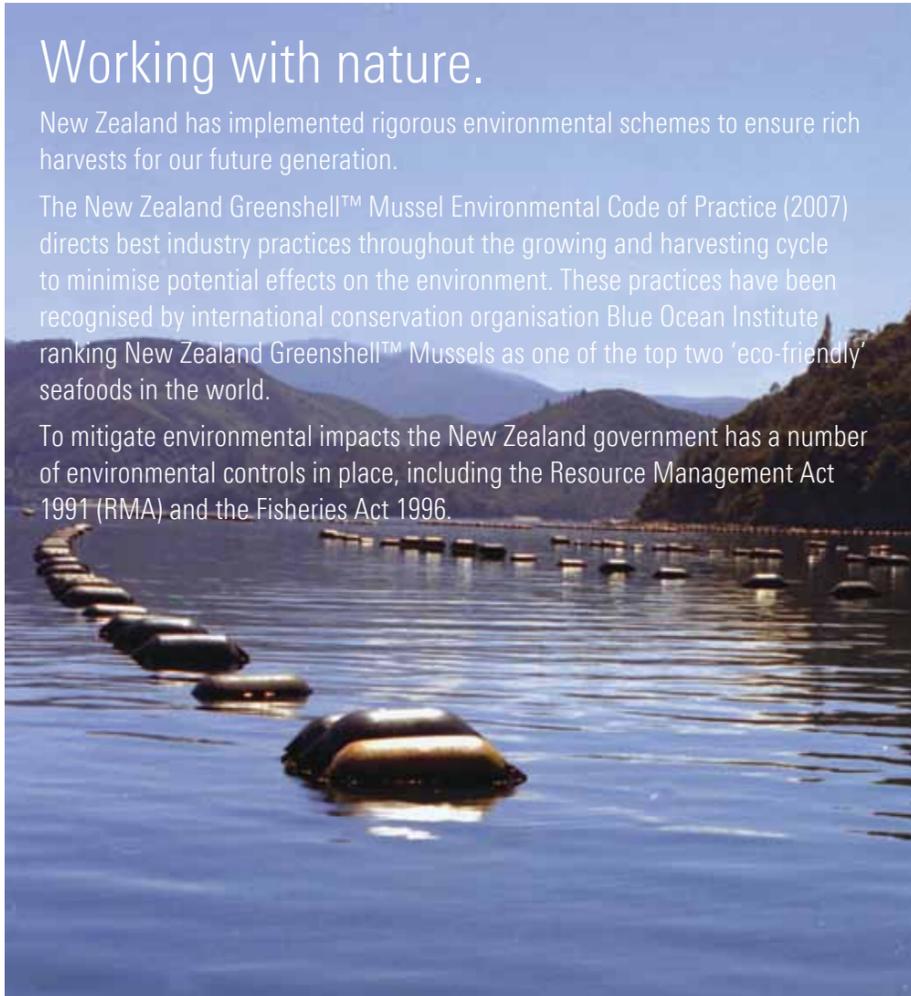


Working with nature.

New Zealand has implemented rigorous environmental schemes to ensure rich harvests for our future generation.

The New Zealand Greenshell™ Mussel Environmental Code of Practice (2007) directs best industry practices throughout the growing and harvesting cycle to minimise potential effects on the environment. These practices have been recognised by international conservation organisation Blue Ocean Institute ranking New Zealand Greenshell™ Mussels as one of the top two 'eco-friendly' seafoods in the world.

To mitigate environmental impacts the New Zealand government has a number of environmental controls in place, including the Resource Management Act 1991 (RMA) and the Fisheries Act 1996.



The key to trusting the food you eat is knowing the journey it has travelled in reaching you.

New Zealand Greenshell™ Mussels can be traced right back to the time they were seeded out as juvenile mussels, as well as tracing events that occurred in the water during the growing cycle.

Furthermore any product in the market can be traced from when it was harvested, by whom, where and when it was processed and distributed to market. This means that New Zealand Greenshell™ Mussel products can be traced throughout the entire journey from ocean to plate to be consumed with confidence.

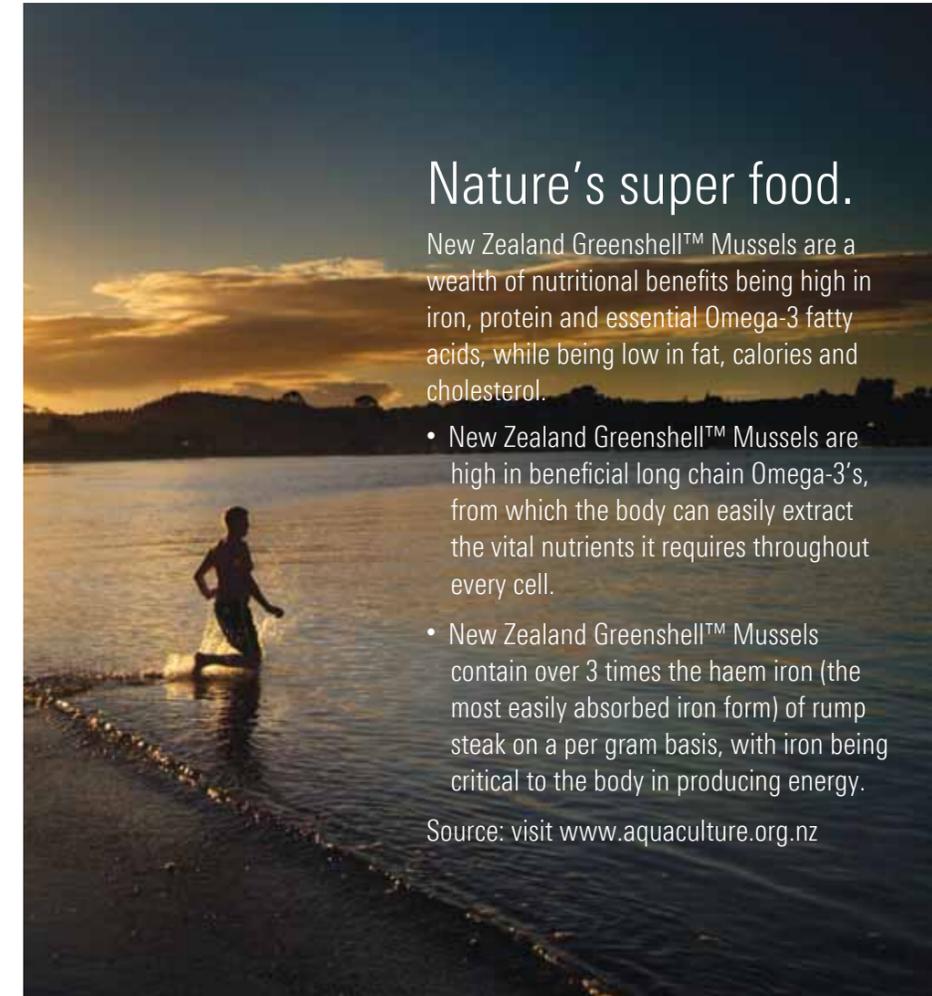


Nature's super food.

New Zealand Greenshell™ Mussels are a wealth of nutritional benefits being high in iron, protein and essential Omega-3 fatty acids, while being low in fat, calories and cholesterol.

- New Zealand Greenshell™ Mussels are high in beneficial long chain Omega-3's, from which the body can easily extract the vital nutrients it requires throughout every cell.
- New Zealand Greenshell™ Mussels contain over 3 times the haem iron (the most easily absorbed iron form) of rump steak on a per gram basis, with iron being critical to the body in producing energy.

Source: visit www.aquaculture.org.nz

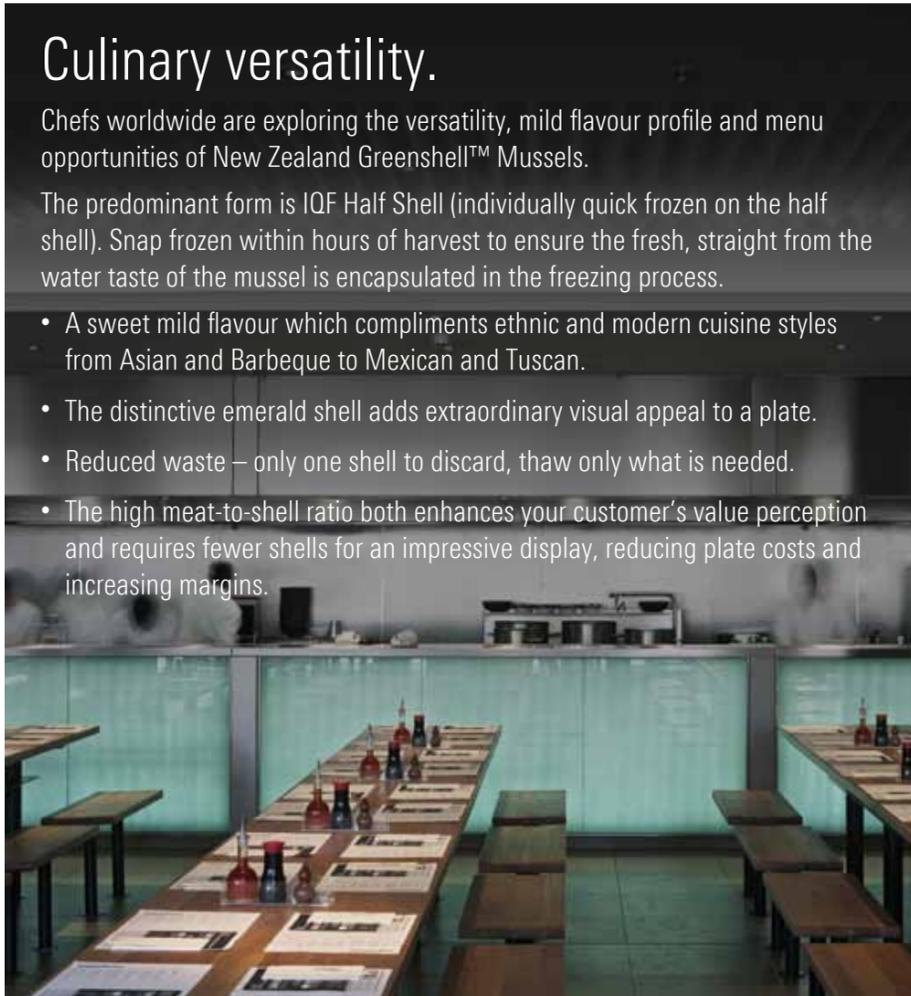


Culinary versatility.

Chefs worldwide are exploring the versatility, mild flavour profile and menu opportunities of New Zealand Greenshell™ Mussels.

The predominant form is IQF Half Shell (individually quick frozen on the half shell). Snap frozen within hours of harvest to ensure the fresh, straight from the water taste of the mussel is encapsulated in the freezing process.

- A sweet mild flavour which compliments ethnic and modern cuisine styles from Asian and Barbeque to Mexican and Tuscan.
- The distinctive emerald shell adds extraordinary visual appeal to a plate.
- Reduced waste – only one shell to discard, thaw only what is needed.
- The high meat-to-shell ratio both enhances your customer's value perception and requires fewer shells for an impressive display, reducing plate costs and increasing margins.



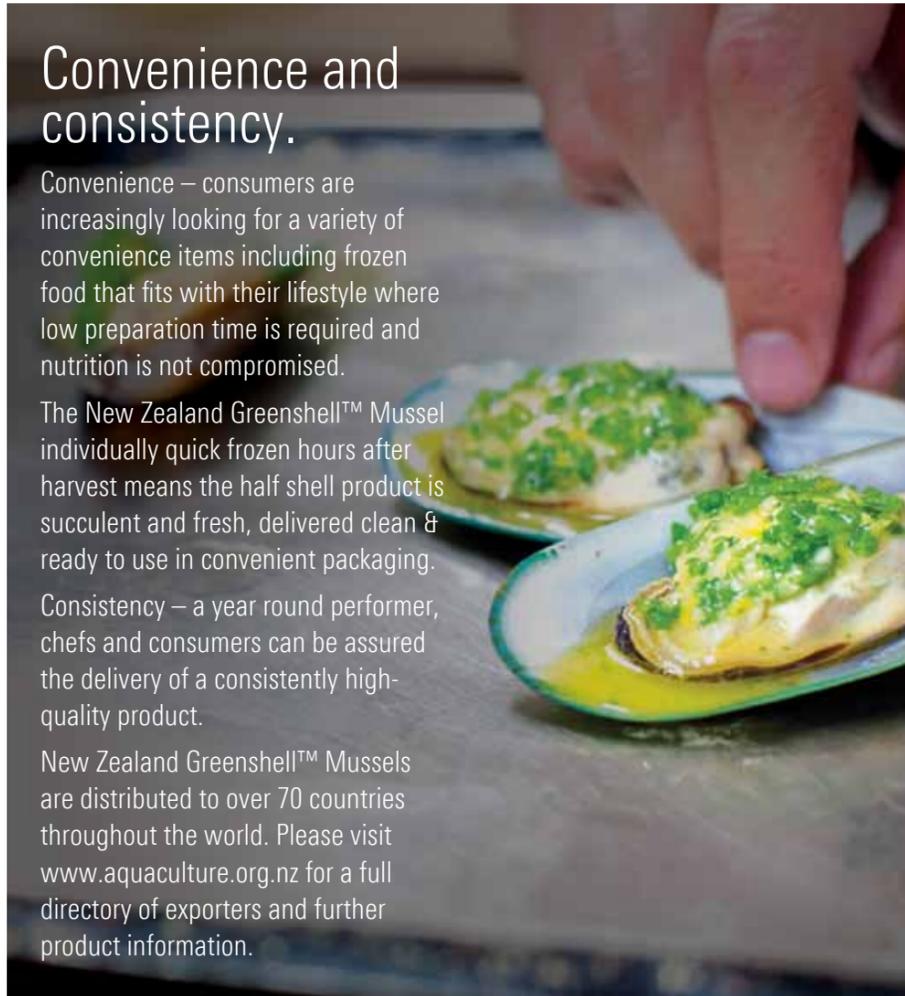
Convenience and consistency.

Convenience – consumers are increasingly looking for a variety of convenience items including frozen food that fits with their lifestyle where low preparation time is required and nutrition is not compromised.

The New Zealand Greenshell™ Mussel individually quick frozen hours after harvest means the half shell product is succulent and fresh, delivered clean & ready to use in convenient packaging.

Consistency – a year round performer, chefs and consumers can be assured the delivery of a consistently high-quality product.

New Zealand Greenshell™ Mussels are distributed to over 70 countries throughout the world. Please visit www.aquaculture.org.nz for a full directory of exporters and further product information.



Simplicity at its best.

NZ Greenshell™ Mussels with garlic butter

Serves 2

Ingredients

12 Frozen ½ shell Greenshell™ Mussels
150gms Butter – softened but not melted
1 medium Fresh Garlic Clove - minced
1 tsp Fresh Italian Parsley – finely chopped
Flaky Sea Salt – to taste
Fresh Cracked Black Pepper

Method

In a suitable mixing bowl mix the butter, garlic & parsley.
Pre heat the oven to a medium heat (approx 160°C / 320°F).

Set the ½ shell mussels on to a suitable baking tray with sides (to stop any juice from spilling), with a teaspoon evenly distribute the butter mixture on top of all the mussels.

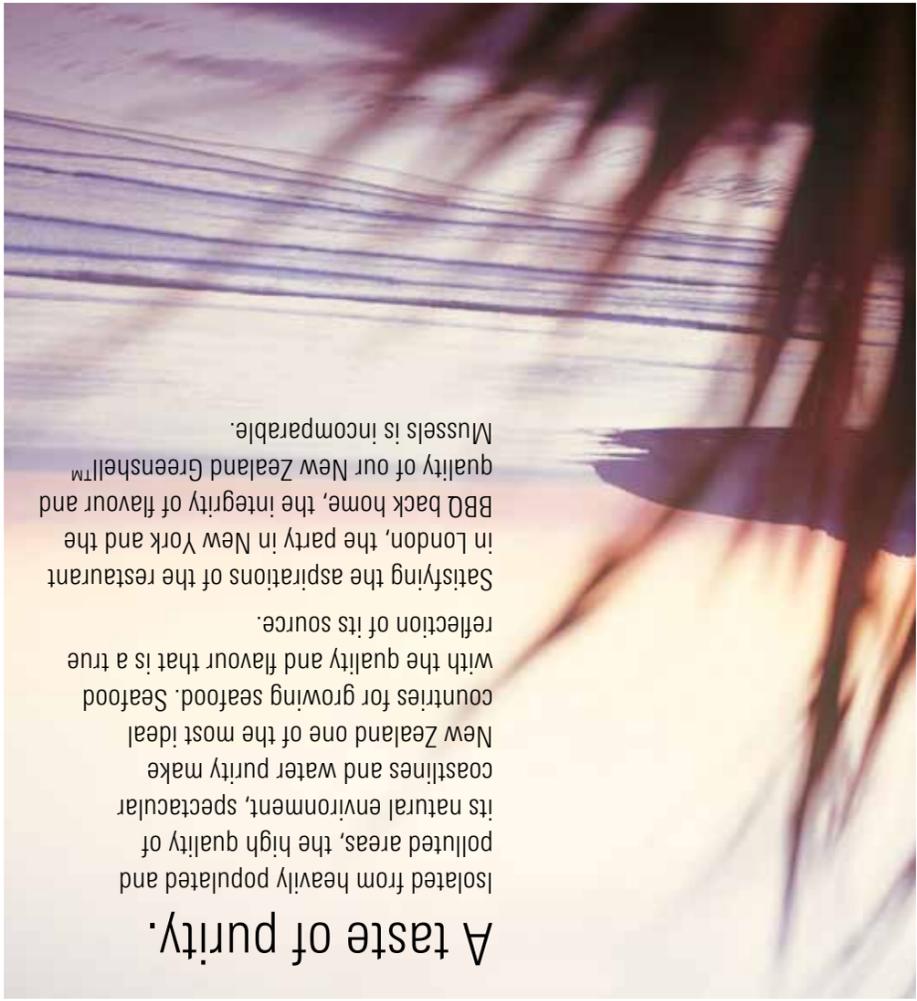
Place into the oven & allow to bake for approx 5-7 minutes, or until all the mussels are evenly hot.

Remove from the tray on to a suitable service plate or tray, any juices from the mussels can be used to baste the mussels prior to service. Garnish with fresh Italian parsley & serve with lemon wedges to squeeze over the top.

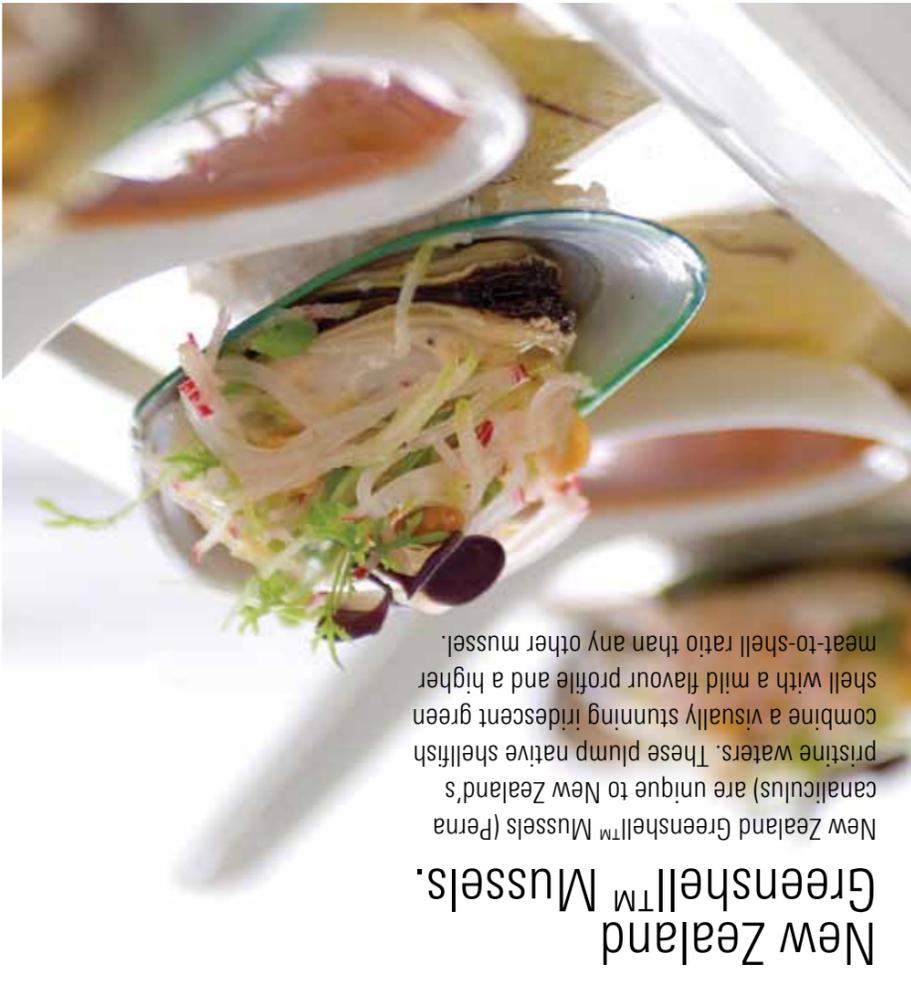




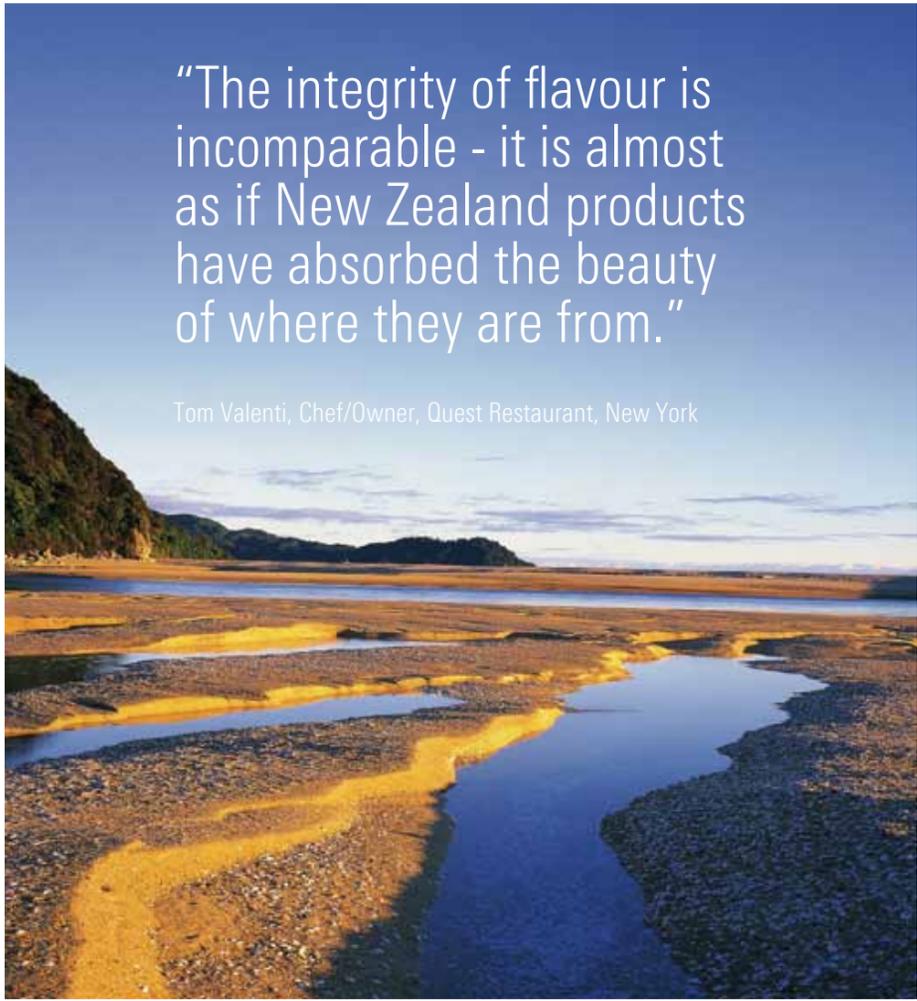
Quality assured.
 New Zealand operates one of the strictest quality assurance programmes for shellfish in the world. Water quality is rigorously and constantly monitored with testing carried out to specifications and standards set by both the USDA, European Union and NZ Food Safety Authority.
 Processing methods adhere to New Zealand government regulations and international food processing standards including the USDA (meeting all requirements of the National Shellfish Sanitation Program) and European Union. Regular audits are carried out by Ministry inspectors as well as buyer appointed auditors. Each factory runs its own quality control program including a Hazard Analysis Critical Control Point (HACCP) plan.



A taste of purity.
 Isolated from heavily populated and polluted areas, the high quality of its natural environment, spectacular coastlines and water purity make New Zealand one of the most ideal countries for growing seafood. Seafood with the quality and flavour that is a true reflection of its source.
 Satisfying the aspirations of the restaurant in London, the party in New York and the BBD back home, the integrity of flavour and quality of our New Zealand Greenshell™ Mussels is incomparable.



New Zealand Greenshell™ Mussels.
 New Zealand Greenshell™ Mussels (Perna canaliculus) are unique to New Zealand's pristine waters. These plump native shellfish combine a visually stunning iridescent green shell with a mild flavour profile and a higher meat-to-shell ratio than any other mussel.



“The integrity of flavour is incomparable - it is almost as if New Zealand products have absorbed the beauty of where they are from.”

Tom Valenti, Chef/Owner, Quest Restaurant, New York



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New Zealand Greenshell™ Mussels