

Marlborough supports aquaculture industry

New independent government research shows the vast majority of Marlborough residents support sustainable aquaculture growth and feel positively about the industry.

The research was conducted by Colmar Brunton, on behalf of the Ministry for Primary Industries (MPI) to gauge public understanding and perceptions of the effects and benefits of aquaculture.

Two thousand and twenty eight New Zealanders aged 18 years and over were surveyed, including 300 from Marlborough - providing nationally representative results, as well as statistically significant results specific to Marlborough.

The full report, released August 2014, is available for download from www.aquaculture.org.nz and this document contains a summary of the key Marlborough insights it provides.

The strong levels of local support identified, reflect the industry's ability to generate significant export earnings through the sustainable production of premium seafood.

The research shows that the majority of Marlborough residents:

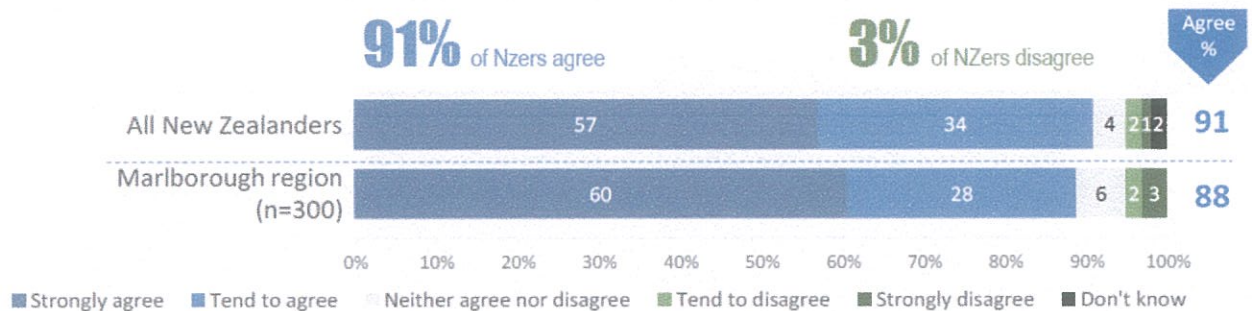
- **Support sustainable aquaculture growth**
- **Feel positive about the industry**
- **Recognise the industry is a sustainable form of food production**
- **Are aware it provides local jobs**
- **Understand it significantly contributes to the local economy**
- **Experience positive or no impact from the sector**

This research provides a clear understanding of what Marlborough residents know and feel about the sector and will be an important tool for informing discussions on accurate levels of community support.

Public perceptions of Marlborough aquaculture – overview:

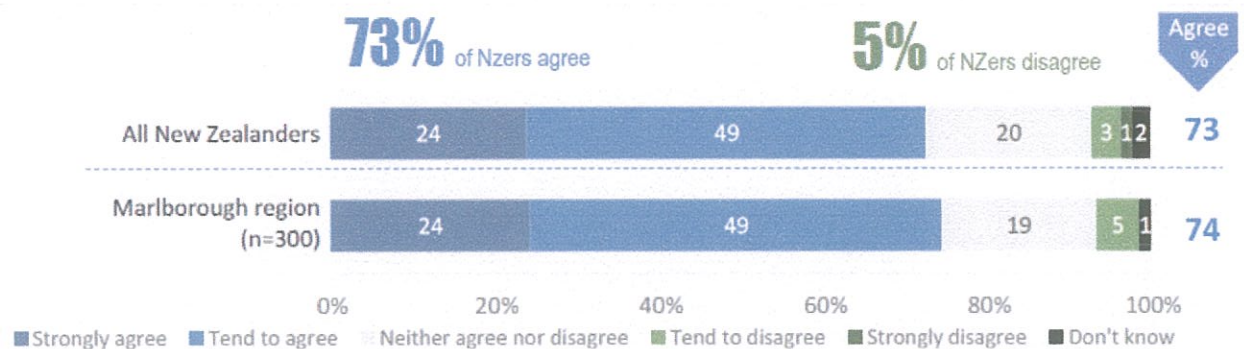
- 88% of Marlborough residents support sustainable aquaculture growth

New Zealand should look to sustainably grow the aquaculture industry



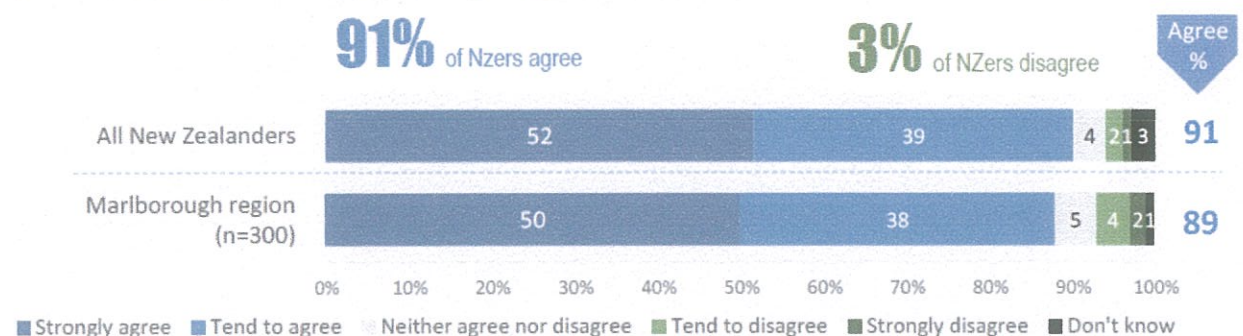
- 74% of Marlborough residents feel positive or very positive about the sector
- 6% Of Marlborough residents feel negatively about the sector

Overall view of the aquaculture industry by area



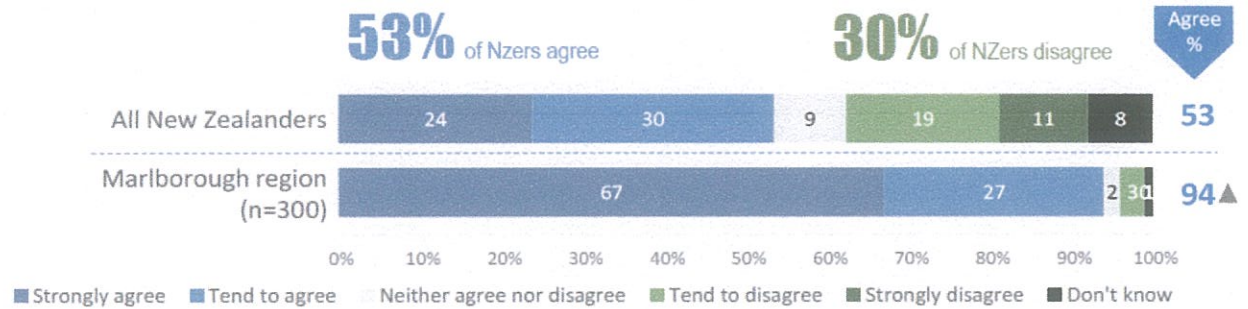
- 89% of Marlborough residents agree Aquaculture is a sustainable way to produce food

Aquaculture provides a sustainable way to produce food



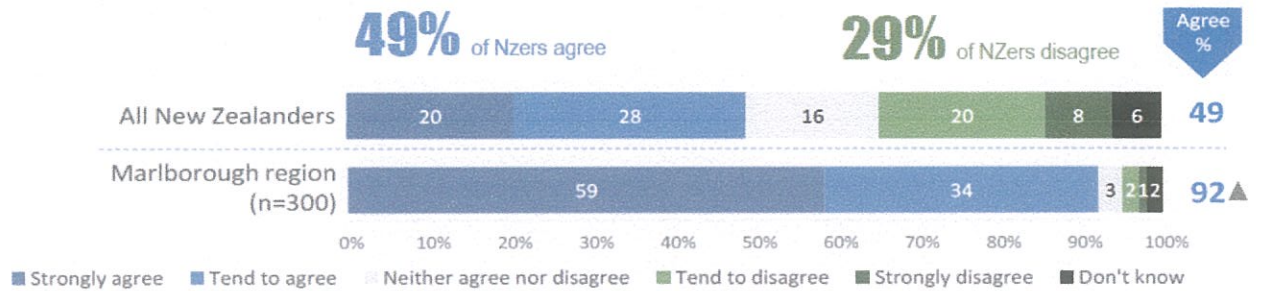
- 94 per cent of Marlborough residents agree the industry provides jobs in the community

Aquaculture provides jobs in your local community



- 92% of Marlborough residents agree it contributes significantly to the local economy

Aquaculture contributes significantly to your local economy

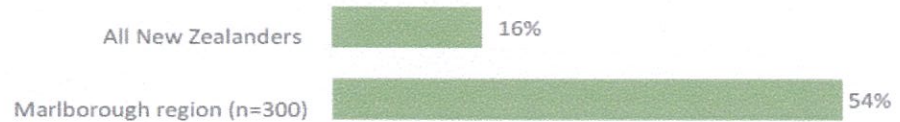


- Why Marlborough residents feel positive about the sector

Reasons	Total %	Marlborough Region %
Economic benefits to New Zealand	52	64
Aquaculture is clean, sustain, environ. friendly	16	11
It's a well-managed industry	15	18
New Zealand is well suited to aquaculture	14	7
General positive comments about seafood	10	6
Provides accessibility to seafood	7	5
Miscellaneous	11	17

- Over half of Marlborough residents know someone working in the industry

% who know someone in the industry



- More Marlborough residents report positive personal impacts than negative impacts, while the majority are unaffected

Table: The impact of aquaculture on New Zealanders' personal use of coastal areas (by aquaculture growing area).

	All NZers	Marlborough Region %
Positively impacted	19	21
Negatively impacted	6	14
No impact	68	65
Don't know	9	3
Base (n=)	2,028	300

- How Marlborough residents' use of the coastal area is impacted by aquaculture

Table : Top positive and negative impacts for each aquaculture area.

Area	Main positive impacts mentioned	Main negative impacts mentioned
Marlborough Region	Creates jobs/employment Fishing is good near farm Good for diving/fishing	Restricted access to recreational areas Didn't like the look/spoilt the scenery Harmed natural or local fish Impact on water quality

- Marlborough residents rate Greenshell mussels alongside wine in terms of importance

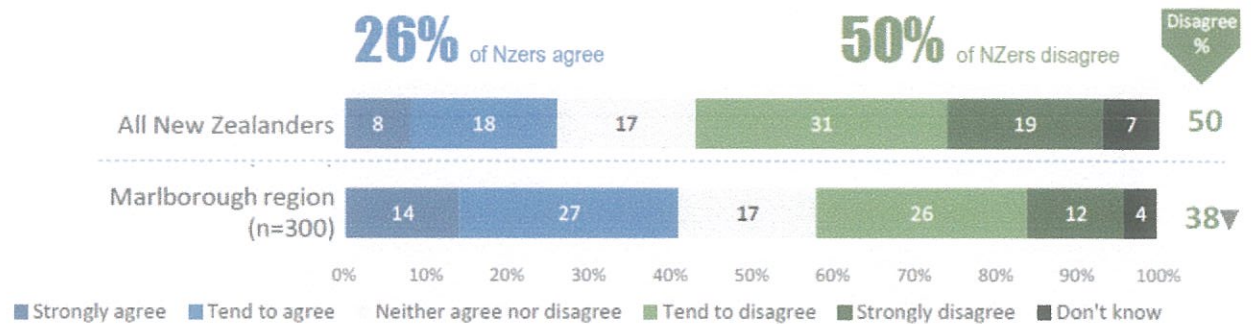
Table. Percent of residents who rate each product/industry as very important (6 or 7 out of 7).

	All NZers %	Marlborough Region %
New Zealand dairy produce	90	86
Greenshell mussels	45	61
New Zealand salmon	43	52
New Zealand film industry	42	43
New Zealand oysters	42	36

Marlborough wine	42	65
Base (n=)	2,028	300

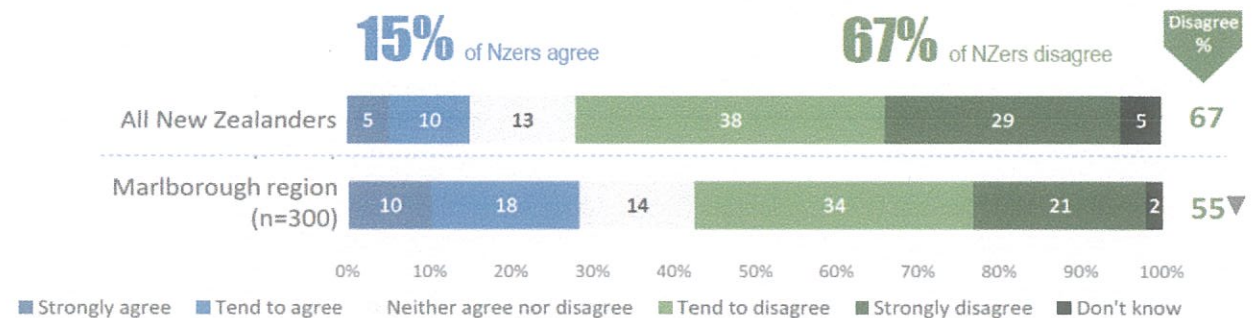
- Marlborough residents are more likely than average to believe Aquaculture poses a risk to natural sea life

Aquaculture poses a risk to natural sea life



- 55% of Marlborough residents do not agree that aquaculture has a negative impact on natural beauty

Aquaculture has a negative impact on New Zealand's natural beauty



- 62% of Marlborough residents agree it contributes to clean green image

Aquaculture contributes positively to New Zealand's clean, green image

