

Stakeholder Engagement

Engaging with stakeholders is an important way to gain an understanding of pertinent interests and to strengthen relationships. Key stakeholders are identified as those on whom our business has an impact, and those who have an influence on us.

We regularly engage with these groups to build on common goals and understandings and to enable us to improve our business.

An outline of how we engage with stakeholder groups and respond to some of their key issues can be found in the following table. More information is available in our Sustainable Development Report at www.sanford.co.nz

Stakeholder group	How we engage	Key issues	How we respond
Communities	<ul style="list-style-type: none"> Interviews with community representatives Employee involvement with the community Facilities tours Charitable donations and community projects Direct engagement on key topics 	<ul style="list-style-type: none"> Sustainability of local fish stocks Health of the harbour and its suitability for recreational activities including fishing Employment rates Sanford's contribution to the economy and sustainable development of the region 	<ul style="list-style-type: none"> Being a responsible employer and corporate citizen Charitable donations and community investment such as Kiwi Can and Take A Kid Fishing Community activities such as the Auckland Seafood Festival and the Havelock Mussel Festival Involvement with Rotary (Auckland East) Environmental Management Systems Compliance with all resource consents and the Quota Management System Assistance with providing training for emergency services
Shareholders and investors	<ul style="list-style-type: none"> Annual meeting Feedback form included in the Annual and Sustainable Development reports 	<ul style="list-style-type: none"> Financial returns Creation of shareholder value Overall sustainability of the business Future outlook and challenges 	<ul style="list-style-type: none"> Always striving to create shareholder value Production of an Annual and Sustainable Development reports Participation in the Carbon Disclosure Project – www.cdproject.net
Employees	<ul style="list-style-type: none"> Sanford intranet Staff newsletter Notice boards Negotiations with unions Regular team meetings and committees i.e. production, health and safety, environmental systems management Daily working relationships 	<ul style="list-style-type: none"> Competitive pay rates Working conditions and work/life balance ACC Partnership Programme membership Employee equity Benefits such as superannuation and KiwiSaver Continual training opportunities 	<ul style="list-style-type: none"> Being an equal opportunities employer Offering employee benefits and flexible working options where appropriate Increased emphasis on staff health and safety Union negotiation
Unions	<ul style="list-style-type: none"> Annual negotiations Involvement in health and safety and environmental committees 	<ul style="list-style-type: none"> Employment and remuneration Health and safety of employees 	<ul style="list-style-type: none"> Being a responsible employer Increased emphasis on staff health and safety
Customers	<ul style="list-style-type: none"> Everyday engagement through liaison with our marketing team Attendance at seafood buyer forums and expos Direct engagement on key topics of interest 	<ul style="list-style-type: none"> Quality of the product Labelling of product Competitive pricing Steady supply Environmental standards 	<ul style="list-style-type: none"> Rigorous quality programme Planning of harvests pre-season in line with the TACC Providing MSC-certified products – www.msc.org
Suppliers	<ul style="list-style-type: none"> Through those who make procurement decisions Direct engagement on key topics of interest 	<ul style="list-style-type: none"> Environmental footprint, in particular waste management and packaging Customer satisfaction Logistics and fuel efficiency 	<ul style="list-style-type: none"> Communicating our requirements with suppliers
Tangata whenua	<ul style="list-style-type: none"> Through our relationships with Māori-owned fisheries Share farming arrangements with Māori in our Northern aquaculture operations Local iwi are invited to significant events such as the Blessing of the Fleet, at the Auckland Seafood Festival 	<ul style="list-style-type: none"> Cultural value of kai moana Recognition of traditional fishing grounds and areas of significance to Māori Importance of Māori stewardship of marine resources and involvement in coastal and marine management 	<ul style="list-style-type: none"> Sharing a desire to sustainably and responsibly manage marine resources and recognising the rights and customs of Māori Being respectful of Tikanga when dealing with Māori-owned organisations
Industry	<ul style="list-style-type: none"> Through our involvement with SeaFIC and Commercial Stakeholder Organisations (CSO) Staff members in their everyday interactions as well as informal and formal meetings and attendance at conferences Seafood Industry Training Organisation (SITO) 	<ul style="list-style-type: none"> Sustainable fisheries management Property protection Access protection Shared fisheries Resource management, particularly fuel efficiency Aquaculture Management Areas (AMAs) 	<ul style="list-style-type: none"> Involvement with submissions Mitigation of by-catch including involvement with Southern Seabird Solutions Monitoring fuel use and maximising efficiency of voyages Involvement with quota owners who received Fishing Allocation NZUs and collecting for sale on their behalf Benthic Protection Areas (BPAs) support
Non-Government Organisations (NGOs)	<ul style="list-style-type: none"> Meetings and working groups Training sessions and seminars Direct engagement on key topics of interest 	<ul style="list-style-type: none"> Ecosystem effects of fisheries Impacts of bottom trawling By-catch of birds and mammals Fuel efficiency Environmental certification 	<ul style="list-style-type: none"> Mitigation of by-catch including involvement in Southern Seabird Solutions Monitoring and management of fuel consumption MSC Certification of fisheries
Government	<ul style="list-style-type: none"> Meetings, working groups and conferences Direct engagement on key topics of interest 	<ul style="list-style-type: none"> Sustainable fisheries management Property protection and access Aquaculture Management Areas (AMAs) Cooperation between government, NGOs and industry Protected species management and by-catch mitigation Ecosystem effects of fisheries Impacts of bottom trawling Fuel efficiency Environmental certification of fisheries Auckland Waterfront Management Plan 	<ul style="list-style-type: none"> Mitigation of by-catch including involvement in Southern Seabird Solutions Regular engagement of Sanford executives with Ministry of Fisheries and other relevant organisations Monitoring fuel use and maximising efficiency of voyages MSC certification of fisheries Regular engagement with local government on planning issues i.e. the Auckland Waterfront Development