

Sustainable Orange Roughy



Advanced technology
Sealord's Acoustic Optical System counts Orange Roughy at depths as low as 1000m.



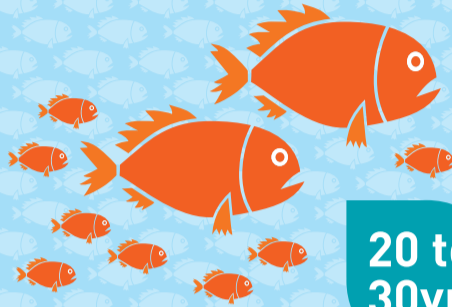
Watch Orange Roughy at 1000m deep.



156 million adults

The Population

There are more than 156,000,000 adult Orange Roughy in New Zealand.



20 to 30yrs

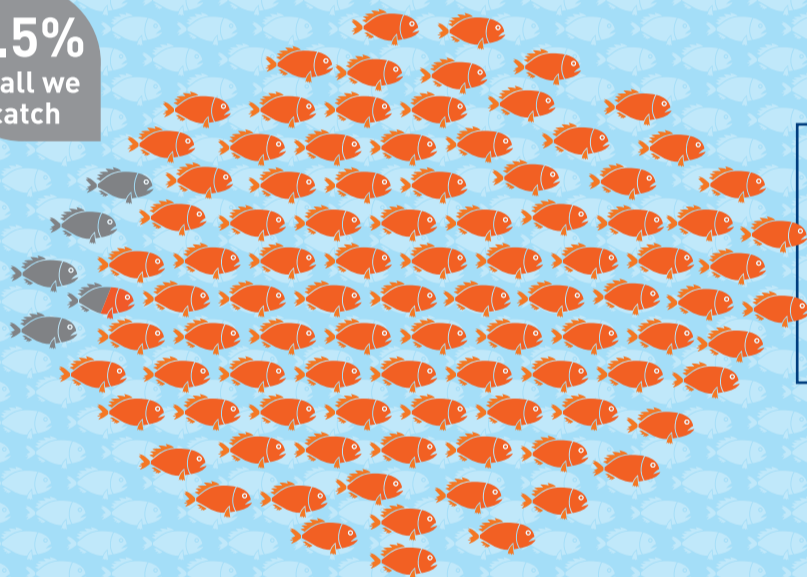
Did You Know...

Orange Roughy start breeding at between 20 & 30 years of age and on average live to 80 years.

Total Catch

95.5 out of every 100 adult fish counted are left in the ocean.

4.5% is all we catch



800m
Fishing Depth
for Orange Roughy
1000m

Who Makes the Rules?

Each year the amount of fish industry can catch is set by the Minister of Primary Industries, based on the most recent scientific information.



25%
Chatham Rise

66%

Where???

66% caught on the Chatham Rise, 25% is caught in the deepwater off central eastern NZ and Northland.

The Total area of NZ seabed that has EVER been bottom trawled = 9%.

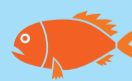
9%



91%

NZ Seabed

91% of New Zealand waters have never been bottom trawled.



No Go Zone

30% of New Zealand's ocean floor is closed to all bottom trawling by Benthic Protection Areas & Seamount closures. 3 fisheries were closed to create the BPAs.

30%

Seabed Fact: 1.2million km² of New Zealand waters are closed to bottom trawling - that's 4.6 x the total size of New Zealand!

