



**SANFORD LIMITED**  
**SUSTAINABLE SEAFOOD**

17 October 2012  
News Release

**SANFORD FIRST NEW ZEALAND COMPANY TO JOIN WORLD OCEAN COUNCIL:  
Company's Fishing Fleet To Boost Industry Gathering Of Ocean Data**

**Auckland, New Zealand** – [Sanford Limited](#) has become the first New Zealand company to join the [World Ocean Council](#) (WOC), a global alliance of leadership companies working for sustainable development and conservation of the world's oceans, significantly expanding fishing industry involvement in the WOC.

Sanford Managing Director, Eric Barratt said the WOC is an unprecedented global industry alliance focused on corporate ocean responsibility. "The fishing industry has a vital role to play in achieving WOC's ultimate goal of 'a healthy and productive global ocean and its sustainable use, development and stewardship by a responsible ocean business community'."

"With Sanford's fleet operating around New Zealand and the Pacific gathering a range of ocean, weather and climate data, we're impressed by the potential to share this as part of WOC's efforts to expand the gathering and sharing of information by ocean users. This data is an important global business and scientific resource."

WOC Executive Director, [Paul Holthus](#) said Sanford's membership brings a leading Pacific and Southern Hemisphere company and fleet to WOC that creates new and critical opportunities for business led action on ocean sustainability challenges.

In confirming Sanford's WOC membership, Paul Holthus said fisheries companies have unique ocean stewardship concerns and responsibilities.

"One of the key areas that we believe Sanford can engage on in the near future is in bringing fisheries industry involvement and leadership to WOC's ["Smart Ocean/Smart Industries"](#) initiative. This program is working to scale up data gathering by all kinds of ocean industries and achieve economies of scale and business benefits for industry and the broader ocean science community in doing so".

"There is a particular need and opportunity to expand and improve the role of fishing vessels in collecting information which can lead to more efficient and better managed fisheries, as well as improved safety at sea," said Paul Holthus.

WOC was established in 2008. Its [members](#) include over 50 leading organisations from a wide range of ocean industries: oil and gas, shipping, seafood, tourism, ocean technology, maritime law, marine environmental services and other areas.

ENDS

**About Sanford Limited [NZX: SAN.nz]**

- New Zealand company established in 1904.
- Produces \$400m exports per annum.
- Devoted entirely to the harvesting, farming, processing, storage and marketing of quality seafoods and aquaculture products, mainly from New Zealand waters.
- Supports the sustainable utilisation of seafood from New Zealand's unique marine environment, and in the other waters in which the company operates.
- Seeks to act responsibly in all commercial operations in accordance with international best practice in the marine and coastal environment and ensuring that customers receive quality products.

**Contact:** Eric Barratt, Managing Director, Sanford Limited. Phone +64 21 325 209 or +64 9 300 8432.

**About WOC:**

- Bringing together industry leaders in ocean sustainability and stewardship.🌐
- Creating collaboration to address marine environmental issues and sustainable development.🌐
- Building bridges between the ocean business community and other ocean stakeholders.

**Contact:** Paul Holthus, Executive Director, World Ocean Council. Phone: +1 (808) 277-9008 🌐E-Mail: paul.holthus@oceancouncil.org 🌐Web: www.oceancouncil.org