

Sustainable Hoki



Bafflers

To protect other marine wildlife and birds, technology and innovation are used such as 'bafflers' (giant scare-crows) to stop sea birds flying into fishing gear.

Celebrity Chef Onboard

Sustainable seafood expert and celebrity chef Tom Kime has been on Sealord's FV Otakou and loves MSC hoki. Scan the QR code to watch his video onboard.



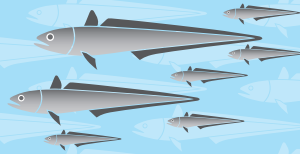
Did You Know...

Hoki start breeding from about 5 years of age and live to between 20 and 25 years.

882 million adults

The Population

There are currently around 882 million adult hoki.



5yrs

200m

Certified Sustainability

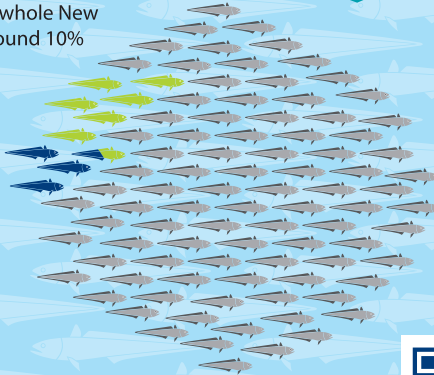
Hoki is one of the world's most sustainable white fish. Certified 3 times by the global Marine Stewardship Council (MSC). This independent global sustainability body looks at stock health; impact on the environment and fisheries management.



The Catch

Each year Sealord catches around 3.4% and the whole New Zealand commercial fishing industry catches around 10% of the adult population.

3.4%



Fishing Depth for hoki

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.



Cook Strait

Chatham Rise

Campbell Plateau

Who Caught Your Hoki?

Scan the QR code to find out.



Where???

Hoki are harvested by mid-water and bottom trawls off the West Coast of the South Island, on the Chatham Rise, the Campbell Plateau and in Cook Strait.

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.

800m

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!



for more information visit: www.deepwatergroup.org