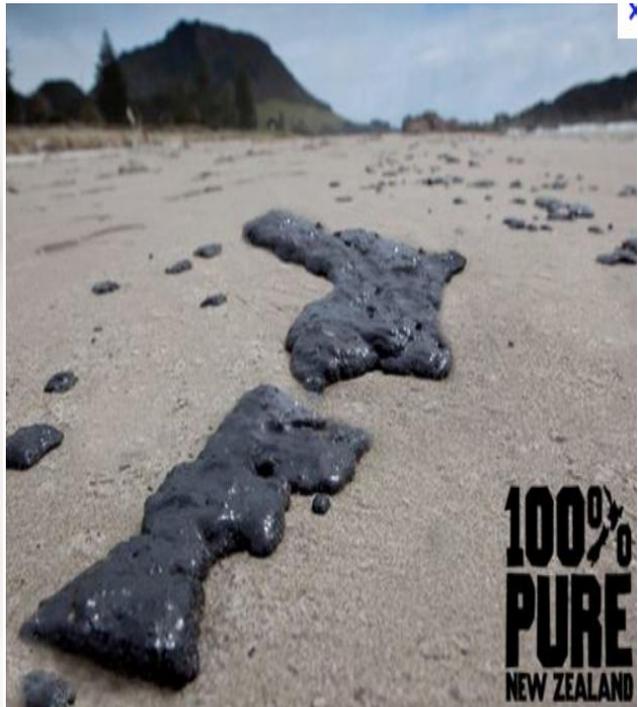


[New Zealand's King-Sized Salmon Problem](#) (30 April 2012)



New Zealand is facing a growing public backlash against salmon farming in the Marlborough Sounds.



CAPITAL IDEA: Clare Pinder, Green Party fisheries spokesman Steffan Browning and Guardians of the Sounds member Martin Pinder in front of the protest billboard.

Read more '[New Zealand King Salmon Faces Efforts to Halt Its Expansion](#)'

[Guardians of the Sounds](#) and [Sustain Our Sounds](#) are spearheading community opposition to expansion plans by King Salmon who is seeking eight new salmon farms (and one more farm converted from mussel farming).

# Complaint plan over fish farms

BILL MOORE

Last updated 13:00 27/04/2012

5 comments

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New Zealand King Salmon is only interested in making money and doesn't care about the effects of its expansion plan on others, Sustain Our Sounds lawyer Sue Grey said at a public meeting last night.

SOS, the group leading the fight against the company's application for nine new salmon farms in the Marlborough Sounds, has said it intends to complain to the Commerce Commission about what it says is misleading statements designed to influence the public to favour the application.

If successful, [King Salmon](#) will increase production from 7,500 tonnes of salmon a year to 15,000 tonnes by 2015. The [deadline](#) for [public comment](#) is Wednesday (2 May) – for more details visit [online here](#).



Protect, restore  
and enhance the  
Marlborough Sounds

## Submission Deadline!

Like Be the first of your friends to like this.

**When**  
2nd May  
5:00 pm

Map Unavailable

### Notes:

Send your submission in today! This wednesday is the day. To be safe, make sure you send off your submission opposing the King Salmon applications well before the 2nd of May 5:00PM. This is the deadline to send in your submissions to the EPA. Make a stand and be heard! We have only one chance, make it count.

[The Marlborough Express](#) (25 April) reported that: “Sustain Our Sounds will complain to the Commerce Commission that New Zealand King Salmon is breaching the Fair Trading Act by misleading the public ahead of its application for more farming space in the Marlborough Sounds. Sustain Our Sounds lawyer Sue Grey says King Salmon is in the business of securing more space for fish farming as well as growing and selling salmon. Making inaccurate statements to influence people, on issues such as jobs, was similar to false advertising, she said.”



New Zealand King Salmon Clay Point farm.

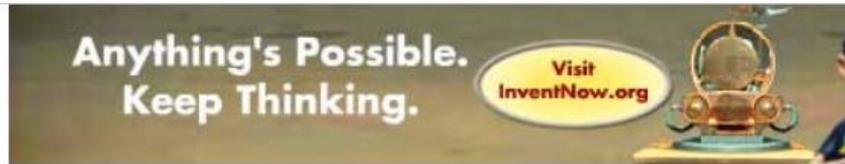
Martin Pinder

[The Nelson Mail](#) (27 April) reported: “Ms Grey said the company had been "spreading what we consider some fairly serious misinformation about what their application means for the environment". She said the application, being heard as a project of national significance by a board of inquiry set up under the Environmental Protection Authority, was "a huge ask for the public".”

Watch a video of Sue Grey talking about the environmental impact of salmon farming in the Marlborough Sounds – [online here](#)



[Marlborough District Council](#) has also lodged an objection to King Salmon's expansion plans. "If it is successful, the Sounds will face a gold rush of applications, and the nature of them will change forever," said Peter Jerram, chairman of Marlborough District Council's environment committee, in an interview with [Fairfax NZ News](#) (30 April). "That is why the Marlborough District Council is submitting in opposition."



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## Council fights fish farming 'gold rush'

MARTA STEEMAN

Last updated 05:00 30/04/2012

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The Marlborough District Council says in opposing King Salmon's expansion plans it is defending the integrity of its district plan and the beauty of the Marlborough Sounds from a "gold rush" of fin farming applications.

The country's largest fin fish farmer has asked the Environmental Protection Authority (EPA) to approve its expansion plans in the Marlborough Sounds but the area it wants to use is prohibited for aquaculture under the district council's plan.

Read more via [‘Council Fights Fish Farming ‘Gold Rush’](#)

"In the "against" corner sit a series of Sounds-based conservation groups, the Green Party, and recreational groups like the Pelorus Boating Club, which brings more than 500 boats and therefore an estimated 3000 people into the fray, and Yachting New Zealand with its 30,000 members nationwide," wrote journalist Bill Moore in [The Marlborough Express](#) (30 April). "As much as NZKS and the aquaculture industry sell themselves as committed to and reliant on sustainability to promote, maintain and enlarge their businesses, there are top of the south residents who deeply distrust their motives and public utterances."

"For groups like Sustain Our Sounds this has become an "enough is enough" battle and they are strongly suspicious of King Salmon's motives, goals and publicity," continues the article. "Hear them tell it and the Sounds could become a dead zone, bereft of fish and subject to deadly red tides."

"Mr Schuckard ridicules the NZKS claim it produces as much from seven hectares of water space as comes from 23,000ha of sheep farm. "Where is all the feed grown? Where does the fish [used in feed] come from? It's like mustering all the sheep from 23,000 hectares and then

saying to your neighbour, 'look how fertile my mustering area is.'" He says the most compelling argument against the application is the "total, utter lack of knowledge" about the system functionality of the Marlborough Sounds, "end of story".

Read more via [‘The Price of Fish’](#)

Former Marlborough mayor Tom Harrison said the New Zealand King Salmon proposal was the most important issue the Marlborough community had faced. "I'm so concerned about what is going to happen here. This is serious," he told [The Marlborough Express](#) (9 April).

The cumulative destruction of the forest and marine eco-system in the Marlborough Sounds has reached a tipping point, said environmental scientist Helle Janssen. Finfish farming could push it over the edge, he said. "We are killing the Sounds by a thousand cuts," Mr Janssen said. "If we kick the butt of this system, it will kick back majorly and we will be the poorer for it."

Read more via [‘SOS Over Farm Plan’](#)

“The proposed NZ King Salmon farms fly in the face of the Rio Declaration, to which the council is a signatory: "Polluters must internalise and not externalise [put to sea] their waste",” wrote Danny Boulton, secretary of [Sustain Our Sounds](#) in [The Marlborough Express](#) (22 March).



Sustain Our Sounds secretary Danny Boulton

“Our government are hell-bent on a path to a \$1 billion aquaculture industry when other countries are steering well clear because they have found finfish farms eventually kill communities and the ecosystems they have been supported by. They call it "Frankenfish farming" and marine piggeries with a free dumping licence.”

Read more via [‘Something Fishy is Going On Out There’](#)

“Be clear this is just the first application for the private plan change,” wrote Guardians of the Sounds spokesman Pete Beech in [The Marlborough Express](#) (20 March). “If this is granted, it will start a "gold rush".”



JARED NICOLL

Peter Beech, Guardians of the Sounds

Read more via [‘Action Plan to Defend Marlborough Sounds’](#)

GAAIA is supporting [Marlborough District Council](#), [Guardians of the Sounds](#) and [Sustain Our Sounds](#) in their objections and today (30 April) wrote to the New Zealand Environmental Protection Agency [lodging a formal objection](#).

“GAAIA believes that further expansion of salmon farming in the Marlborough Sounds will inevitably trigger waste pollution, benthic contamination, toxic algal blooms as well as the spread of infectious diseases and mass mortality events,” wrote Don Staniford. “If the history of salmon farming tells us anything at all it is the fact that overproduction causes problems wherever salmon farms operate.”

Read GAAIA’s objection in full [online here](#)

[King Salmon](#) is owned by [Malaysia’s Tiong family](#) and private equity firm [Direct Capital](#).

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The New Zealand King Salmon Company

### Company Structure

- › **Company Structure**
- › A Job. A Career.
- › Our People
- › EPA Application
- › Food Safety Certifications

Description:	Vertically integrated salmon farming, processing and marketing company
Ownership:	Evergreen Holdings Ltd 51% Direct Capital 42% Management & Directors 7%
Annual Turnover:	NZ\$115 million
Total Assets:	>\$75 million
Annual Harvest:	Around 8,500mt (Gilled & Gutted equivalent)
% of New Zealand salmon production:	70%
% of world farmed King Salmon production:	55%

According to King Salmon’s [web-site](#), they are a company with a “strong sense of environmental responsibility” and are “sustainable”.



**New Zealand King Salmon**

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Raising & Preparing Our Kings

**Life in a Natural Environment**

- › Art of Raising and Preparing
- › Handled with Care
- › **Life in a Natural Environment**
- › The Full Story

**New Zealand King Salmon** has a strong sense of environmental responsibility and aims to lead the world in sustainable, renewable, farmed King salmon resource management.

In the remote and unpolluted Marlborough Sounds, the sea farms are situated in some of the cleanest rearing environments anywhere in the world, and New Zealand King Salmon is committed to looking after it.

Fish farming is a highly efficient use of marine space, taking pressure off wild fish, which are currently being exploited beyond sustainable limits. Traditional fishing methods not only deplete stocks of the target species, but also kill many other species of fish, birds and mammals. Aquaculture offers a sustainable way of increasing the production of fish that people want to eat without harming other wildlife.

King Salmon [claims](#) that: “Fish farming is a highly efficient use of marine space, taking pressure off wild fish, which are currently being exploited beyond sustainable limits.” Yet it fails to mention the fact that the farming of salmon drains our oceans and leads to a net loss of marine resources (read more via [‘Raising Tigers of the Sea’](#)).

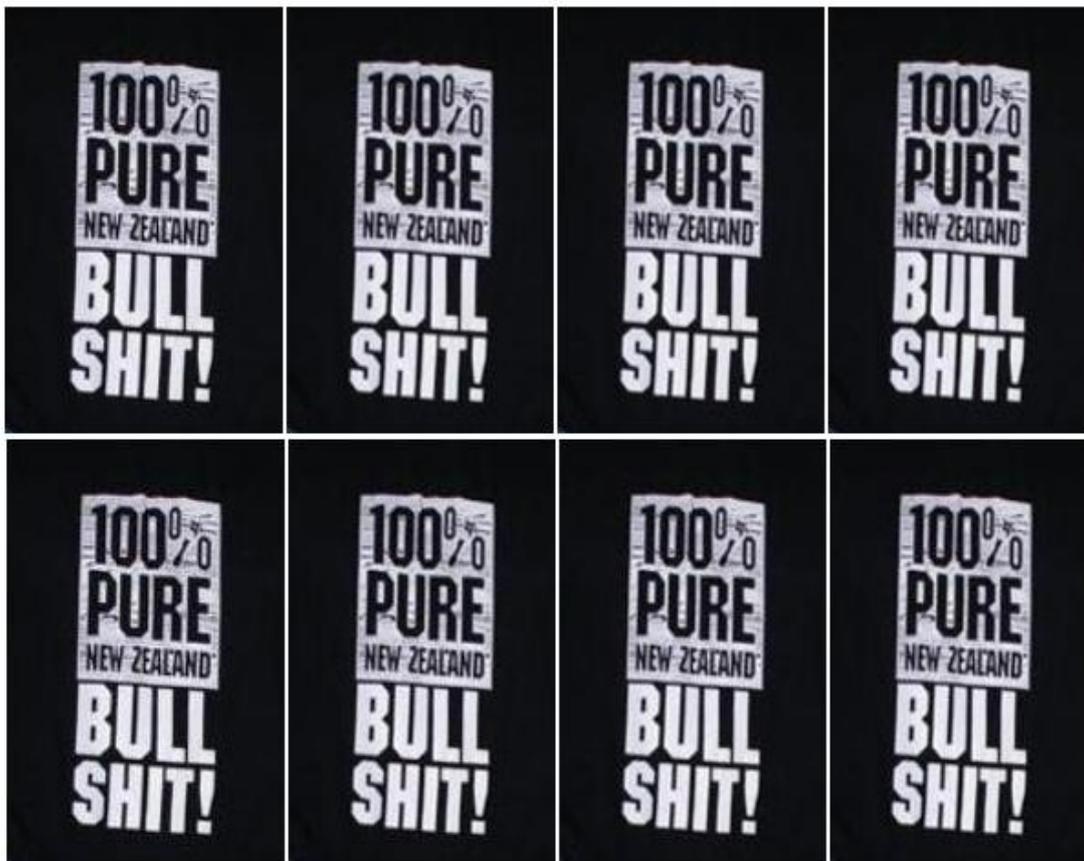


GAAIA believes that permitting salmon farming expansion is an open invitation for disaster and would jeopardise New Zealand’s ‘100% pure’ green and clean image abroad.

Sanctioning even one new farm (let alone nine farms) in the Marlborough Sounds would be 100% irresponsible.



King Salmon's [claims](#) towards sustainability simply do not hold water.



GAAIA urges consumers around the world to boycott “[exceptional](#)” New Zealand farmed salmon which is now being marketed in Europe as “[sustainably produced](#)” and is even [sold in Canada](#) (competing wild King/Chinook salmon).



New Zealand King Salmon continues to impress in the highly competitive world of international culinary taste awards

King salmon in Canada have already been shown to be infected with ISA as well as another devastating disease, HSMI (Heart & Skeletal Muscle Inflammation). Testimony at Canada’s salmon inquiry in British Columbia (BC) [revealed](#) in December 2011 that Creative Salmon’s King (Chinook) salmon operations in the [Clayoquot Sound UNESCO Biosphere Reserve](#) were disease-ridden (read more via ‘[Fish Flu Found in Clayoquot Salmon: Dr. Kristi Miller finds ISA virus in Creative Salmon farms](#)’).

“Make no mistake, this is the biggest environmental threat to the Sounds we will see in our life times,” wrote Pete Beach in [The Marlborough Express](#) (11 February). “Malaysia's Tiong family has a majority share in King Salmon. It is a foreign-owned multinational company which is starting a land grab for the privatisation of Sounds water space. Water space that belongs to all New Zealanders will be given to them free of charge and they don't have to pay rates. They told me they want to double their water space every six years. How long before there are 100 farms? How long before the huge Norwegian multi-national fish farmers start vying for farm sites and they turn our beautiful Sounds into one great big aquaculture farm and turn it into a cesspit with their pollution?”

Salmon Farming  
Serves Foreign Shareholders  
and we pay the price

Read more via ‘[Guardians Urge Big Picture Vision](#)’

Blog online via “[New Zealand’s King-Sized Salmon Problem](#)”