

# Our Promise in Practice

## OUR CODE OF CONDUCT

### **We do not condone illegal behaviour.**

We will always aim to do the right thing. The law surrounding fishing is both technical and complex and, at times, some people may make mistakes. When the law is breached, we will accept the consequences and make changes where needed.

### **We will work with Government and other interested parties to develop and implement principled and practical policies to ensure the use of fisheries resources is sustainable.**

If we don't fish sustainably our industry has no future; it's the cornerstone of our business. We must ensure the economic gains we derive do not come at the cost of long-term sustainability. Working constructively with Government is vital to strike the best balance between current resource use and future opportunities for all New Zealanders. Striking this balance requires application of sound principles to develop evidence-based policy that uses robust information.

### **We will continue to actively minimise our impacts on the marine environment and encourage others to act similarly.**

It is important to us we look after our marine environment. All New Zealanders derive benefits from our natural resources today, but we are also guardians for future generations. This responsibility requires that we take care when we harvest; that we are conscious of our impacts, and that we work hard to reduce them. All food production has an impact on the environment, but we will strive to get ours as close to zero impact as we can.

### **We will continue to invest in science and innovation to enhance fisheries' resources and add value.**

Our fisheries are a treasured resource and, like all other countries, New Zealand uses these natural resources for food, recreation and commerce. We commit to harvest the commercial component of these resources responsibly. We commit to investments that add value to the resources we harvest to deliver optimum value to New Zealand.

### **We look after our people and treat them fairly.**

We value our people. Whether they are working on land or on vessels at sea, we will work hard to keep them safe and to create an environment that fosters their passion for the seafood industry.

### **We will be accountable for delivering on Our Promise and will support increased transparency.**

We will report annually on the progress we are making. We understand that much of what we do is over the horizon and out of sight, and we welcome the public becoming better acquainted with how we operate. Increased transparency is part of building that understanding and trust, but it must be affordable, practical and respect the privacy and dignity of our people.

**We give Our Word**