

# NZ OYSTER INDUSTRY UPDATE

## Riding the Oyster Roller Coaster!



# The rollercoaster that is, the NZ Oyster Industry!

- **Let's go it'll be fun! – the industry pre POMS**
- **Wait...what's that! – POMS forces industry change**
- **Stop I want to get off! – the wild ride that is NZ production**
- **Does this thing have a parachute?- what are the long term goals**



# History on the halfshell

From sticks in the mud to “clean, green and lean!”

- UP TO 2011
- Consistent, reliable wild spat supply
- No access to hatchery spat
- Low farm gate value
- Most exports frozen half shell



# History on the halfshell

From sticks in the mud to “clean, green and lean!”

- 2012 TO 2018
- Post POMS rebuild
- First nursery built – industry starts the transition to single seed
- Juvenile production in the South Island
- Wild catch no longer as catchy
- Some farms fallowed (sounds better than abandoned!)



# History on the halfshell

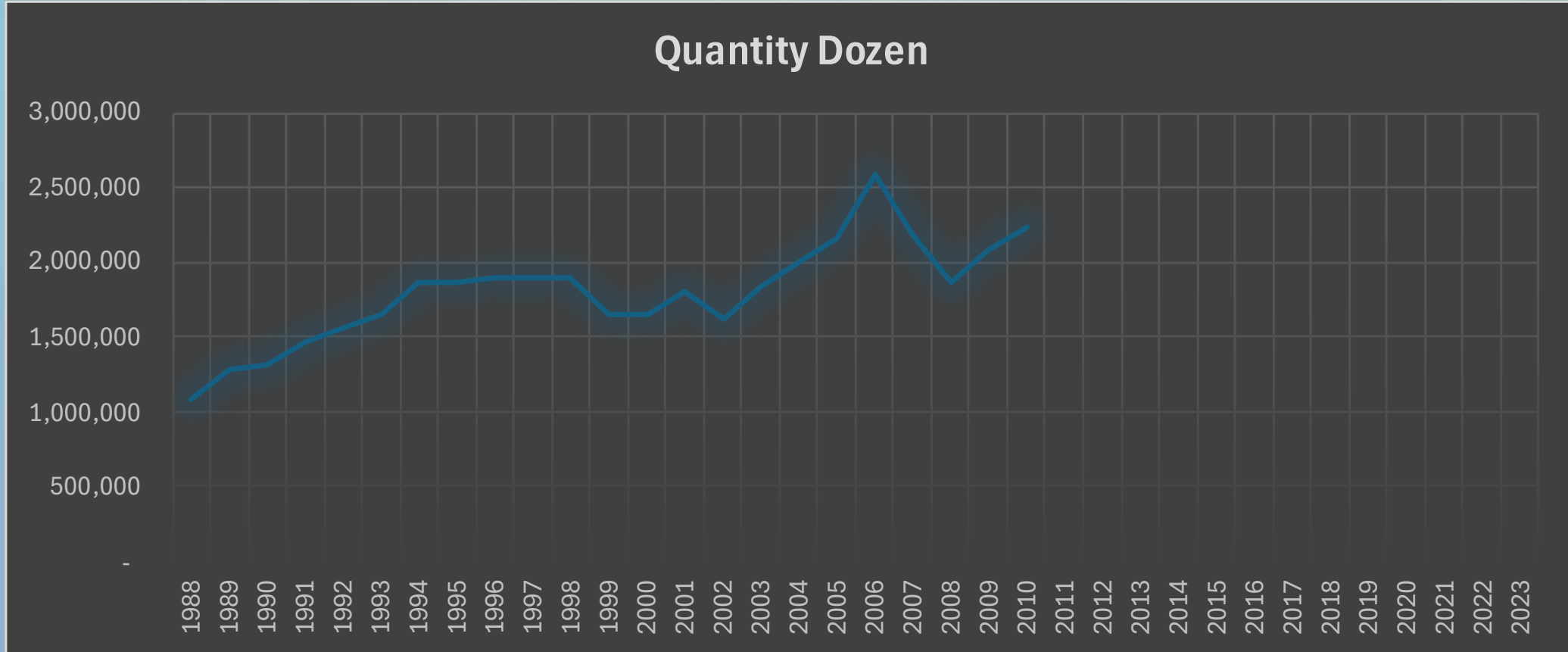
From sticks in the mud to “clean, green and lean!”

- 2019 TO 2024
- Flipfarm commercially available
- Cruelly, lack of spat prevents most Kiwi farmers from using it.
- Only one nursery option.
- Significant spat mortality due to weather events



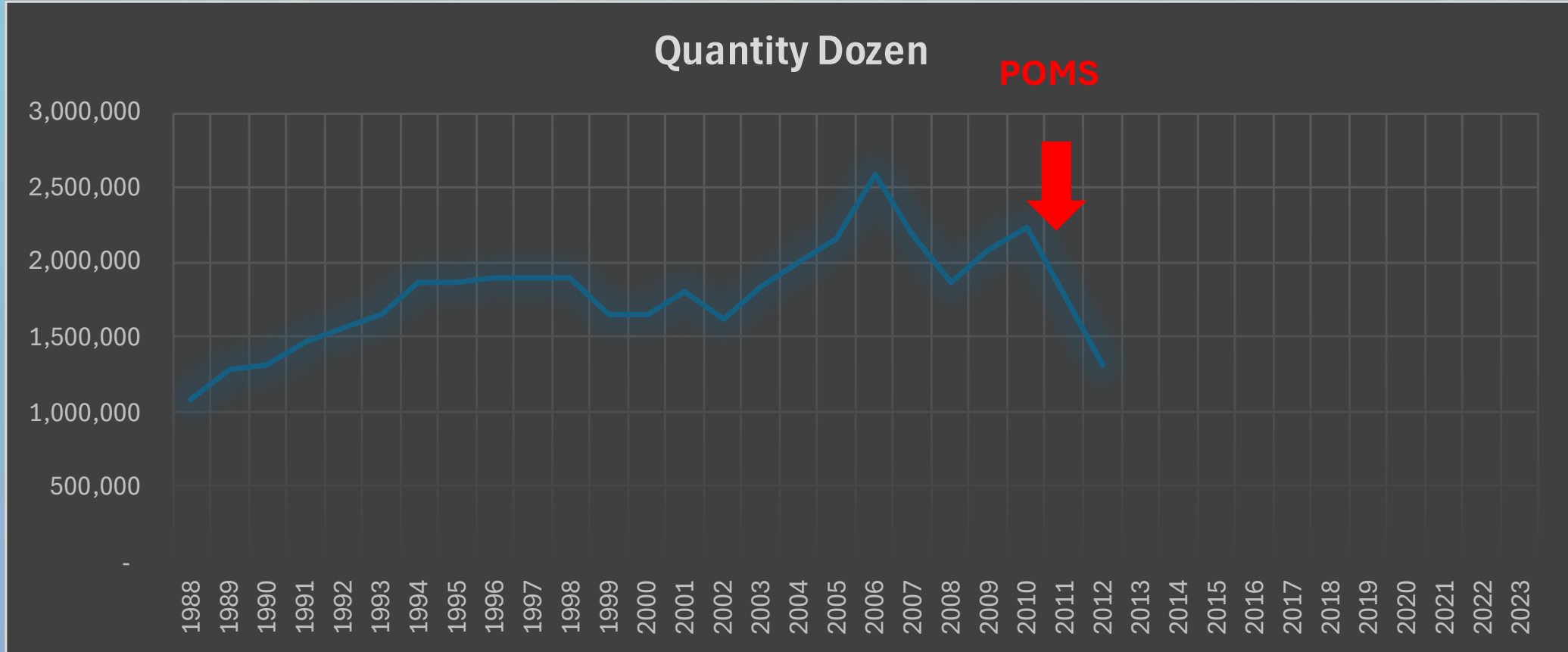
# Production - dozen exported

## Pre POMS



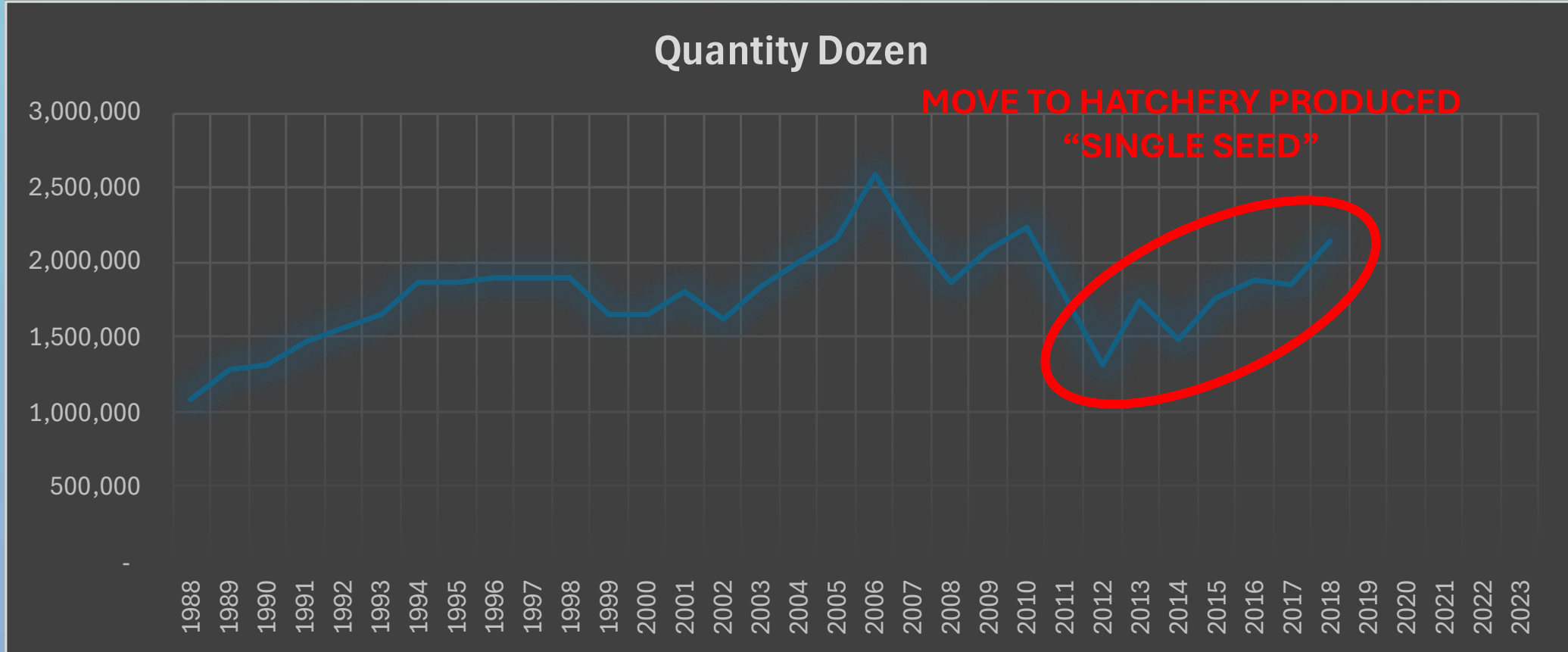
# Production - dozen exported

## Post POMS



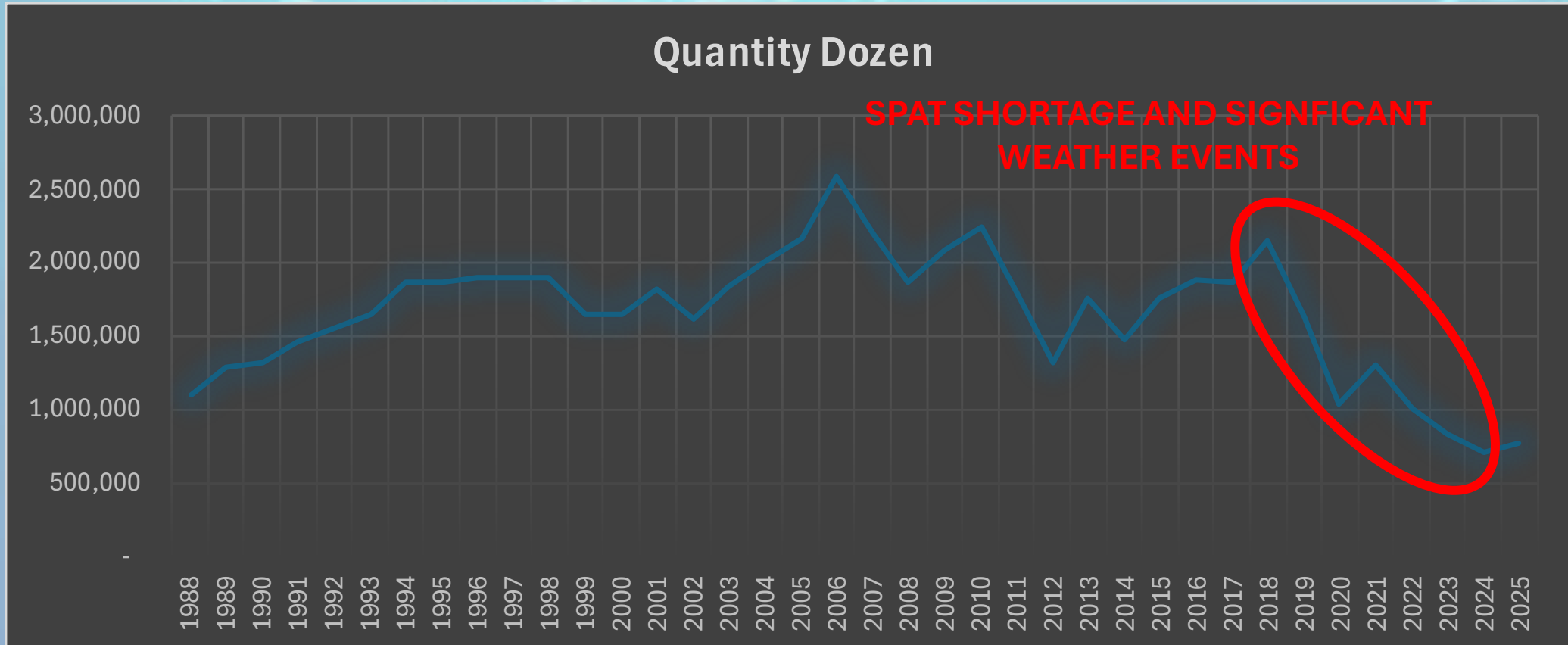
# Production - dozen exported

## Recovery

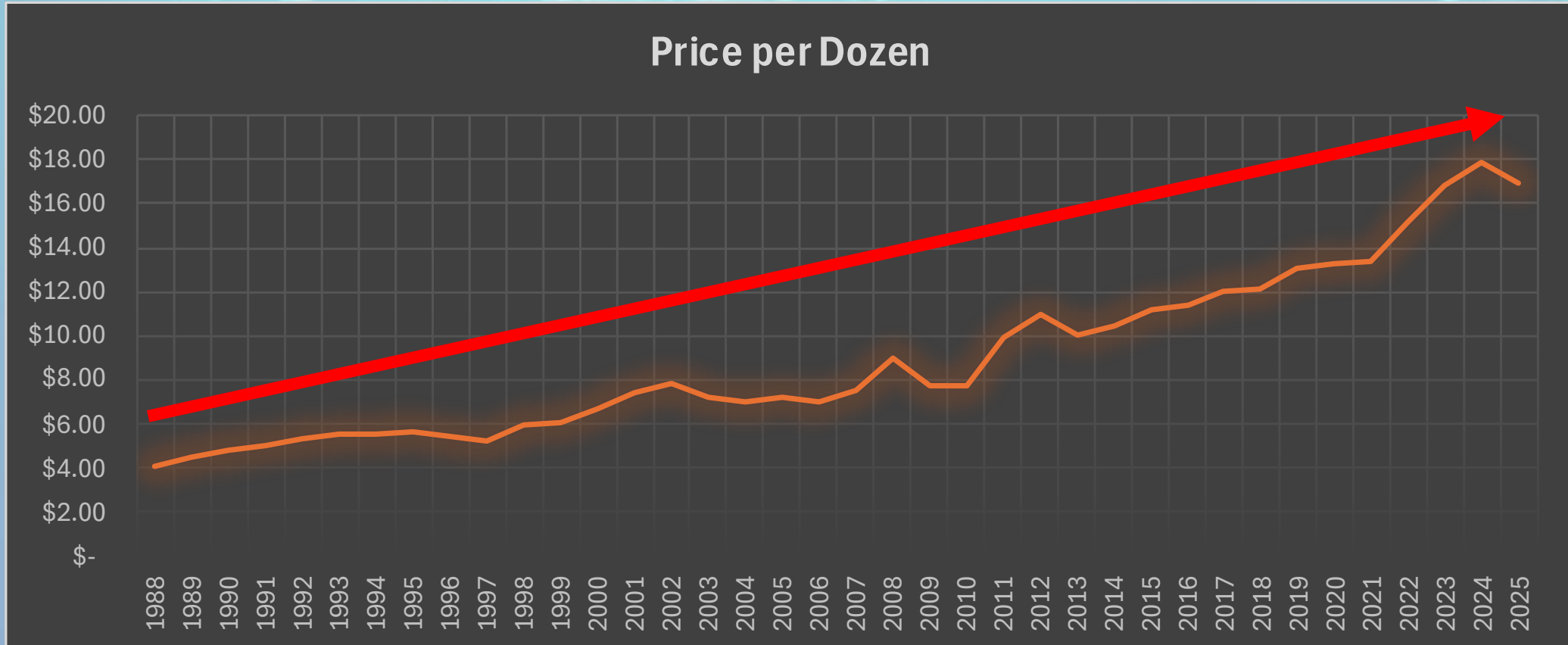


# Production - dozen exported

## Major slump!

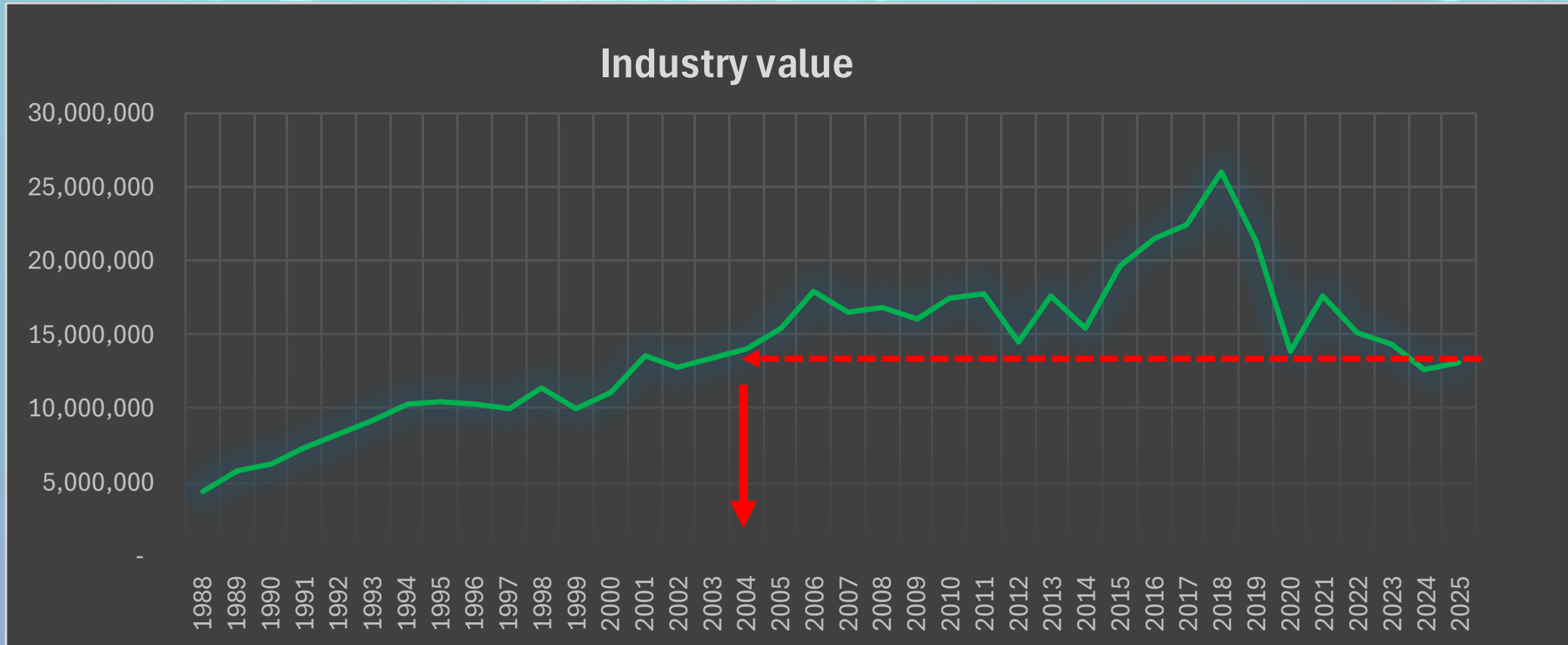


# Price per dozen



# What does all this mean for Industry?

Increasing prices + Falling production = “back to 2004!”



# How do we stop the production freefall?

1. Increased spat security
2. Diversifying our geographical base
3. Modernising farming infrastructure
4. Collaboration in market



# Increased spat capacity and reliability

## Flipfarm Systems Nursery – Second option for industry



# Diversifying our Geographical spread

From shallow water estuaries...



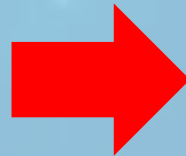
# Diversifying our Geographical spread

## To deep water bays



# Modernising a Traditional Industry

Transformational change is required



# Modernising a Traditional Industry

## Why is transformation important? – staff remain our key



# Modernising a Traditional Industry

Quality is our market advantage



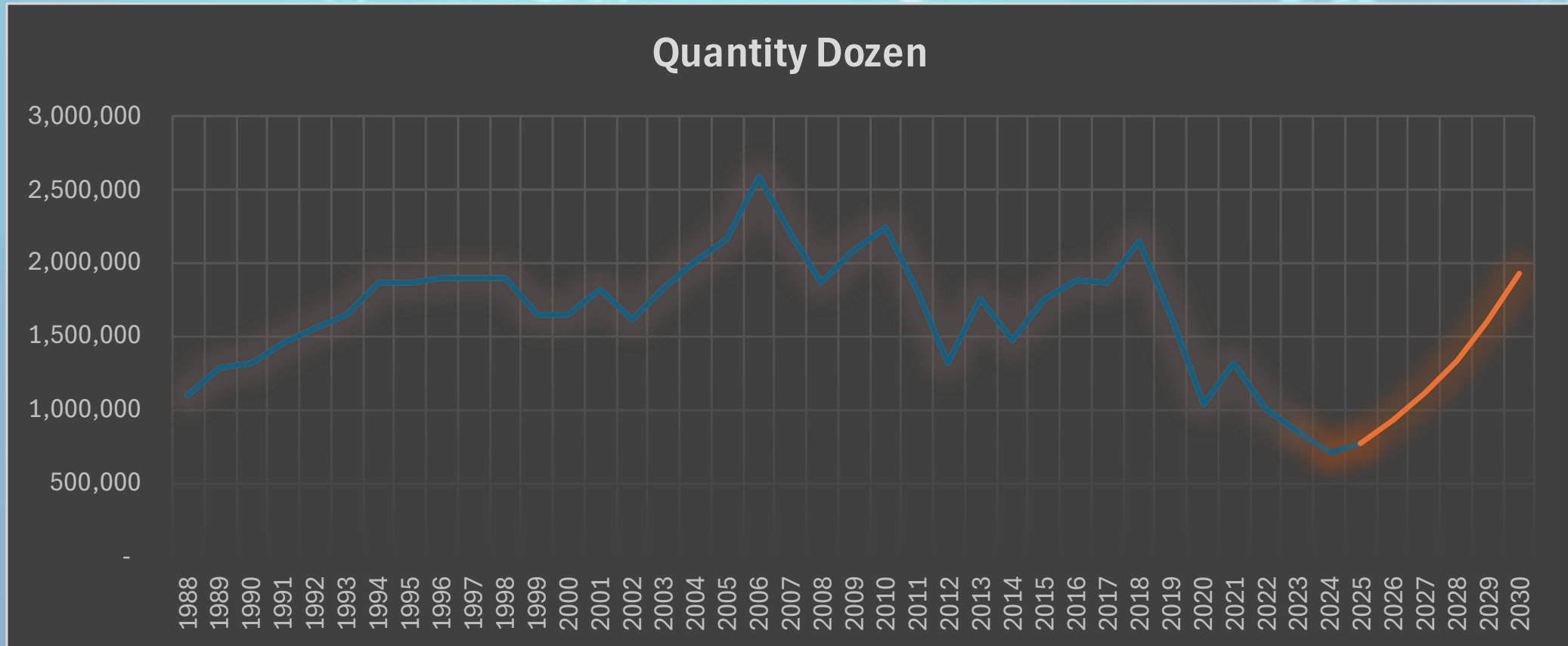
# Modernising a Traditional Industry

Scale up or fade away



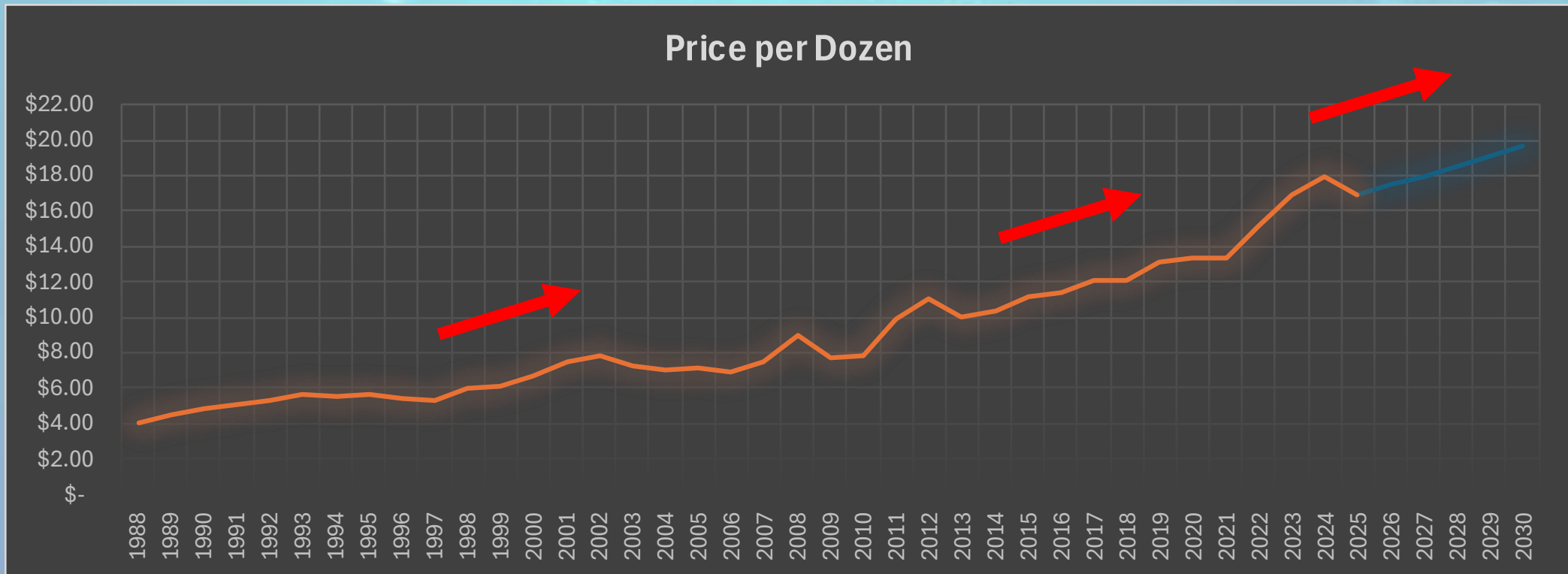
# Bringing it all together

## The hockey stick of hope!



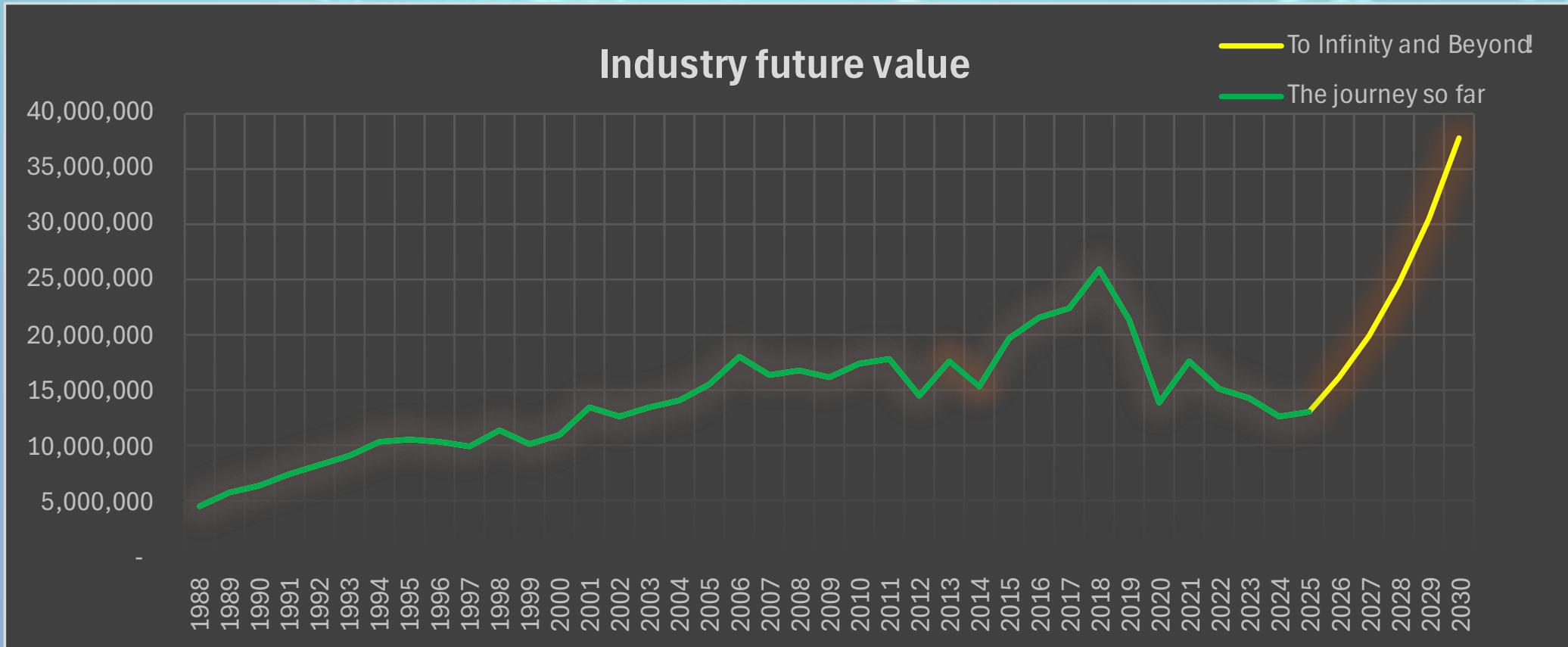
# Bringing it all together

## Can we increase production and price? Why not?



# What does winning look like!

## To infinity and beyond!!



# Market Collaboration

The production wave is coming...

**“Are we prepared and motivated to work together to promote and sell the world’s best oysters?”**





**FLIPFARM**  
**MARLBOROUGH**  
**OYSTERS**

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