

Media release - for immediate use

04 September 2020

## **Sanford Welcomes Government Camera Announcement as Great News for New Zealand Commercial Fishing**

New Zealand's largest seafood company Sanford (NZX: SAN) is welcoming the announcement this morning by the Fisheries Minister of multi-party Government support for cameras on fishing vessels.

Sanford CEO Volker Kuntzsch says he believes the announcement about Government funding for cameras for New Zealand's inshore fishing fleet, is a great step forward.

"This is good news. Sanford is a big supporter of a national system of cameras on vessels. We already have cameras on many of our fishing boats, but there has been a piecemeal approach to the technology up till now and this announcement will hopefully change that."

Sanford's Chief Operating Officer Clement Chia says he's also pleased by the news.

"Our fishers are supportive of cameras. We are using them on our boats which fish off the North Island West Coast. We have previously trialled them in other areas and the feedback from the guys on the vessels was positive. There have been a number of technology and process issues that need to be sorted out, but having Government support will make that much easier.

"It will also make it easier for smaller fishing operators who would have been unfairly disadvantaged by having to fund the installation of cameras or the cost of monitoring and storing the data themselves. While we can't speak for anyone else, we do believe this is good news for the whole industry."

Mr Kuntzsch says cameras will support Sanford's drive for transparency.

"Commercial fishing is a very important sector for New Zealand. Sanford is focused on increasing transparency to highlight that we are focused on doing the right thing at sea. If having cameras on vessels helps reassure people about what we do, that can only be a good thing. We look forward to working with everyone involved to roll out this technology as soon as possible."

**\*\*\*ENDS\*\*\***

For more information please contact:

Fiona MacMillan

GM Corporate Communications

+64 (0)21 513 522

## **Sanford Ltd**

Sanford is New Zealand's oldest and largest seafood company – we farm salmon and mussels and hold 19% of New Zealand commercial fishing quota. Sanford has been listed on the New Zealand stock market since 1924. We are focused on sustainability and on maximising the value of the resources we gather from our oceans, enabling long term value creation from oceans teeming with life. Sanford sites can be found in eleven locations around New Zealand and we are a team of 1500 staff and sharefishers across the country. We are committed to innovation: we have a team of scientists whose mission is to find new ways to make the most of the life-enhancing properties of seafood, from anti-inflammatory supplements to skin-nurturing collagen.