

Celebrating our seafood

Following the success of last year's event, Aquaculture Week is returning to showcase our valuable industry with four days of activities, culminating with the 2019 Havelock Mussel and Seafood Festival.

The event is the brainchild of industry participants within the Marlborough District Council's "Smart and Connected Aquaculture Programme Harmony Group".

"The aim is to build a deeper understanding of and support for the industry amongst the general public," said Debbie Stone of the Marine Farming Association. "Aquaculture Week is our opportunity to celebrate the region's dynamic aquaculture industry which contributes 900 jobs and \$300 million in export earnings to the Top of the South. It is also a platform for the public to ask questions, we want to break down barriers and encourage discussion" she added.

Activities will provide the public with a chance to taste our products, discover the latest farming techniques, identify local career opportunities as well as highlighting our commitment to ongoing environmental guardianship.

Aquaculture Week runs from Thursday March 14, to Sunday March 17 and includes:

14 MARCH INDUSTRY POP-UP DISPLAY - THE FORUM, BLENHEIM

Widely promoted on local radio and in press, a pop-up display will provide a snapshot of our industry, in the heart of downtown Blenheim.

Along with salmon filleting and pin boning demonstrations, mussel and oyster shucking displays, there will be a number of free tastings and giveaways!

Representatives from the aquaculture industry will be on hand, as well as exhibits from the Marlborough Shellfish Quality Programme (MSQP), King Shag Conservation project, Cawthron and NIWA.

15 MARCH M.A.D MUSSEL APPRECIATION DAY - NZ WIDE

"M.A.D (Mussel Appreciation Day)" is growing to become a popular nationwide, educational and social event for schools, tourists and the general public alike," said co-organiser Jo O'Connell of Omega Seafood.

With the support of the Graeme Dingle Foundation kids all around the country will be learning some amazing nutritional facts about mussels. As will the general public with a number of media releases underway.

"But the proof is in the pudding so look out for tasty mussel specials being offered in bars and restaurants around the country, all helping to promote New Zealand's true culinary icon, the ancient and amazing Greenshell mussel," Jo said.

If you would like more info then please email debbie@marinefarming.co.nz #musselappreciationday



15 MARCH INDUSTRY OPEN DAY - HAVELOCK MARINA

Havelock will be M.A.D central with the mussel industry opening its doors to show the public what happens in Havelock, 'the Greenshell Mussel Capital of the World'!

There will be a mussel barge tour, the chance to watch float making and rope reconditioning demos, all showcasing the engineering behind the industry's progress.

The public can chat to the crews, learn about the MFA's Environmental Programme and find out what it is like to work on the water. Sanford will also be serving their world-famous mussel patties.

16 MARCH THE 2019 HAVELOCK MUSSEL AND SEAFOOD FESTIVAL

This year's festival will be the best one yet with something for the whole family. New Zealand reggae legends Katchafire will top off an excellent day of local musical entertainment. Meanwhile Annabel Langbein, celebrity chef and international author will be bringing her flair (as well as the foodies) to the culinary area.

Oyster and mussel shucking plus salmon filleting displays drew great crowds last year and will be happening again this year.

Once more the MFA will host the popular industry marquee, with informative, interactive displays from the aquaculture industry and science providers. There will be great giveaways and a colouring competition for the kids too!

17 MARCH CRUISES

Aquaculture Week is partnering with Marlborough Tour Company to offer discounted tours in the Sounds where the public will be able to see for themselves the health of the environment which our premium seafood is raised in. ■

