

deepwater strategy

the deepwater strategy will deliver

**UNIVERSAL MARKET RECOGNITION AS
THE WORLD'S BEST DEEPWATER FISHERIES**

Ministry for Primary Industries
Manatū Ahu Matua



sustainable and responsible use

protect the biological and economic base of the resource through responsible management

ensure future generations have access to profitable deepwater fisheries

maintain the long-term health of the aquatic environment

contribute to the economic prosperity of New Zealand and thereby enhance the well-being of all New Zealanders

act in a manner consistent with New Zealand's social and cultural values

market reputation

analyse reputational challenges and opportunities and use that information to inform future strategic decisions

support market access for New Zealand's deepwater seafood with appropriate third-party certification and food labelling

promote New Zealand's reputation as a supplier of world-class seafood products

build a broader and more holistic market appeal by promoting the health, nutrition and food safety benefits of New Zealand seafood

engage constructively with international NGOs



optimal decision making

adopt best practices and processes for sustainable utilisation

engage in strategic, long-term decision making

inform any future integrated marine management

continue strategic oversight by the Deepwater Management Forum

use binding instruments for specified, non-statutory management measures

think innovatively about collecting science, management and economic information

analyse the economic and market data required to respond to market needs

build on the current long-term planning and contracting to increase administrative efficiency, transparency and certainty

build on existing processes to review science and other information as necessary