

To Whom It May Concern,

April 10th, 2017

My name is Lily McAnally and I support the salmon farm relocation for NZKS. I am writing to elaborate on my earlier submission. The focus of this letter is my work in the United States, Canada and Mexico, and how it affects our local communities as well as New Zealand.

Hailing from the Northwest Rockies of the United States, where I come from wild “Chinook” or King salmon are protected. There is a small window of fishing opportunity for the general public over each summer, but only the local Native American tribes are allowed to fish for them year round. This means King salmon on the US Columbia River are protected against fishing for the rest of each year. The reason for this protection is to avoid over-fishing and conservation of the native King salmon species. This creates a scarcity of wild King salmon in the North American market, as well as a higher demand. Our New Zealand King salmon is the best in the world, and the rest of the world wants what we are eating. The demand for our salmon is so high; we cannot meet it with our existing sites. Exporting goods has been an important industry in New Zealand, bringing 28% of our GDP (data.worldbank.org), allowing us relocation is for the better of NZ industry and will allow us to supply this important niche.

I recently applied for my position as Marketing Assistant to North America in December 2016. I was not looking for a new job at the time, but my ties to King salmon and my love for the gourmet drew me to the position. Another reason I wanted to work for NZKS was the care the company takes in their involvement with the community, staff, and our salmon. In all of our locations: Auckland, Nelson, Takaka, Tentburn and Blenheim, NZKS strives to supply great jobs to great people, volunteer and donate to our local communities, and create a company culture where people want to work each day.

Since working for NZKS, I have hosted several groups from North America who wish to see how our salmon farms and how we work. As per routine: we bring the groups to Picton, have a coffee on the quay, take a water taxi out to one of our salmon farms, talk to our wonderful farm staff about the site and how we raise our salmon, take a water taxi back to the quay, host our guests out to eat at one of the local vineyards and fill up on gas in Blenheim on the way home to Nelson. All of these activities support the Picton/Blenheim community, through the purchase of goods, services, and employment. We deeply care for this community and give back however we can.

My position was created because the United States is the fastest growing market for our company. Exporting our King salmon is incredibly important for the US, who are in a shortage of salmon, but also for this community and New Zealand. NZKS strives to create more jobs, raise the best fish possible, and focus on quality rather than quantity. We care about the community, and only want the best for our staff and neighbours in the Sounds. Please consider this farm relocation: it is the best choice for this community and for the New Zealand economy.

Sincerely,

Lily McAnally, Marketing Assistant – North America
New Zealand King Salmon