

About the Partnership

Moana New Zealand is partnering with WWF-New Zealand to become a leader in sustainable in-shore fishing and aquaculture in New Zealand. Moana New Zealand partnered with WWF-New Zealand in July 2014 in a long-term collaboration aimed at working together to produce seafood that meets best practice environmentally responsible standards, and advocating for greater sustainability in the wider fishing industry.

Since the partnership began, Moana New Zealand and WWF-New Zealand have focused on delivering tangible results including action on:

- eliminating the threat to Māui dolphins,
- reducing seabird by-catch,
- adopting best practice on Moana's pāua farming operations through seeking Aquaculture Stewardship Council certification,
- improving transparency through promoting electronic monitoring,
- addressing resource use through measuring and monitoring energy and water consumption and identifying efficiency improvements,
- reducing waste through recycling poly-bins and reducing the use of poly bins.

Questions & Answers

Why has WWF partnered with a NZ seafood company?

WWF believes that we can only create a sustainable future for our planet by working alongside businesses. Our vision, and one which we share with Moana New Zealand, is for New Zealand's seafood sector to be managed in an environmentally sustainable way.

Moana New Zealand is wholly Māori-owned and is one of the largest fishing companies in New Zealand (Aotearoa).

Why has Moana New Zealand partnered with an environmental organisation?

Moana New Zealand wants to work with a respected organisation that shares its core values of kaitiakitanga, and can help guide its sustainability journey and lead the way with best practice in the commercial fishing industry.

Moana New Zealand partnered with WWF in July 2014 to work together to produce seafood that meets best practice environmentally responsible standards, and to advocate for greater sustainability in the wider fishing industry.

Through the partnership with WWF-New Zealand, Moana New Zealand is aiming for all their products to meet best practice environmentally responsible standards. Moana New Zealand also seeks to reduce its ecological footprint by adopting best practice in resource use in its processing operations. Moana New Zealand further aims to be a progressive voice within the New Zealand fishing industry, advocating for greater sustainability in the industry beyond its own operations.

Since the partnership was signed, what real world changes has it achieved to date?

Since the inception of the partnership, and in addition to the commitment the company has made on Māui dolphins, Moana New Zealand has adopted a number of effective measures to improve sustainability across its operations.

For example, 80% of all the company's contracted fishers nationwide have been trained in seabird-safe fishing practices and have seabird risk management plans on-board. This will have a positive impact on endangered seabirds, such as the black petrel that breeds in just two islands around the Hauraki Gulf, and where commercial and recreational fishing is the main risk to the species. This is also part of a broader effort involving other companies and organisations that are part of the Southern Seabird Solutions Trust.

The company is also committed to building state of the art fishing boats with cutting edge seabird mitigation technology. The first vessel has been completed with more planned in the future.

With regards to its aquaculture operations, Moana New Zealand has achieved Aquaculture Stewardship Council certification for farmed pāua and is also seeking it for oysters. The company's pāua divers are using GPS tracking for better fisheries management.

The company has also become a leading advocate of greater transparency through expanding the use of on-board camera technology to aid monitoring and reporting.

Off the water, the company has undertaken several other sustainability measures such as waste reduction at processing plants, recycling of poly bins into photo frames and recycling gumboots into playground filler. Fuel efficiency measures for cars and trucks are also well underway. Their bins for oyster transporting are now being made of re-useable plastic (rather than polystyrene). Poly bins are being replaced where possible with recyclable 'Chilltainers'.

There are a number of further sustainability initiatives, on and off the water, that are underway and will be announced within the next year.

WWF-New Zealand and Moana New Zealand will continue to work together to help build a future in which sustainable fishing and aquaculture thrives in healthy ecosystems — benefiting people, business and local communities— and to safeguard New Zealand's valuable marine ecosystems for future generations.

The partnership has transformational change at its heart, and the ability to deliver tangible, measurable environmental benefits will be a key part of the success of this collaboration.

Is WWF-New Zealand receiving any money as part of the partnership?

Yes, \$135,000 per year.

Why is WWF-New Zealand taking money from this company?

The financial support that Moana New Zealand provides WWF enables the organisation to cover the costs associated with achieving the goals of the partnership. Like all WWF offices, in order to be transparent, WWF New Zealand publishes an annual report on its corporate partnerships which is posted on the WWF-New Zealand web site.

Doesn't this financial donation compromise WWF's independence?

No. WWF-New Zealand is free to advocate on issues in exactly the same way that it always has. WWF-New Zealand continues to campaign for a healthy ocean including a representative network of marine protected areas and best practice sustainable fisheries management. WWF-New Zealand does not shy away from either criticising poor performance or praising positive action whether this be from companies, government departments or politicians.

What does the partnership mean for Māui dolphins? What fishing does Moana New Zealand currently undertake in their habitat and how will that change?

Protecting Māui dolphins from harmful fishing activities is a central part of the partnership. It has taken time to work through the issues and implications and for the company to engage with affected fishers and in December 2016 Moana, along with Sanford Limited announced the Māui dolphin protection plan.

This plan outlines the companies committed to removing set-netting and conventional trawling from the entire Māui dolphin habitat (Maunganui Bluff in the north to Whanganui River mouth in the south and out to the 100m depth contour). To demonstrate leadership, the two companies have committed to unilateral voluntary actions but need government support to ensure the whole range can be covered and to ensure that other fishers are included and helped with the transition.

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