

**BEFORE THE MARLBOROUGH SALMON FARM RELOCATION ADVISORY PANEL  
AT BLENHEIM**

**UNDER** the Resource Management Act 1991  
**IN THE MATTER** of Regulations under ss 360A and 360B of the Act  
**BETWEEN** **THE MINISTRY FOR PRIMARY INDUSTRIES**  
**Applicant**  
**AND** **THE MARLBOROUGH DISTRICT COUNCIL**

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**STATEMENT OF EVIDENCE OF JEMMA LOUISE MCCOWAN IN SUPPORT OF THE NEW  
ZEALAND KING SALMON CO. LIMITED'S SUBMISSION**  
**Dated this 11th day of April 2017**

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**GASCOIGNE WICKS**  
**LAWYERS**  
**BLENHEIM**

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## **Introduction**

### *Qualifications*

- 1 My name is Jemma McCowan. I have a Bachelor of Arts and a Bachelor of Commerce from the University of Auckland. I have made a personal submission as part of this process, which I take as read.
- 2 I am the General Manager, Marketing at New Zealand King Salmon, and a member of the Senior Leadership Team, reporting to Grant Rosewarne, CEO.
- 3 I joined New Zealand King Salmon in 2012 to launch the Ōra King brand in New Zealand and abroad. Supported by a team of nine people covering Marketing and New Product Development, I am now responsible for all brands - New Zealand King Salmon, Ōra King, Regal and Southern Ocean - as well as the New Product Development division and the Community Sponsorship and Events Program. I also contribute to the media and communications requirements of the business.
- 4 We supply these brands and their associated marketing and promotion programs across New Zealand's foodservice and retail channels, as well as in the key export markets of North America, Australia, Japan, Europe and China.
- 5 My previous roles comprise 15 years in international business development and marketing for food and consumer products based in New Zealand and the United Kingdom. I have worked in various roles for the Australian Trade Commission (Austrade) in New Zealand and the United Kingdom, as well as across Europe for an Australian aquaculture exporter of premium kingfish.

### **Our Brands, Accreditation and Community Involvement**

- 6 My evidence is an extension of the material presented in the company submission from pages 18-19 (Our Brands), page 41 (Accreditation) and pages 56-60 (Our Community, Sponsorship and Events).
- 7 To avoid repetition, I will not cover the information covered in these sections verbatim, but will expand upon this foundation through a section of videos, images and slides delivered in a Powerpoint format.
- 8 I wish to demonstrate through the evidence presented the following points:

- (a) Our brands are powerful and deliver strong messages to position our company on value, rather than volume.
- (b) Our brands always promote or link to Marlborough with a positive message around premium, healthy, tasty, safe and sustainable food for domestic and international audiences.
- (c) The value created from our brand stories is beneficial to Marlborough, not only in economic terms for our business, but also in the general promotion of Marlborough as a destination for food, beverage and tourism.
- (d) Our customers are the most discerning food consumers in the world.
- (e) Our customers expect that we deliver not only quality and taste to the highest standard, but that our sustainability and traceability credentials are at best practice standards.
- (f) It is also important for our corporate brand - New Zealand King Salmon - to deliver clear and transparent information in line with our obligations as a publicly listed company, but also to ensure we engage with our community and our partners a responsible manner in line with our shared values.
- (g) Our Community Sponsorships and Events Program based in the Top of the South is designed to support our corporate voice.
- (h) In addition to our community, we have a commitment to our customers and consumers to deliver to the highest standard.

### **Conclusion**

- 9 The proposed relocation project would enable an improved environmental outcome that is consistent with our Brands, and our company philosophy. The more NZKS thrives, the more we are able to contribute to our community.

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Jemma Louise McCowan