

Media Release: Coming Out of Our Shells – New Study Shows the Value of Aquaculture to Southland



Image for publication: Philip Nicolson, Sanford salmon farm manager on Stewart Island

Southland’s largest marine farmer, Sanford, is welcoming research that shows it is contributing highly valued jobs and helping deliver vital social services to the region.

That’s the finding of a just released study by the Ministry for Primary Industries into the social and community effects of aquaculture.

The study shows that aquaculture processing in Bluff contributes 102 direct jobs and a further 30 jobs from supply chain businesses. Twenty three people are employed in direct jobs on Stewart Island. Those numbers are a big deal in a small community.

Greg Johansson, Chief Operations Officer for Sanford says: “We are very proud to be making such a positive contribution in Southland. When the Ministry invited us to be part of this study we saw it as an opportunity to get an independent measure of the community’s acceptance of Sanford’s Bluff and Stewart Island businesses.”

The survey shows that aquaculture staff typically see themselves as being more employable and say they have learnt new skills since they started working in the sector. Most report improved physical health, mental health, social contact and self-respect since starting their jobs.

Greg Johansson says that aquaculture offers the region a tremendous opportunity for further positive contributions.

“Beyond the jobs and money injected into the Southland economy, we are proud our staff are able to help maintain vital social services including the Bluff Volunteer Fire Brigade and the Bluff Coastguard.. Having our staff work with organisations like these and being able to make a direct contribution to school programmes is a really satisfying way to help these communities.”

For additional information or to arrange an interview with Greg Johansson, contact Fiona MacMillan on 021 513 522 or email fiona@shersonwillis.com