

# Sustainability through innovation

## Seafood Innovations Limited

**W**ild-catch fisheries volumes are unlikely to alter dramatically and while increasing volumes from the aquaculture sector will contribute to industry growth, the key to ensuring the sustainability and growth of both New Zealand's wild-catch and aquaculture sectors lies primarily in research and development.

There are myriad opportunities to add value to current and future harvests and unlocking the added-value potential through R&D will ensure New Zealand companies continue to lead the world in sustainability and extract maximum value from our fisheries.

### WORKING TOGETHER TO TAKE ON THE WORLD

New Zealand is a small player in the global market. Michelangelo said, "The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it." The New Zealand industry must continue to innovate, to ensure our ability to compete successfully with the larger world players at a global level. One of Seafood Innovations' approaches is to assist different seafood companies to collaborate on research projects in order to compete more effectively, not with each other, but with the world. A number of projects are now being undertaken on this basis – where two or more companies collaborate on research for their collective benefit.

"Think more broadly about what sustainability means and what it could mean for your business. Innovation through R&D will play a key part in ensuring the sustainability of the industry going forward." – Tony Hadfield, SIL General Manager



## UNLOCK THE OPPORTUNITIES

Constantly evolving market demands and new knowledge from research will continue to provide numerous opportunities for the development of new, higher value products from marine sources including, for example:

- quality improvements in existing products
- new and “healthier” food products
- a range of products from marine extracts (food additives, dietary supplements, nutraceuticals, pharmaceuticals etc)

This value may be realised in any part of the value chain. It could be through:

- improved production systems
- better harvesting methods and technologies
- identification of characteristics that lead to the development of added value food or non-food products

Innovation and R&D includes not only applied research but also product development, manufacturing, marketing, distribution servicing, and product adaptation and upgrading.

## ASSISTING INDUSTRY

Seafood Innovations Ltd's aim is to assist the industry to undertake more of the strategic and applied research and development that will help it realise the growth potential offered through emerging market opportunities. While our focus is perhaps more on adding value post-harvest, we recognise that there are also significant opportunities to add value to specific products, and to industry sectors as a whole, through R&D focused on pre-harvest issues.

## CURRENT PROJECTS UNDERWAY

Seafood Innovations has already approved funding support for projects with a total value in excess of \$13 million but has the capacity to support more projects on an ongoing basis. A wider range of seafood companies are now expressing an interest in seeking SIL support for their research in projects involving a broad range of species – crustaceans, shellfish, finfish – as well as covering both wild-catch and aquaculture.



Examples of research currently underway include:

- finding out more about the fundamental makeup of the animals we harvest
- new farming, harvesting and handling systems
- processing and storage technologies for improved product quality
- technologies for processing automation
- investigation of high value extracts, especially from current “waste” streams.

For more information please contact Tony Hadfield, General Manager, phone 04 801 4695, [hadfieldt@seafoodinnovations.co.nz](mailto:hadfieldt@seafoodinnovations.co.nz) or visit [www.seafoodinnovations.co.nz](http://www.seafoodinnovations.co.nz)

