

Media Release – for immediate use

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## **Sanford Announces Ten Cents per Salmon Community Fund for Bluff and Stewart Island**

*Stewart Island and Bluff communities are invited to apply for grants from brand new fund which will boost efforts to increase local well-being, provided by Sanford's salmon sales proceeds.*

Seafood company Sanford has found a new way to give back to the residents of Bluff and Stewart Island, as it welcomes applications for its 10c per salmon community fund. New Zealand's largest and oldest seafood company has been part of the Southland community for decades and grows its premium salmon in the waters of Big Glory Bay on Stewart Island. The salmon is processed at its site in Bluff.

Chief Executive Volker Kuntzsch says being part of the community brings with it a desire to give back to the people who live there.

“We really appreciate the way the communities in Bluff and Stewart Island embrace what Sanford does and the premium quality salmon we farm and prepare in their area. Sanford is really proud to be part of this community and it's important to us to make a positive difference. The community fund will see us donating ten cents for every salmon we process to worthwhile projects which will improve the well-being of people in the area.”

Applications will be accepted from the 1<sup>st</sup> of February for projects big and small. There are two categories of funding available – one for projects under \$10,000 and one for those over that amount.

Sanford's Chief Operating Officer Clement Chia says he's looking forward to seeing the applications come in for the fund, which could end up contributing as much as \$100,000 per year to the people of Stewart Island and Bluff.

“We see this fund as our way to help bring people together. Our aim is to promote fun, happiness, pride, care and safety – in short, the overall health and well-being of the area. We mean it when we say that our people and communities are important to us and this is Sanford putting that philosophy in action. Anyone who has a project in mind in the areas of sport, art, culture or health should think about applying.”

Sanford's salmon is often sold in supermarkets throughout New Zealand as fresh Bluff salmon. The best of the best of this premium product is selected to become Big Glory Bay salmon and this is available on the menus of New Zealand's finest restaurants as well as some of the world's most prestigious eateries in the US and Asia. Demand for Sanford's fresh salmon has been growing dramatically as its reputation spreads. The farm was recently assessed by a team from the Monterey Aquarium in the US which completed a full audit for its Seafood Watch guide. New Zealand salmon was awarded a green ranking – the highest status available – for its environmental and welfare standards.

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

For more information or to arrange interviews or request imagery, please contact:

Fiona MacMillan

GM Corporate Communications, Sanford

[fmacmillan@sanford.co.nz](mailto:fmacmillan@sanford.co.nz)

+64 (0)21 513 522

More details about the fund and application packs can be [found here](#).



**Above: Sanford's premium salmon, grown in the waters of Stewart Island and prepared for sale in Bluff.**

### **Sanford Ltd**

Sanford is New Zealand's oldest and largest seafood company - we have 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 1600 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.