish for future generations. The ministry was acting on concerns about overfishing raised by Hauraki iwi, local authorities and the public.

Mr Hore said meetings would be held next week in Tauranga and Whangarei to air the plans.

Present bag limits outside Auckland are 250 for oysters, 150 for cockles, pipi and tuatua, and 50 for green-lipped mussels.

The ministry has tabled three options for new limits.

Option one covers the east coast from Cape Rodney to Cape Runaway and the west coast from Port Waikato to Tirua Pt. Daily takes will be limited to 100 oysters, 50 cockles, pipi or tuatua and 25 greenlipped mussels.

Option two is the same as option one but over a smaller area of the east coast, from Cape Rodney to Bowentown.

Option three is the same as option two, but includes the eastern Bay of Plenty and the whole of Northland.

Limits in those two areas will be 150 oysters, 100 cockles, pipi and tuatua and 25 green-lipped mussels.

(c) The New Zealand Herald, 1999.

Document nzhld00020010908dv6o007p8

MINISTRY PROPOSING FURTHER SHELLFISH LIMITS.

267 words
23 June 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, June 23 - The Ministry of Fisheries is to hold public meetings in Tauranga and Whangarei next week to announce a proposal to further limit shellfish takes.

The ministry reduced amateur shellfish bag limits within the Auckland metropolitan area last December to combat the rate of decline in some species. Daily bag limits of cockle, pipi, tuatua, green-lipped **mussels** and oysters were reduced.

The ministry was now looking to reduce the daily bag limits in other northern parts of the North Island, Northland regional police manager Arthur Hore said today.

"Collecting shellfish is part of the New Zealand way of life," he said in a statement.

The region was made up of a large coastal area and intertidal shellfish were easily accessible by foot, Mr Hore said. The population in the north of the North Island had increased markedly in recent years and population projections suggested the growth would continue.

The ministry believed a cautionary approach was necessary to ensure the sustainability of shellfish populations for present and future generations.

"Hauraki iwi, a number of recreational fishers, local authorities ratepayer organisations and members of the general public - within Northland, Coromandel, Bay of Plenty and Waikato regions - suggested that shellfish populations in the wider Auckland fisheries management area were also subject to intense levels of amateur take and such harvesting may not be sustainable."

Next week's meetings would be held on Tuesday at Whangarei and on Wednesday at Tauranga.

Written submissions to the Minister of Food and Fibre John Luxton were invited by July 12.

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Document nzpa000020010908dv6n00n3l

MUSSEL SHORTAGE HITS TRADE.

183 words

19 May 1999

The Christchurch Press

4

English

(c) 1999 Knight-Ridder/Tribune Business News

NELSON - One of New Zealand's biggest shellfish exporters is struggling to meet market expectations because of a shortage of **mussels**.

Sealord Shellfish general manager John Hannah said the supply of greenshell **mussels** over the last three months had been 30 per cent down on last year.

This was at a time when the company's marketing division was predicting an annual 10 per cent growth in demand.

He said the present shortage, primarily because of the unreliable supply of traditional Kaitaia spat to Marlborough Sounds and Golden Bay mussel farms, was damaging Sealord's market development efforts.

It was hurting profitability and affecting additional employment opportunities for the company.

Mr Hannah was speaking in support of an application by Tasman Bay Mussels to the Tasman District Council for a 480ha mussel-spat catching site in Tasman Bay, about 7km off Motueka.

It is opposed by inshore trawl and dredge fishing representatives and recreational boat people, who say the site is on two popular boating routes from Nelson to Kaiteriteri and Torrent Bay.

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Document thepre0020010911dv5j00kck

MUSSEL PLANT LAYOFFS A BLOW TO COMMUNITY.

640 words
18 May 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Nelson, May 18 - Residents and businesses at the small Marlborough community of Rai Valley were on tenterhooks today after all 190 staff at Pacifica Seafoods' fire-damaged mussel processing factory were laid off yesterday.

Businesses involved in supplying and transporting **mussels** for the company in Rai Valley, 49km north-east of Nelson, said today they were anxiously awaiting a final decision on whether the factory would be rebuilt.

A fire last month partially destroyed the factory. Pacifica announced yesterday that it would have to lay off the workers.

Staff will be paid until May 31, and redundancy payments will be made to those who have worked at the factory for more than a year.

Pacifica said it would build a replacement factory, but had not yet decided if it would be at Rai Valley or another location, such as Nelson, Blenheim or Christchurch, where it already has a factory. It said the new factory would take at least six months to build.

Rai Valley Area School is bracing itself for the impact on 23 of its pupils, whose parents worked at the factory.

Principal Wayne Freeth said the school was "obviously anxious" about the effect the layoffs would have on families.

"We'll be trying to support students and their families as best as we can," he said.

Marlborough district councillor Graeme Barsanti, who lives in, 27km south-east of Rai Valley, said he was "devastated" by yesterday's announcement.

"It affects an awful lot of people."

He said employees had worked hard to boost the factory's production, and the community had been very supportive of the company. "I just hope that common sense prevails and they do rebuild at Rai Valley," he said.

Job options for laid-off locals were very limited, but the Rai Valley community was very resilient and had bounced back after bad times in the past, he said.

Richmond transport operators John and Sue Carnahan, who transported 65 staff to the factory from Nelson and Richmond each day, said they were disappointed with the announcement.

Since the fire, Pacifica Seafoods has been transporting mussels directly to its factory in Christchurch and has been using other carriers.

Marlborough Mussel Company, which was the main supplier to the Rai Valley factory, said it would also be affected by Pacifica's final decision on the factory's future, although at present most of its mussels were going to the Christchurch factory.

Staff at the Rai Valley factory were subdued after yesterday's special meeting to announce the lay-offs and some hugged their colleagues as they said their goodbyes.

One worker, Alan McKinnon, of Nelson, said he was going to miss the job. He had worked there for three years and said it was "good work".

Another worker, Sholoe Rangiuaia, of Blenheim, said she would apply for a job at Pacifica's Christchurch factory. She said her job as a mussel opener had been one of the best she had had. One worker said she and four others had already started work at the Christchurch factory.

However, others said they had families in the area and did not want to move away. They said they would be forced to look for other types of work.

Work and Income New Zealand public relations adviser Dennis de Reus said today his organisation had not received many inquiries from staff seeking other work, but expected inquiries to pick up.

Several had inquired about their eligibility for benefits, and he expected it would soon receive benefit applications..

Mr de Reus said job prospects were not too bad, because the seafood industry was very buoyant.

Sanford was about to expand its mussel processing factory at Havelock, and Sealord had recently been taking on extra fish processing staff, he said.

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Document nzpa000020010908dv5i00pcd

NORTHLAND SHELLFISH BAG LIMITS FAVOURED BY SOME.

331 words
16 April 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Whangarei, April 16 - Proposed changes to shellfish bag limits for recreational fishers are being backed by some affected parties in Northland.

The Ministry of Fisheries has proposed cockle, pipi and tuatua limits be reduced from 150 to 50, with oysters dropping from 250 to 100 and green-lipped **mussels** from 50 to 25. The proposed limits for Northland have been in force in the Auckland metropolitan area since last December.

In a letter to interested parties, the ministry said population pressures on Northland had led to increased amateur shellfish harvesting.

There had been concern about the possible negative spin-off on Northland shellfish resources as a result of the reduction in Auckland limits, but so far there had been no evidence of that, Whangarei-based MAF spokesman Greg Reid said.

The letter was the first stage in the consultation process regarding the proposals, and submissions had to be in by April 30.

John Chibnall, a long-time Northland representative on national recreational fishing bodies, believed the move was in the best interests of shellfish resources.

"It is a good idea, they have to consider the sustainability of the resource. That's why, and it's the only reason, it is a good idea."

Te Iwi o Te Roroa spokesman Garry Hooker was critical of the short time-frame to make submissions.

"They know that it takes us about a week to organise a hui."

Te Roroa had received the letter outlining the proposed changes only in the past few days and it would be discussed at a hui in about a week, Mr Hooker said.

The changes would not impact upon Maori customary rights, he said.

The limit reduction was a good idea, Mr Hooker said. Currently, resources could be slaughtered by people returning day after day to take existing limits.

A Ngatiwai spokesperson said they too had received the letter only this week and declined to comment.

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Document nzpa000020010908dv4g00s46

FREELoADING MUSSELS SLOWED FERRY DOWN.

165 words
15 April 1999
The Dominion

3

English

(c) 1999 The Dominion, INL .

TRANZ RAIL freight ferry Arahanga had up to 15 minutes added to its crossing time thanks to 8.5 tonnes of freeloading Marlborough shellfish, Wellington harbourmaster Mike Pryce said yesterday.

The extra freight was scraped off when the ferry dry-docked in Brisbane earlier this year.

Mr Pryce said it was known the ship was having trouble keeping her speed up.

"That amount of growth would slow her down ... probably about 10 to 15 minutes over the trip."

But Marlborough acting harbourmaster David Baker said it was not the extra weight but the smoothness of the hull that mattered.

"The smoother the hull, the quicker the vessel will go."

Tranz Rail spokesman Fred Cockram said there was "no question" the mussels would have affected the ship's speed and fuel use.

The ship had been a few months overdue for scraping because it was needed to meet demand during the busy summer months, he said.

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Document domn000020010904dv4f00mz9

FERRY WAS MUSSEL-BOUND WHEN DRY-DOCKED IN BRISBANE.

277 words
13 April 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, April 13 - Tranz Rail's freight ferry Arahanga was found to be mussel-bound when it was dry-docked at Brisbane earlier this year.

About 8.5 tonnes of "fine Marlborough **mussels**", barnacles and other shellfish were scraped from the ferry, but Tranz Rail spokesman Fred Cockram said he was not sure of the exact weight.

The non-paying passengers were scraped off in Brisbane because Tranz Rail had stopped dry-docking ferries in Auckland each year.

Mr Cockram said he did not know what happened to the mussels, which he thought would have been edible.

"They would have been constantly flushed with clean water as she went back and forth across Cook Strait ... I imagine the Australian agriculture authorities may have had something to say about them."

He said Tranz Rail did not share the scepticism of some Marlborough Sounds locals who thought the Arahanga's collection of mussels showed the change to dry docking every two years had been a false economy.

"It doesn't make much difference. If it was over two years it would make some difference in terms of crossing speed and fuel usage.

"We used to dock them annually in Auckland at the naval base, but though it takes a day or two longer to get to Brisbane ... that's more than made up in the savings in the speed of turnaround."

Sand blasting was not allowed in Auckland, which meant the surface was not as clean for painting, and it rained so often it was often quicker to send it to Brisbane, he said.

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Document nzpa000020010908dv4d00vet

WATCHDOG EYES 197 GENE TRIALS.

329 words
7 April 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, April 7 - A total of 174 laboratory-based gene experiments, dating back to 1978, are being reviewed by the Environmental Risk Management Authority (Erma).

Also being reviewed are 23 field trials involving genetically modified crops or animals in contained areas. Among them are the genetically modified (GM) fish bred by New Zealand King Salmon, along with experiments on peanuts, **mussels** and yellow crowned parakeets.

"There is nothing dramatic about this - we're just ensuring that they meet the precise requirements of the Hazardous Substances and New Organisms Act," Erma chief executive Bas Walker said today.

If Erma felt uneasy about any of the experiments or field trials, they could be reassessed to make sure controls adequately dealt with risks, he said.

Erma became responsible for GM organisms in July last year. Prior to that a cabinet advisory committee was responsible for GM experiments in laboratories and an interim assessment group reported to the environment minister on the field trials.

Meanwhile, approval was being sought from Erma for an AgResearch experiment on genetically modified bacteria aimed at obtaining a hydatids vaccine at the Wallaceville Animal Research Centre in Upper Hutt.

AgResearch wants to perform large-scale fermentation of GM escherichia coli to obtain registration of the hydatids vaccine by the Animal Remedies Board.

It also wants to maintain hydatids vaccine supplies for trial and future commercial overseas markets.

The experiment is one of six applications for genetically modified organisms for which approval is sought on a case-by-case basis from Erma and includes GM trials on cows, mice, maize and apples.

Applications for such GM organisms have to be publicly notified and this results in a public hearing if those making submissions want one.

Erma must take into account public health and protection of the environment.

It must also consider the economic and related benefits to be derived from the organism and New Zealand's international obligations.

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Document nzpa000020010908dv4701b8e

GREENSHELL MUSSELS HELP LIFT SEAFOOD EXPORTS TO \$1.2 BILLION.

401 words
15 March 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, March 15 - Last year's 10 percent lift in seafood exports, to a value of \$1.2 billion, was underpinned by a 36 percent lift in the export of greenshell **mussels**, from \$86 million in 1997 to \$117.6 million in 1998, a marketer says.

Bill Floyd, who co-ordinates New Zealand mussel promotions in the United States market, said today that a third of the exports went to that market, and had jumped by 40.4 percent in the past year.

Mussel exports to the United States rose from \$28 million in 1997 to \$39.3 million.

Mr Floyd, of Blenheim, said today this had helped the mussel industry, and the seafood sector, weather the downturn of Asian markets.

Although New Zealand's mussels were sold to 54 countries, there were signs that the United States market could become increasingly important.

This was partly because of rising concerns over food safety in North America, with domestic beef, pork, and chicken seen by some consumers as products of factory farming, and practices such as the addition of antibiotics to stock feed.

There was also a growing fashion for shellfish.

Mr Floyd said one surprising driver of fashion appeared to be the huge numbers of northern hemisphere bureaucrats and business travellers who spent time in Brussels, in dealings with the European Union. This had spread a taste for Belgian food, of which a traditional dish was steamed mussels eaten with french fries dipped in mayonnaise.

The opening of a chain of Belgian restaurants through the United States was likely to lift the profile of mussels in other fish restaurant chains.

Mussels were also becoming popular in the United States because they required little in the way of cooking skills.

Much of New Zealand's mussels went to the United States frozen, and could be cooked by having a sauce poured over the still-frozen shellfish, and grilled for three minutes.

"This simplicity is important not only in restaurants, but in the home, where the demand is for quick and easy meals," Mr Floyd said.

The mussel industry was also investigating market niches such as food supplements, for the health compound taurine, which was perceived as improving mental activity.

And there was also the potential for New Zealand to market an "organic" line of farmed shellfish.

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Document nzpa000020010908dv3f019br

MUSSELS, HOKI ADD ZIP TO SEAFOOD EXPORTS.

By Jonathan MILNE.

299 words

15 March 1999

The Dominion

9

English

(c) 1999 The Dominion, INL .

PITTED against the Asian crisis, last year's seafood exports managed to muscle up by nearly 10 per cent to \$1.2 billion.

The star performers were greenshell **mussels** and hoki, which hit record highs, helped by cuts in the supply of fish species from the North Atlantic and North Pacific fisheries.

The New Zealand Seafood Industry Council said northern hemisphere governments had allowed fish stocks to be overfished, forcing them to reduce fishing activity in the past year to allow stocks to recover.

Those reductions are expected to reduce the supply of cod, hake and other species for the next three to five years.

Council chairman Dave Sharp said the results were heartening, and were from dynamic strategies put in place by hoki and mussel exporters.

"Sales of hoki to Europe have increased by 250 per cent to a new high of \$88 million. Greenshell mussels have also hit a new export high returning a record \$118 million," he said.

"Some well-targeted marketing by key New Zealand exporters has lifted our performance as an industry ... also in part due to dwindling fish stocks in the northern hemisphere."

New Zealand companies were supplying some of the main fish processing giants in Europe last year.

"Unlike some countries who now face the prospect of reduced catches, New Zealand has been far-sighted and put in place a fisheries management system which ensures that we will have fish for the future," Mr Sharp said.

Sales of some high-valued species such as rock lobster, which go mainly to the Asian market, were down and this forced exporters to diversify to other markets outside Asia.

Rock lobster sales were down 9 per cent to \$100 million.

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Document domn000020010904dv3f00184

FOREIGNERS SHELL OUT FOR MUSSELS.

197 words
8 March 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

(PIC AVAILABLE FROM MARLBOROUGH EXPRESS OR BEST PICS)

Blenheim, March 8 - Foreigners are shelling out more than ever before for New Zealand's **mussels**.

Industry export earnings were released today by Prime Minister Jenny Shipley at a function in Havelock, 30 minutes west of Blenheim.

Figures have reached an all-time high of \$117 million for the 1998 year, more than \$30 million up on the previous year.

The greenshell mussel has grown from humble beginnings in 1981 when exports totalled just \$2.6 million to become the country's second largest marine export behind hoki.

The greenshell mussel industry was also celebrating the launch of its voluntary environmental code of practice.

Mrs Shipley said the mussel industry was a champion model of how mussel farmers could increase their production, exports and earnings while also being environmentally responsible.

"This is an impressive balance of co-operation and competitiveness which sets an example for other industries and other countries who are interested in following New Zealand's lead," Mrs Shipley said.

Production tonnage is expected to increase by 7 percent a year through to the year 2000.

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Document nzpa000020010908dv3801cde

EELS, MUSSELS LOOKED AT FOR LAKE HOROWHENUA.

236 words
24 February 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Palmerston North, Feb 24 - Surveys were to begin this week to see if conditions at Lake Horowhenua can support a commercial eeling operation.

Lake Horowhenua trustees chairman Matt McMillian said the surveys by the National Institute of Water and Atmospheric Research, would also find out whether the kakahi, a freshwater mussel, could be commercially harvested on a free-range basis.

The trustees had been talking with the Waitangi Fisheries Commission and Niwa for six months about the proposals.

"We need this scientific information as a starting point. We also need to know the extent of the pollution from the years in which Levin's sewage was discharged into the lake. Are we dreaming here? Are the waters so polluted that a commercial operation wouldn't be viable?"

Mr McMillian said the commission had put up \$22,000 to cover the cost of the survey. If the resulting report was favourable, the trustees would go back to the Muaupoko Maori owners and ask them if they wanted the trustees to proceed, probably as a joint venture. The ultimate objective was iwi development and employment.

Meanwhile, the trustees were completing a nursery to grow native trees to plant around the 12km lake edge.

About one million plants, of which 10,000 were already potted, were needed. The lake edge had already been planted in flax.

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Document nzpa000020010908dv2o00x16

MOA PT MUSSELS `STILL INEDIBLE`.

148 words
28 January 1999
New Zealand Press Association
English
(c) 1999 New Zealand Press Association

Wellington, Jan 28 - **Mussels** from Moa Pt, Wellington remain a risk to eat.

While the water at the old sewage outfall on Wellington's south coast has for some months been safe to swim in, but it is still unsafe to eat the area's shellfish.

Pathogens and other human health risks such as heavy metals could stay for a long time, Wellington medical officer of health Steve Palmer said today.

Shellfish needed only a very small level of pollution to become a health risk.

Moa Pt was also close to a built-up urban area and run-off could pollute shellfish.

Wellington City Council spokesman Richard MacLean said regular testing of the water had shown that it was safe to swim there.

"It's just not safe to take shellfish from around that area," he said.

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Document nzpa000020010908dv1s00y69

RIVAL INDUSTRY CLAIMS CLASH.

323 words
21 January 1999
The Christchurch Press
7
English
(c) 1999 Knight-Ridder/Tribune Business News

BLLENHEIM - The impact of the growing mussel industry in the Marlborough Sounds is causing concern for the region's other main earner - tourism.

Greater volumes of harvested **mussels** being unloaded at French Pass are an unwelcome industrial activity, say sea safari operators Lyn and Danny Boulton.

Their tourism business and motels are opposite the jetty on the narrow road that ends at French Pass. This week a mussel harvester monopolised the French Pass jetty for more than two hours as the Boultons hosted a group of information centre staff.

Two trucks and two trailers were loaded with one tonne sacks of mussels by forklift from the jetty.

"People come here for a holiday. They don't expect to see major industrial activities," Mr Boulton said.

The issue is causing tension in the small village where some depend on mussel farming and fishing for their livelihood.

Tensions are also rising over the mussel-unloading activities at Elaine Bay and at the impact of the industry at Okiwi Bay.

Marlborough district councillor Graeme Barsanti said Port Marlborough had applied to upgrade the Elaine Bay wharf area in consultation with local people. He was working on the problem but there would be no immediate solution.

Residents were concerned at the noise from the unloading, which could be heard right throughout the bay, he said.

The council would check on the noise level but it could not stop the use. "The locals have got to accept that there are some things that have to go on, so long as they don't take up all the area for wharf," he said.

The big problem at Elaine Bay and Okiwi Bay was the lack of an industrial site to store the smelly mussel ropes and mussel buoys.

Mr Barsanti said the council had not allowed for industrial land away from town or residential areas in its Sounds plan.

(c) The Christchurch Press, INL 1999.

Document thepre0020010911dv110068e

SANFORD CONFIDENT ON SALES.

200 words
20 November 1998
The Christchurch Press
28
English
(c) 1998 Knight-Ridder/Tribune Business News

Sanford expects improved world markets for some seafood, particularly whitefish, **mussels**, hoki, and orange roughy.

However, the managing director, Eric Barratt, says in the Auckland-based fishing company's annual report that markets for other species, such as snapper, barracuda, and squid, depend to some extent on Asia's economy.

Sanford's seafood exports will be positive this year, providing the kiwi dollar remains at a competitive level. The company also expects more international competition in markets.

Sanford has been co-operating with an official inquiry into one of its charter fishing vessels, Dong Won 529, running aground on Stewart Island last month.

The vessel's owner, South Korea's Dong Won Fisheries, has admitted total liability and has also been co-operating, while Sanford is helping the overseas company in processing compensation claims stemming from fuel oil being spilled from the wreck.

The company is negotiating to sell its old slipway near what will be the site of Auckland's America's Cup yacht race village.

Independent advisers have told Sanford the slipway has special value because of the race and an agreement on the sale is expected shortly.

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Document thepre0020010927dubk0068w

MUSSEL SEASON "DIFFICULT".

258 words
27 July 1998
The Christchurch Press
4
English
(c) 1998 Knight-Ridder/Tribune Business News

NELSON - Some mussel processing factories in Nelson and Marlborough are having to close temporarily because of seasonal shortage of product.

Elaine Bay mussel farmer Rob Pooley said the midwinter spawning of **mussels** in the Marlborough Sounds combined with bad water quality because of a run-off from recent heavy rain meant processors were in a difficult season at present.

"Several factories are closed because of a shortage of product," he said.

Mr Pooley said the only mussels available for processing at present were those grown from Golden Bay spat, which had a different growing cycle from Kaitaia or Marlborough Sounds spat.

His comments were made in evidence supporting the Waitapu-Wainui Green partnership, which is seeking a resource consent for a 42ha spat-catching operation in Golden Bay on nautical mile off shore from Onekaka.

The application has attracted widespread opposition from Golden Bay residents concerned about the visual and noise impact of the operation on the natural character of the coastline.

Mr Pooley said mussel farming was one of the jewels in New Zealand's economic crown with market demand continuing to exceed supply despite the economic problems in Asia.

There was a need to provide continuity of spat to the industry and Golden Bay spat played a particularly important role in this because of its different growing cycle, he said.

Lawyer Camilla Owen told the Tasman District Council's planning committee that there were very few areas in New Zealand suitable for spat catching.

The hearing will continue today.

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Document thepre0020010927du7r00iul

BAG CUTS AS SHELLFISH STOCKS DROP.

By PHILIP ENGLISH.

467 words

6 May 1998

New Zealand Herald

English

(c) 1998 The New Zealand Herald

Shellfish bag limits are likely to be cut sharply around the Auckland region's coastline to halt the decline in species like cockles and **mussels**.

The Ministry of Fisheries is reviewing regulations in response to concerns that the existing shellfish take and daily bag limits set 20 years ago threaten shellfish stocks for the future.

The ministry is also considering a ban on the harvesting of some individual species which are mainly targeted by new immigrants.

A 1993 regulation allowing one person to harvest a daily mixed bag of 50 animals such as starfish, whelks, limpets or cats' eyes, was an attempt to limit the collection of the previously unpopular shellfish. However it has not stopped rocks being stripped bare of almost all marine life in some coastal areas near Auckland.

New bag limits could be in place by summer, following formal consultation beginning in a month.

The daily limit for cockles, pipi and tuatua is proposed to drop from 150 to 50, the rock and Pacific oyster limit from 250 to 100 and the green-lipped, blue and horse mussels from 50 to 25. The kina limit will remain at 50.

The Ministry of Fisheries Auckland policy manager, Arthur Hore, said yesterday the proposed new limits had been arrived at through consultation, adopting numbers that were simple to apply and by looking at the state of shellfish resources in the region.

The ministry was also researching harvesting patterns in the region.

The new local limits were in response to the region's growing population and the pressure this put on shellfish.

Mr Hore said he was concerned at the high number of new immigrants, particularly new Asian immigrants, taking the stock without knowing the rules.

The ministry had taken steps to provide educational material and would ensure the pamphlets translated in ethnic Asian languages were available "on the beach," he said.

"Communities are encouraged to involve themselves in the process we are going through to review the bag limits."

Rob Astley, who with other members of the Piha community implemented a voluntary ban on shellfish collection at the beach last year, said it was good that the ministry was now acknowledging the kind of concerns raised by the Piha community.

But the new limits were too generous he said. The Piha group wanted its local ban to continue, the limit on mussels reduced to 10 per person elsewhere, and a complete ban on harvesting all mixed bag species.

"We welcome this turnaround by the ministry. It is better late than never, but considering that so much damage has been done the only way to go is a precautionary no regrets stance, if we want to protect these species for future generations."

(c) The New Zealand Herald, 1998.

Document nzhd00020010926du56002oh

DOGS WANTED. Massey University is looking for arthritic dogs.

57 words

28 February 1998

The Dominion

3

English

(c) 1998 The Dominion, INL .

Massey University is looking for arthritic dogs within an hour's drive of Palmerston North to take part in a study of the medicinal benefits of green-lipped **mussels**. Veterinarian Brendan Pollard said the ideal dogs needed to show mild or moderate lameness.

(c) The Dominion, INL 1998.

Document domn000020010923du2s00j8z

SCIENTISTS LOOK TO MUSSEL POWER TO HEAL WOUNDS.

By Yvonne MARTIN.

282 words

5 January 1998

The Dominion

1

English

(c) 1998 The Dominion, INL .

A PROTEIN produced by **mussels** is being synthesised in the hope that it will lead to the closing of human wounds without stitches.

The protein forms the strong natural glue that sticks **mussels** to rocks.

A chemistry team from Auckland University is investigating the protein, secreted by a gland in the mussel's "foot", which gives it its sticking power.

It hopes the substance could be used in medicine to glue human cells and tissue.

Carol Taylor, a lecturer in organic chemistry, said that if the body did not reject the protein, stitches might become obsolete.

"Unlike stitches, the adhesive would not need to be removed. The protein would break down and disappear."

The adhesive also has potential in dentistry for repairing teeth.

Dr Taylor and a doctorate student, Claudette Weir, have spent the year unravelling the long chain of 10 amino acids, or building blocks, that make up the protein.

The chain links were first identified by chemistry experts at the University of Connecticut in the United States in 1985.

Dr Taylor said one of the greatest challenges would be to produce the rarest of the amino acids, dihydroxyproline, which is not commercially available in any form.

The scientists have been granted a total of \$155,000 from the Government's Marsden Fund over three years to work on the project.

Once the substance has been successfully manufactured, it will be tested for its suitability for use in the human body.

Already there has been international interest from scientists. Dr Taylor spoke at the American Chemical Society's National Organic Symposium in Texas in July.

(c) The Dominion, INL 1998.

Document domn000020010923du1500n1l

MUSSELS TIPPED AS MONITORS.

186 words

3 January 1998

The Dominion

3

English

(c) 1998 The Dominion, INL .

MUSSELS might soon be used as water-quality monitors in New Zealand, according to the National Institute for Water and Atmospheric Research.

Using **mussels** to monitor water quality was common practice in Europe, the institute said yesterday.

Institute researchers were adapting the technique developed in Holland for New Zealand conditions, using freshwater and marine mussels.

The researchers, David Roper and Christopher Hickey, said mussels were sensitive to deterioration in water quality. If they did not like conditions they quickly shut their shells and remained closed till conditions improved.

The scientists said electronic proximity sensors could be used to measure how far mussels had their shells open. The electronic signals were then recorded or transmitted from monitoring sites to a base station and the results used to trigger alarms, shut off pumps, or run automatic samplers.

The researchers said mussels could be particularly important if shellfish farms were affected by a toxin spill from land or shipping. Mussels might also be able to monitor changes in silt levels associated with floods. - NZPA

Supplied by New Zealand Press Association.

(c) The Dominion, INL 1998.

Document domn000020010923du1300mzi

SOUTH KOREA CONDEMNS IMPORTED PRODUCTS.

By James WEIR.
492 words
2 January 1998
The Dominion
13
English
(c) 1998 The Dominion, INL .

SOUTH KOREANS have "pulled the wagons into a circle", condemning imported products such as New Zealand **mussels**, according to Seafood Industry Council general manager Alastair Macfarlane.

New Zealand's seafood sales to South Korea are worth about \$50 million out of a total export trade worth about \$1.5 billion. More than 65 per cent of sales to South Korea involve squid and hoki and those are expected to be maintained.

Earlier this week, fishing giant Sealord's said South Korea had virtually stopped buying fish and mussels, though sales to that country amounted to less than 3 per cent of its exports.

South Korea has been hit by a financial crisis in recent weeks, with the International Monetary Fund bailing out the country to the tune of US\$57 billion (NZ\$98 billion).

Green-lipped mussels were obviously foreign in Korea because there was nothing like them in any other seafood market, Mr Macfarlane said.

"Nobody will be wanting to buy them at all in South Korea, it will be seen as a social sin and unpatriotic," he said.

Green-lipped mussels were only worth about \$1 million a year, so a lull in sales would not undermine the heart of business with South Korea, he said.

The South Korean market was not crucial because of its relatively small size and it was also dominated by unprocessed products like squid and hoki, sold to charter ship operators when they come into New Zealand waters, under charter to New Zealand firms.

The squid and hoki caught by such charter ships go back to South Korea as Korean product.

That meant that, as long as the Korean catch services were in demand by New Zealand firms, it was expected most of the Korean business would hold up.

"It is very unlikely to be affected," Mr Macfarlane said yesterday.

Korean ships were a regular part of the fleet, though there was growing competition from other players, including New Zealand firms.

Direct sales of seafood by New Zealand firms accounted for about 20 per cent to 25 per cent of the value of sales to South Korea. About 70 per cent or more would be caught by Korean charter ships.

That charter catch might even rise if South Koreans bought only "Korean product" and bought more of the squid and hoki caught by charter ships in New Zealand waters. The squid season starts in January.

In the rest of North Asia there had been little impact on sales of New Zealand seafood and there had been strong growth in sales to China in the past year. The Japanese market remained steady so far. There might be a better picture of likely demand in late January, Mr Macfarlane said.

Japan buys about \$300 million of seafood from New Zealand, Hong Kong more than \$110 million, Taiwan \$100 million and China about \$60 million.

(c) The Dominion, INL 1998.

Document domn000020010923du1200my0

SEALORD'S SOUTH KOREAN SALES ALMOST ZERO.

222 words
31 December 1997
The Dominion

11

English

(c) 1997 The Dominion, INL .

ONE of fishing giant Sealord's markets, South Korea, has virtually stopped buying fish and **mussels**.

South Korea has been hit by a financial crisis in recent weeks, with the International Monetary Fund bailing out the country to the tune of US\$57 billion (NZ\$98 billion).

Sealord said yesterday that sales to South Korea involved less than 3 per cent of its total exports.

Sealord's total revenues for the June year were \$350 million, with 90 per cent from exports. Asia accounted for about a quarter of Sealord's total sales.

South Korea was not a big market for Sealord and any orders displaced from there should be able to go elsewhere, Sealord chief executive Phil Lough said.

The biggest seafood export to Korea was shellfish, mainly frozen mussels. But Sealord exported to 30 countries so could switch exports to other areas.

New Zealand's fish exports to North Asia for the year to the end of September 1997 were \$537 million, down 11 per cent. Fish exports made up about 10 per cent of the trade to that part of the world.

South Korea is New Zealand's fifth largest trading partner.

Sealord estimated it could be 18 months or more before the South Korea market recovered.

(c) The Dominion, INL 1997.

Document domn000020011001dtecv000vu

MCFARLANE TO FOCUS ON EXPORTS.

By MARK REYNOLDS.

157 words

27 October 1997

New Zealand Herald

English

(c) 1997 The New Zealand Herald

An Avondale company involved with the commercial development of green-lipped **mussels** is to be restructured to boost export earnings from natural health products.

The revamp of McFarlane Laboratories will be overseen by multi-millionaire Dutch businessman Jacques Detiger, who was one of the founding shareholders in 1984.

McFarlane exports a variety of natural products to 30 countries, including a mussel extract known as Seatone. It earns \$2.5 million in sales a year.

Mr Detiger has a personal interest in the sector and will be in New Zealand next week to discuss the revamp.

His main claim to fame is that until recently he chaired Dutch oil trading company Vitol, which he formed in the early 1960s.

Vitol is now the world's largest independent oil trader, with turnover of more than \$US12 billion (\$NZ16.5 billion) in its latest financial year.

(c) The New Zealand Herald, 1997.

Document nzhld00020011002dtar002u3

MARLBOROUGH MUSSEL INDUSTRY WINS AWARD.

By Jocelyn BROMBY.

221 words

29 August 1997

The Christchurch Press

4

English

(c) 1997 Knight-Ridder/Tribune Business News

The Marlborough mussel industry, which has ensured mussel exports are now worth \$98 million, was presented with the Marlborough Award recognising its contribution to the district last night.

Production of **mussels** in Marlborough has grown from 300 greenweight tonnes in 1977 to a record 50,000 greenweight tonnes in 1996.

This was achieved by developments in farming husbandry, harvesting and processing techniques, and market development.

The council's award tribute said the Marlborough industry was recognised as the most innovative in the world.

More than 1000 people were employed in the industry in 1996. More than 90 per cent of the Marlborough production is exported to more than 50 countries.

Export returns nationally show a substantial increase in revenue from \$10 million in 1985 to \$98 million in 1996. Marlborough accounts for 80 per cent of the national total.

Strict controls over growing, harvesting, transporting, and processing of shellfish and monitoring of the environment ensured a high quality product.

The Marlborough Shellfish Quality Programme spends more than \$750,000 a year on environmental monitoring.

Since the first biotoxin scare took the industry by surprise in 1993, New Zealand has been recognised as being at the forefront of biotoxin management systems and is regularly consulted by other countries.

(c) The Christchurch Press, INL 1997.

Document thepre0020011003dt8t00abi

PENALISE ALL THE POACHERS.

308 words
11 February 1997
New Zealand Herald
English
(c) 1997 The New Zealand Herald

Would those who take shellfish outside the legal limits from beaches remove the same product from a supermarket without paying? Unlikely, yet one act is as much a theft as the other. And the means used to hide the beach felony, scooping out the flesh and stowing it in pockets, thermos flasks or in modified diving tanks, is evidence that many of those who take, for instance, hundreds of **mussels** when the limit is 50 know that what they are doing is illegal.

Depletion of shellfish, particularly in areas near population centres, has forced the closure of four Auckland beaches to allow stocks to recover. The seizure of 2500 illegal scallops during a weekend raid at Clarks Beach also reinforces the Ministry of Agriculture and Fisheries' assessment that recreational fishers need as much attention as large-scale poachers and commercial operations.

That will have little effect if miscreants do not believe that they will be caught, and that they will then pay heavily for their crime. Certainly having 113,000km of coastline to police does not make the catching part of the equation easy. However, more random raids like the one at Clarks Beach at least should help to make fishers aware that ministry officers could swoop at any time in any place.

Having made the raid, ministry officials should not hesitate-as they seem to be doing in the Clarks Beach case. If they have the evidence, they should prosecute. That only 180 people have been charged in the past two years compared with thousands being let off with warnings does not suggest that being caught is very painful. Penalties should be automatic and reflect the cumulative effect of the crime on fishing stocks. Fines closer to the \$10,000 maximum would help to reinforce the message.

(c) The New Zealand Herald, 1997.

Document nzhd00020011002dt2b00880

HEALTH BODY REACTS TO ALGAL BLOOM WITH BAN.

76 words

9 November 1996

New Zealand Herald

English

(c) 1996 The New Zealand Herald

North Health has closed six oyster and mussel farms and recalled tonnes of scallops after an outbreak of algal bloom in the Far North.

It has recommended that people do not eat scallops, tuatua, cockles, oysters, **mussels**, pipi, catseye or kina from the area south of the entrance to the Parengarenga Harbour to Cape Karikari, excluding the Rangaunu Harbour, until further notice.

(c) The New Zealand Herald, 1996.

Document nzhd00020011019dsb90039c

NEW DEVELOPMENT - SHANGHAI RESTAURANT.

202 words
8 November 1996
New Zealand Herald
English
(c) 1996 The New Zealand Herald

A Shanghai restaurant specialising in New Zealand beef, lamb and **mussels** is just one of the new developments in the Chinese market, say South Auckland farmer Laurie Stanton said.

"The Famous Restaurant" as it is called has been opened by a former employee of Tradenz in Hong Kong and their partner.

"They have returned to China and established a good quality restaurant," he said.

"They couldn't source quality local beef and they couldn't afford to pay the prices for United States or Australian beef."

Beef served in the restaurant is usually presented as a steak cut with mashed potatoes and two vegetables.

Mr Stanton ate there and said the quality of the meal was excellent.

A sirloin steak dish sold at \$18.62 in the restaurant while lamb chops went for \$20.

"They are planning to open more of the restaurants in Shanghai because there is a demand for middle priced restaurants outside of hotels," he said.

"They are emphasizing that they source their meat from New Zealand to appeal to Chinese who have travelled here."

Mr Stanton made the study tour to China under the Lincoln University Foundation programme.

(c) The New Zealand Herald, 1996.

Document nzhd00020011019dsb80037e

NEWS IN BRIEF - MUSSELS EXPORT TO HIT \$200 MILLION.

53 words
13 October 1996
Sunday Star-Times
6
English
(c) 1996

PREDICTION: From Sealord Group shellish operations manager John Hannah, that greenshell **mussels** could be New Zealand's No 1 seafood export by 2000. He said the industry should be exporting **mussels** worth \$200 million a year by 2000.

(c) INL, Sunday Star Times 1996.

Document sunstt0020011024dsad001a4

TOP EXPORT FUTURE SEEN FOR MUSSELS.

161 words

9 October 1996

The Dominion

16

English

(c) 1996 The Dominion, INL .

GREENSHELL **mussels** could be New Zealand's number one seafood export by 2000, according to Sealord Group shellfish operations manager John Hannah.

Mr Hannah, who also heads the mussel industry group, said the industry had a five-year plan and should be exporting **mussels** worth \$200 million a year by 2000.

"I think that's optimistic, but it will happen within the next 10 years."

Squid, orange roughy and hoki were the biggest seafood exports last year, all earning about \$150 million. Greenshell mussel exports were \$86.9 million.

Greenshell mussels are unique to New Zealand.

Most of the mussels exported are from the Marlborough Sounds, but some are farmed off the Coromandel Peninsula and Stewart Island.

Fishing Industry Board chairman Chris Horton said regional authorities were the biggest threat to mussel farms, with some now looking at how to make them pay rates.

* Constraints on fishing industry growth p23.

(c) The Dominion, INL 1996.

Document domn000020011017dsa90031t

FUTURE BRIGHT FOR MUSSEL INDUSTRY.

By ADELIA FERGUSON.

258 words

1 October 1996

New Zealand Herald

English

(c) 1996 The New Zealand Herald

NELSON - **Mussels** will, within 10 years, be New Zealand's biggest seafood export, it was predicted in Nelson yesterday.

The unique green lipped **mussels** are the fishing industry's brightest star, earning the country nearly twice as much money as wine exports.

Sales this year are expected to top \$100 million and to reach \$200 million within 10 years.

That is good news for an industry whose profits are being undermined by the high exchange rate and facing a sizeable cut in the snapper catch.

But the news was not all good. The industry yesterday called for regulatory authorities to consider them more favourably when looking at mussel licence farm applications.

Sealord's shellfish operation manager, Mr John Hannah, said that present licences allowed room for growth but there would come a time when more farms were needed.

"When the environmentalists accuse us of taking over the seas, we must have the answers, like pointing out the economic contribution we make, and that we're environmentally friendly," he said.

About 80 per cent of New Zealand's 50,000-tonne mussel exports come from Nelson; the rest are from Coromandel and Stewart Island.

The green lipped mussels are bigger than those found in other parts of the world and are sold in 49 countries.

Earnings from mussels have grown 20 per cent a year for the past seven years.

Mr Hannah said he was confident that revenue would reach \$200 million within 10 years.

(c) The New Zealand Herald, 1996.

Document nzhd00020011019dsa1002fx

SEALORD OPENS NEW SHELLFISH FACTORY.

By James WEIR.

177 words

29 March 1996

The Dominion

11

English

(c) 1996 The Dominion, INL .

FISHING company Sealord yesterday opened a new shellfish processing factory in Nelson which should help lift sales for that part of the business to about \$50 million in four years.

The Brierley Investments-and Maori owned-company said the new \$8 million factory at Tahunanui will allow Sealord Shellfish to process up to 15,000 tonnes of shellfish a year. The new factory would process faster and set higher standards for the processing of trademarked Greenshell **mussels**. New Zealand's mussel export sales have risen from \$2.6 million in 1981 to \$87 million last year. Another plant would meet growing demand for dredge oysters, Pacific oysters and scallops.

Sealord Products bought a small shellfish plant seven years ago and in that time it has grown from about 12 fulltime staff to 150. The shellfish operation exports to about 20 countries. The group sells about 90 per cent of all seafood and shellfish overseas and total annual sales are worth more than \$300 million.

(c) The Dominion, INL 1996.

Document domn000020011017ds3t00541

SMALLER PLAYERS FIND THEIR NICHE IN AQUACULTURE.

639 words
3 December 1993
National Business Review
30
English
(c) 1993 The National Business Review

Marlborough Seafoods is indicative of the small-sized companies benefiting from the increasingly lucrative aquaculture sector.

The Blenheim-based producer of greenshell **mussels**, privately owned by Invercargill businessmen Keith Neylon, is expecting a 40% increase in exports in the next two years from its 17 marine farms.

Managing director Dennis Morgan said given the size of the company, which employs 85 staff, expenditure on technology has been significant.

So far Marlborough Seafoods has invested \$1.7 million and plans to spend another \$750,000.

Semi-automated half-shell openers are being developed, and the company is switching to rapid freezing after packing to maintain quality.

International demand for quality niche products and the contamination hazards of the fishfood business are forcing small firms such as Marlborough Seafoods to improve the quality of their onshore operation.

Mr Morgan said the local fishing industry would experience further changes and the focus would be on tight cost controls.

"There will be fewer players in the market. For example, we are taking over the Regal Salmon marine farms. The industry will be dominated by the larger players, but there will be a position for smaller niche marketers," he said.

Mr Morgan confirmed that a number of industry players are undertaking aquaculture trials in crayfish, paua, oysters, scallops and farmed tuna.

"We believe that as fish resources diminish worldwide, aquaculture products will increase in demand," he said.

Marlborough Seafoods has started a three-year research trial of alternative shellfish species. Mr Morgan said the types of species and the location of the trials were commercially sensitive.

He said the weakness of the international economy is pushing prices down. "Only the smart, efficient processor and exporter will survive."

The main constraint for Marlborough Seafoods was their processing capacity which was not meeting the demand generated by their marketing campaign, he said.

Even though competition for overseas market share is fierce, industry cooperation in fish processing was increasing total capacity.

"We have used other companies to process for us and we have processed for other exporters."

The company's top priority was to invest more in additional processing facilities.

The largest owner of fishing industry quota, Sealord Products, has approximately 10% of the local mussel farming business through their 100% ownership of Southern Ocean Processors.

"The world is turning to aquaculture and we will be responding to that. Over time there is likely to be additional investment," said chief executive Brian Rhoades.

Dr Rhoades said long-term resource access issues need to be resolved in what is turning into significant million dollar commitments.

"The access rights need to be cast in stone so we can be sure people can make those investments," he said.

The international food industry was complicated by the effects of fads, promotional campaigns and demand cycles.

"You can never be sure where you are in the cycle. One good marketing deal to a Japanese restaurant chain could have a positive effect on price," he said.

"Prices for mussels have been relatively low over the last 12 months but the local industry has been building its market in step with volumes."

He said it took 10 years for the price of salmon to drop, but the speed of new species onto the market could herald solid earnings for aquaculture companies.

"The technology exists to do it. Most of the issues are commercial. For instance, where does New Zealand's strategic advantage lie? If farming of a fish species is labour intensive, the low-cost labour equatorial countries would be more competitive."

Dr Rhoades said aquaculture products will generate the same market reaction as agriculture products, because of the stability from "crop planting".

"Finfish will not get the same international reaction. It is an absolute resource. The world has more or less used up its sustainable harvest."

Document natbr00020011121dpc3002mq

NZ BREAKS INTO ITALY MUSSEL MARKET.

172 words

5 October 1993

New Zealand Herald

2

English

(c) 1993 The New Zealand Herald

A Marlborough company has arranged the first export of greenshell **mussels** to Italy.

The **mussels** will carry the Surgelato registration, meaning the product is recognised both in Italian law and by consumers as a premium-grade frozen product.

The Marlborough Seafoods Ltd marketing manager, Mr Mark Burrell, said there had been a protracted effort in the past three years to gain Surgelato registration, involving the Italian health authorities and a large number of New Zealand bodies - the Fishing Industry Board, Ministry of Agriculture and Fisheries, Ministry of Foreign Affairs and Trade, Nelson-Marlborough Area Health Board, and Marlborough Seafoods staff.

Mr Burrell said the market for mussels in Italy was effectively only opened to exporters in July. The mussels had to meet criteria such as being frozen to minus 18 deg within four hours.

Surgelato is a higher classification than the more common Congelato registration.

Marlborough Seafoods exports 95 per cent of its production, to 25 countries. Major markets are Japan, the United States and Europe.

Document nzhld00020011121dpa5000r5

Scallop farms show promise.

615 words
10 April 1992
New Zealand Herald
5
English
(c) 1992 The New Zealand Herald

European gourmet palates will be the target of a fledgling scallop farming industry which is making waves in the waters of the Marlborough Sounds and Tasman Bay.

About a dozen fish farmers in the region have, in varying degrees, begun farming scallops as an alternative to **mussels**.

Mussel exports were worth \$42 million last year but the burgeoning industry has fallen foul of dropping prices because of oversupply on world markets.

The first scallop harvest is not expected until mid-year. However, pilot schemes have produced encouraging results with the growth rate of scallops being much quicker than that of the world's major farmers, Japan and Scotland.

New Zealand scallops fished from the seabed are largely exported frozen. That trade was worth \$13.5 million last year, with France by far the biggest customer.

Exports of live scallops were worth just \$21,000 and that is the niche market that Mr Dick Hall, one of the leading scallop farmers, will be aiming for.

"We are looking to do live gourmet scallops still in the shell," he said. "Once you take the meat out of the shell, it is no better than a wild scallop and the price would reflect that."

Mr Hall, the president of the Federation of Commercial Fishermen, intends eventually to convert most of the nine hectares of water in his Marlborough Sounds fish farm from mussels to scallops.

He has chosen a technique of farming developed in Japan and perfected in Scotland and the Netherlands.

It involves catching spat at about 10mm and putting them into an intermediate culture until they have grown between 30 and 40mm.

The scallops are then drilled through their ears and hung on lines extended to a depth of 20m.

Mr Hall said about 40,000 scallops were attached to each line and he would harvest about 10 lines in early spring.

Depending on the availability of spat, he intended eventually to farm 30 scallop lines with about 10 lines in mussels.

Pilot tests had indicated New Zealand waters would provide a two-year turnaround from catching the spat to the 100mm maximum scallop size.

The comparable time in Japan and Scotland was three years, with the latter country producing a smaller variety of scallop.

Mr Hall said the cocktail size of scallop that he aimed to provide for Europe's niche gourmet market was 60 to 70mm.

"The advantage is that we can harvest at any time of the year and not be subject to a time limit or season," he said. "We can supply on demand."

New Zealand restaurants were also showing increased interest in live shellfish.

Mr Hall said scallops would fetch more a unit than mussels, but their mortality rate during farming and costs such as handling charges made it difficult to estimate earnings from the first harvest.

His farm had encountered no problems, but a constant watch had to be kept for tube worm on the outside of shells.

Some farmers in Tasman Bay are experimenting with growing scallops in large cages, a technique favoured in Japan where the shellfish has been farmed for more than 50 years, with a big expansion in the past five years.

A potential problem for the technique is the growth on the cage of marine organisms in summer. They compete for food with the scallops and blanket the entry of food to the cage.

The country's scallop exports have also been aided by a Minister of Agriculture and Fisheries programme of scallop enhancement in Tasman Bay and Golden Bay.

During the past two years, spat have been collected and nurtured in a protected environment before being redistributed on the seabed.

Document nzhd00020011122do4a00ctg

Fish exports rise 6pc.

72 words

8 January 1992

New Zealand Herald

1

English

(c) 1992 The New Zealand Herald

Fish exports rose 6 per cent to \$631.76 million for the nine months ended September, according to the Fishing Industry Board's November newsletter.

Exports of frozen fish fillets rose 11.2 per cent to \$225 million, live fish 56 per cent to \$11.7 million, fresh and frozen **mussels** 18.7 per cent to \$28 million and paua 121.2 per cent of \$21.1 million.

Document nzhd00020011122do18001e6

Licence given to farm paua.

191 words

18 September 1991

New Zealand Herald

3

English

(c) 1991 The New Zealand Herald

Paua farming may offer an attractive addition for mussel farmers.

Mr Bruce Hearn, who gained approval to become the first commercial farmer of paua and seaweed in Tory Channel, notes paua can be worth \$130 a kilogram compared with 45c a kilogram for **mussels**.

Mr Hearn, already a marine farmer in the Marlborough district, has been granted a full licence for three sites in the channel where he will farm mussels, seaweed and paua.

Mr Hearn said he planned to grow the paua up to 60 to 70mm for Northern hemisphere cocktail abalone (paua) markets.

He felt he would need to grow about 500,000 abalone to be profitable.

The paua are grown in plastic barrels, eat seaweed and grow to maturity in about two and a half years.

This compares with about 18 months for mussels.

When paua are small there are about 300 to 400 to a barrel and they need a flow of water to supply their relatively high oxygen needs.

Mr Hearn said he was also required to grow his own seaweed to feed the paua.

This would be grown on ropes.

Document nzhld00020011124dn9i00j57

commercial Seaweed farming to start.

85 words

31 July 1991

New Zealand Herald

13

English

(c) 1991 The New Zealand Herald

The first commercial farming of seaweed and paua will soon be under way in Tory Channel. A Marlborough marine farmer, Mr Bruce Hearn, has been granted a full licence for three sites in the channel, from which he will farm **mussels**, seaweed and paua. The granting of the licence is in line with the stated intent of the Minister of Fisheries, Mr Kidd, to clear the way for marine farmers to hold licences for more than one form of aquaculture.

Document nzhld00020011124dn7v00h07

Mussels boost for Sealord.

187 words

25 July 1991

National Business Review

2

English

(c) 1991 The National Business Review

Nelson-based Sealord Products has doubled its mussel-processing site with the opening of a new factory at its fully-owned subsidiary, Southern Processors.

Opening the factory yesterday, Fisheries Minister Doug Kidd said green shell **mussels** were now the country's most successful aqua-culture product and the sixth largest export earner in the industry.

Export demand was expanding and Sealord was positioning itself to take advantage of that, he said.

The company expects to employ 50 more people at Southern Processors by Christmas. The annual payroll stands at more than \$29 million and the company injects about \$45.5 million in total into the local economy.

By 1994, it estimates that green mussel exports will be worth close to \$10 million. The company's main market is the US, but the new plant will give it more resources to market in South-east Asia, Europe and Australia.

Kidd said mussel exports netted more than \$34 million last year with just under 8,000 tonnes exported in the first five months of this year, more than 4,000 tonnes have already been exported.

Document natbr00020011124dn7p00d02

Rivals muscling in, says fish farmer.

182 words
29 May 1991
National Business Review
2
English
(c) 1991 The National Business Review

Two years research into new marine farm sites could be lost to "blatant commercial sabotage" if a planned amendment to the Resource Management Bill went ahead, it was claimed yesterday.

Kiwi Marine Farms Ltd, a subsidiary of Kiwi **Mussels** Ltd, has spent two years and thousands of dollars identifying sites and applying for 35 new licences to farm oysters, paua and other species in Marlborough.

Kiwi Mussels president John Turner told Parliament's planning and development select committee that "opportunist" competitors had already taken advantage of his firm's research and applied for 270 licences over the same sites. This was because the Marine Farm Act required his firm to publicly notify its application.

Now, transitional coastal tendering arrangements proposed for the resource Bill would supersede Kiwi's existing applications and throw the field wide open, rendering the firm's preparation and expense worthless, Turner said.

"We are looking at losing all our investment and two years of full-time effort ... we are going to lose all the headstart we had on our competitors," he said.

Document natbr00020011124dn5t009rl

NZ food attracts interest at trade fair.

132 words
20 March 1991
New Zealand Herald
2
English
(c) 1991 The New Zealand Herald

New Zealand **mussels**, honey, wine and beer attracted interest at the annual Foodex trade fair in Japan, says the Trade Development Board.

The board said the New Zealand pavillion at the fair, the largest in the Asian region, received inquiries from countries including Korea, Thailand, Hong Kong, Indonesia, Belgium, Mexico, United States and Canada.

The pavilion, housing 22 food manufacturers, was funded by the board.

More than 90,000 visitors were estimated to have visited it.

The New Zealand Game Industry Board spokesman, Mr Mike Pattison, who was involved in market sampling at the fair, said the game board had offered products developed in Japan for Asian tastes. The product line includes venison dim sims, venison pastrami and venison seared and served with Japanese sauces.

Document nzhld00020011124dn3k005pv

Mussel plant to expand.

102 words

14 February 1991

New Zealand Herald

4

English

(c) 1991 The New Zealand Herald

Sealord Products plans to double the factory size of its Nelson-based mussel processing subsidiary Southern Processors Ltd.

Tenders for the construction have closed and the Sealord chief executive, Dr Brian Rhodes, said the expansion was to cater for an increase in **mussels** from the company's 11 Marlborough farms.

The Marine Farming Association president, Mr Jim Jessep, said output in the region had increased by about 25 per cent a year for the past three years.

About 35,000 tonnes of mussels were expected to be exported this year, compared with about 28,000 tonnes last year.

Document nzhd00020011124dn2e001pm

URGENT TESTING PROGRAMME TO BE SET UP FOLLOWING DISCOVERY OF CONTAMINATED MUSSEL SHIPMENT.

148 words

22 September 1990

New Zealand Herald

3

English

(c) 1990 The New Zealand Herald

The Health Department is to launch an urgent testing programme following the discovery of a shipment of contaminated smoked **mussels**.

The infected shellfish came from marine farms in the Nelson region and were tested for bacteria after the shipment was turned back by Hong Kong authorities.

The fishing industry was shocked following an announcement by the department that the bacteria *listeria monocytogenes* had been found in processed mussels tested by board staff.

The Health Department's unit manager of food quality and hygiene, Mr Len Weldon, said the department would carry out a much wider testing programme as a matter of urgency.

He said the department was also working on establishing guidelines for *listeria monocytogenes* in a range of different food types, matching overseas procedures. The guidelines were expected to be completed in three months.

Document nzhd00020011128dm9m00fde

Nelson area source of bad mussels.

354 words

22 September 1990

New Zealand Herald

12

English

(c) 1990 The New Zealand Herald

Contaminated **mussels** discovered by the Nelson Area Health Board came from marine farms in the region, the assistant general manager of the board, Dr Paul Taylor, confirmed yesterday.

****FULL_TEXT** The fishing industry was shocked following an announcement by the Health Department on Thursday that the bacteria *Listeria* has been found in processes **mussels** tested by board staff.

A strain of *Listeria* found in the mussels could be fatal to unborn and newborn babies and the elderly, said a Communicable Disease Centre bacteriologist, Dr Desmond Till.

It also caused a mild form of food poisoning in others and was a risk to people with poor immune systems.

Dr Till said the bacteria was not very common and was difficult to trace. It was found in sewage, mud and rotting vegetation.

About three deaths a year are attributable to *Listeria*.

Health Department officials held an emergency meeting in Wellington.

Dr Taylor said the problem of *Listeria* was not limited to mussels. Other shellfish could be affected.

"We may be looking at a fairly major investigation of the whole shellfish food chain."

He said the board had not ordered processed mussels removed from shop shelves. It was waiting for a directive from the Health Department.

Fishing Industry Board spokesman Mr Andrew Branson said not enough information was available to accurately assess the seriousness of the discovery.

The board would be taking immediate steps in co-operation with the Health Department to find out whether there was a serious *Listeria* problem.

The president of the Marine Farming Association, Jim Jessup, called for people to keep the discovery in perspective and warned an over-reaction could damage at \$30 million-a-year mussel exporting industry.

Mr Jessup said he was unhappy with the Health Department's handling of the *Listeria* discovery.

He said all the information on the discovery should have been gathered and studied before the discovery was announced to the public.

"I only hope New Zealand's reputation as a quality mussel producer is not harmed."

Mr Jessup said he suspected the mussels were probably infected inside a processing factory.

Document nzhld00020011128dm9m00fcu

There's still a dollar to be made. (4 of 4)

133 words

31 July 1990

National Business Review

16

English

(c) 1990 The National Business Review

The Marlborough region has become a noted area for new land or sea-based product development. After wine, salmon, **mussels**, exotic horticulture along came wasabi (Japanese horseradish to those who wish to learn something new every day).

Salmond Smith-Biolab and Regal Salmon each planted pilot crops in partnership with separate Japanese interests. Marlborough was described as a great place to grow wasabi. The Japanese had a wasabi shortage, hence the interest for product from New Zealand.

These new products always have a catch. Other producers move in and soon we have an industry. Then someone wants to control exports. Quotas, boards and a bureaucratic army take over with official blessing. Will that happen to wasabi? Do not take odds against it.

Document natbr00020011128dm7v009qm

Mussels monitor harbour wastes.

184 words

25 June 1990

New Zealand Herald

20

English

(c) 1990 The New Zealand Herald

A pollution monitoring programme with a difference is being used to test the waters of Waitemata Harbour.

Instead of testing water samples, the Auckland Regional Water Board has placed strings of **mussels** in the harbour and, after three months, they will be removed for testing.

The first mussels were landed by one of the board's water quality officers, Barbara Hickey.

She said she was amazed at the growth of the mussels since they had been introduced into the harbour from a farm in the Coromandel.

Barbara Hickey said the mussels would be measured before being prepared for analysis.

"We are looking at levels of metals accumulated in the tissue and various parameters that indicate the condition of the mussels."

By examining biochemical changes, it was possible to see if the mussels had become stressed. This would happen in dirty water.

Barbara Hickey said it was still too early in the 18-month programme to have learned anything of value.

The mussels have been placed at two locations in each of urban residential, marine, industrial estuary and under-developed catchments.

Document nzhlid00020011128dm6p00559

SOUTH Korean EXPORT opportunities OPENED UP.

36 words

13 February 1990

New Zealand Herald

1

English

(c) 1990 The New Zealand Herald

The South Korean Government has confirmed that the following items of potential interest to New Zealand exporters have been liberalised: kiwifruit, wine, **mussels**, lobsters, john dory, goat meat and sausages.

Document nzhld00020011127dm2d001k3

New Zealand Salmon's Mussel farm extension will go ahead.

182 words

18 October 1989

New Zealand Herald

10

English

(c) 1989 The New Zealand Herald

New Zealand Salmon Co Ltd intends to proceed to expand the capacity of its Marlborough Perna mussel farming facility despite recent market resistance to green **mussels** in Japan.

The directors told the stock exchange yesterday that they considered the downturn was cyclical and would not affect the long-term development of the New Zealand green mussel industry.

NZ Salmon recently raised \$2,475,000 through a placement of 5.5 million shares at 45c each.

Marlborough Perna will spend \$1.3 million on upgrading its blast freezer, packing room, cooker and freezer capacity.

A further \$150,000 is earmarked to buy mussel farms.

Another subsidiary, Cedenco Foods Ltd, is spending \$300,000 on a hammer mill, pulping equipment and a steam peeler for processing apples and pumpkins.

The balance of the funds will go towards maintaining the group's equity-to-assets ratio at around 70 per cent.

Directors say the Japanese fish market is being monitored continuously. The new mussel-related equipment will be programmed for commissioning as market conditions improve.

Document nzhd00020011129dlai00kp5

Kiwi Marine Farms proposes Pacific oyster test.

338 words

7 September 1989

New Zealand Herald

2

English

(c) 1989 The New Zealand Herald

A Nelson aquaculture company has applied for an experimental permit to assess the potential of Pacific oyster farming in the Marlborough Sounds.

****FULL_TEXT** Kiwi Marine Farms Ltd, a company associated with Kiwi **Mussels**, plans growing trials in inter-tidal and sub-tidal areas in various parts to the sounds.

If approved by the fisheries arm of the Ministry of Agriculture, the farms will be the first Pacific oyster operations in the South Island.

The company's development manager, Mr Tim Edwards, said the project was experimental to enable research on the viability of the farming venture over the next 15 months.

Mr Edwards, a marine biologist, said Pacific oysters would first be grown through the rack culture method used in the successful Northland industry.

Oysters will be place on trays or bags on top of racks which are exposed at low tide.

The company will also try a hanging culture method - cultivating Pacific oysters on long lines similar to those used for mussel farming.

Mr Edwards said hanging culture was a more appropriate method than rack culture in the Marlborough Sounds because of the limited number of intertidal areas.

He said Pacific oyster farming was "typically labour intensive" and had more jobs a hectare than mussel farming.

Wild Pacific oyster stock established in the Nelson-Marlborough region in the late 1970s and some extensive populations had developed over the past 10 years.

Mr Edwards said there were potential biological problems to be investigated before full-scale oyster farming took place.

A parasitic mudwork had been discovered in some areas in Northland sites unsuitable for oyster farming.

Growing condition and growth and mortality rates also had to be determined.

If the permits are approved, the company hopes to set up the trial areas next month.

Kiwi Mussels was a pioneer of the mussel processing industry through its Kiwi Clam product. It operates two factories at Havelock and Rai Valley.

The Managing director, Mr John Turner, said aquaculture had enormous export potential.

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