



©Terry Hann

# Hoki

*Macruronus novaezelandiae*

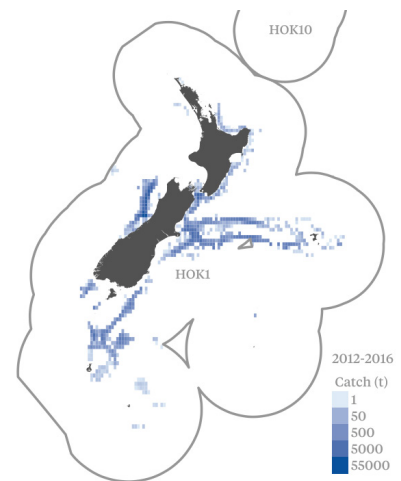
Also known as:  
**Whiptail, Blue Grenadier, Blue Hake**

Average Weight:  
**0.5-3.5kg**

Average Length:  
**60-100cm**

The New Zealand hoki fishery is a well managed and sustainable fishery in accordance with the Marine Stewardship Council's Principles and Criteria for Sustainable Fishing.

### Fishing Areas



### 2017 Catch Quantities:

The Commercial harvest limit  
**141,600t**

The Commercial catch  
**140,010t**

### QMS Managed:

**YES**



CERTIFIED SINCE  
**November 2001**  
MOST RECENT AUDIT  
**November 2016**

### Fishing Season: Year-round



■ Peak season

### Fishing Methods



Trawl

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## SUSTAINABILITY

New Zealand seafood is produced in an environment that is rich in marine habitats and species diversity. New Zealand has therefore developed and implemented a large number of laws, regulations, policies and planning processes to help maintain, protect and restore marine biodiversity.

In fact, New Zealand's Marine Protected Area network and Benthic Protected Areas have been acknowledged for their contribution to marine biodiversity in numerous international publications, including from the United Nations Environment Programme.

# 5x

New Zealand's seabed protection network legally restricts trawling from an area 5x the size of New Zealand's land mass.

## WORKFORCE

Compliance with legal requirements provides the minimum standard for fisher compensation and working conditions.

The New Zealand seafood industry is required to comply with all relevant legislation relating to the human rights, employment and safety of fishers.

These rights and protections are specified through 13 Acts of Parliament and administered through 7 regulatory agencies. Criminal penalties can and do apply for breaches of law.

# 100%

All commercial fishing vessels fishing in New Zealand waters must be flagged to New Zealand and follow New Zealand law.

## SUPPLY CHAIN

As part of food safety requirements, New Zealand seafood businesses are required to have systems that allow product to be identified and tracked on a one step backwards and one step forward basis.

There are also specific regulatory requirements for inventory control and recalls. For seafood processing activities, this extends to being able to identify the source of all food inputs such as raw materials, additives, other ingredients and packaging.

# 29

There are 29 certified MSC Chain of Custody suppliers in New Zealand.

## CURRENT INITIATIVES

Hoki is managed on behalf of the New Zealand Government by the Ministry for Primary Industries. The Ministry works in partnership with Deepwater Group - a not for profit organisation that works on behalf of fisheries quota owners.

The two parties have developed a single joint-management framework with agreed strategic and operational priorities and workplans for New Zealand's deepwater fisheries.

The partnership is focused on determining the maximum economic yield of the deepwater fisheries by setting catch limits that maximise returns over the long term within the constraints of ecological sustainability.