

# NEW ZEALAND GREENSHELL™ MUSSELS

a taste of...  
**UNTOUCHED  
WATERS**



*A natural emerald beauty,  
found only in New Zealand's  
untouched waters.*

New Zealand's isolation makes it a natural home for many unique species. One of the most sought after, by seafood lovers the world over, is New Zealand Greenshell™ Mussels.

Within the clear, sunlit waters around New Zealand's unspoiled coastline, these mussels thrive on a constant flow of nutrients. Under careful stewardship, they mature into plump, full-flavoured mussels that lend themselves to numerous styles of international cuisine. From appealing finger-food to succulent main-meal occasions, New Zealand Greenshell™ Mussels are masters of versatility. They are healthy, satisfying and easy to prepare.

In many cases, we snap freeze them to capture all the fresh flavour and the nutritional value they had as they emerged from the water.

In New Zealand, we owe a lot to nature and therefore are careful to preserve our natural gifts. Hence our insistence on world-leading water quality management and other key environmental benchmarks. We are acutely aware that the world wants food that not only tastes wonderful but carries with it firm assurances around food integrity.

In all these respects, New Zealand Greenshell™ Mussels shine as rare and precious culinary gems from the South Pacific.

## TOP ENVIRONMENTAL RATING

The New Zealand Greenshell™ Mussel Environmental Code of Practice (2007) directs best industry practices throughout the growing and harvesting cycle to minimise potential effects on the environment. The New Zealand marine farmer's safe, sustainable and environmentally friendly practices have been recognised by international conservation organisation Blue Ocean Institute, ranking New Zealand Greenshell™ Mussels as one of the top two 'eco-friendly' seafoods in the world. To mitigate environmental impacts the New Zealand government has a number of environmental controls in place, including the Resource Management Act 1991 (RMA) and the Fisheries Act 1996.

## QUALITY ASSURED

New Zealand operates one of the strictest quality assurance programmes for shellfish in the world. Water quality is rigorously and constantly monitored and tested to specifications and standards set by both the U.S Food and Drug Administration, European Union and NZ Food Safety Authority. New Zealand Greenshell™ Mussels are processed in state-of-the-art factories operating under stringent hygiene and quality control regimes adhering to New Zealand government regulations and international food processing standards including the USFDA and European Union.

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### TRACEABILITY

New Zealand Greenshell™ Mussel products are highly traceable. Any packaged product in the market can be traced from when the product was harvested and processed, right back to the time it was seeded out as a juvenile mussel.

### PRODUCT FORMS

New Zealand Greenshell™ Mussels are available in different product forms:

- The predominant form is IQF Half Shell (individually quick frozen on the half shell). Snap frozen within hours of harvest ensures the fresh, straight from the water taste of the mussel is encapsulated in the freezing process.
- Mussel meat as well as marinated and smoked variations.
- Freeze-dried powder format used in nutraceutical products, recognised as helpful for joint mobility and promoting general well being.

### CULINARY BENEFITS OF THE IQF HALF SHELL

- Individually quick frozen on the half shell within hours of harvest to capture that fresh, straight from the water taste.
- A versatile full savoury flavour suited to a range of international cuisine and culinary applications.
- The distinctive emerald shell adds extraordinary visual appeal to a plate.

- Reduced waste – only one shell to discard, thaw only what is needed.
- The high meat to shell ratio both enhances your customer's value perception and requires fewer shells for an impressive display, reducing plate costs and increasing margins.

Graded by shell size and predominantly packed as 12 x 2lb inner boxes per carton:

Grade	Approx mussel count (per 2lb box)	Average weight (oz)	Average mussel shell length (inches)
Small	42-46	0.8	2.9
Medium	27-42	1.0	3.9
Large	17-27	1.4	4.5

### APPROXIMATE COLOUR GUIDE

Although no difference in quality or flavour, the colour of the mussel meat varies according to sex. The female is a deep apricot and the male a soft cream.

### WHERE TO BUY

New Zealand Greenshell™ Mussels are distributed to over 70 countries throughout the world. Please visit [www.purenzmussels.com](http://www.purenzmussels.com) for a directory of exporters and more information including recipes and storage & handling instructions.