



ABOUT KIWINET

THIN FILM TRANSISTOR

CONDITIONING NEW ZEALAND SHORTFINNED EELS

Market pain

The New Zealand seafood industry produces large commercial quantities of Green-Lipped mussels through aquaculture (100,000 tonne per year). In 2011, these mussels accounted for over NZ\$215 million, which accounted for ~70% of the revenue generated from total aquaculture exports (second largest seafood export by value) from New Zealand.

As with all primary industries, most of its revenue is through the sale of minimally processed mussels making it susceptible to fluctuations in the wholesale price of raw mussels and currency exchange rates. The industry to date has developed few value added mussel products that can demand premium prices from customers. The short shelflife of minimally processed mussels also restricts its export potential.

