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MEDIA RELEASE
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Mt. Cook Alpine Salmon becomes the first private member of the Mackenzie Sustainable Futures Trust

Mt. Cook Alpine Salmon has announced it will become the first private supporter of the Mackenzie Sustainable Futures Trust.

The company chairman, Jim Bolger, made the announcement over the weekend.

The Trust, an initiative by Waitaki MP, Jacqui Dean, proposes to bring together a variety of interest groups to establish a collaborative approach to advise central and local government on environmental issues in the Mackenzie and Waitaki basins.

Mr. Bolger said while the Trust had received financial support from the government, district councils and both Meridian and Genesis, Mt. Cook Alpine Salmon was the first private company to donate to support the Trust's work.

In response Mrs. Dean said Mt. Cook Alpine Salmon's support of the Trust was most welcome and she hoped other private companies and individuals would consider becoming financial supporters in the future.

"The key to the Trust's success is broad membership, wide buy-in and a real commitment of the respective parties working together on a balanced plan to incorporate economic development and environmental sustainability.

Mr. Bolger said salmon farming in the Mackenzie Basin symbolised what was great about the New Zealand export sector.

"It makes secondary use of a sustainable resource to grow a unique product that can command a very high price in the world market. It will also be a major driver of economic growth in the region over the next decade."

Mr. Bolger said Mt. Cook Alpine Salmon's primary concern was water quality as it formed the platform of the company's award winning international marketing campaign.

"Over the past 18 years we have studied and monitored the water quality above and below the farm and recently released results showing salmon farming has no effect on water quality of the Ohau and Tekapo Canals."

Mrs. Dean said the Trust represents a significant opportunity to try to achieve consensus about how development might take place in the Mackenzie and Waitaki basins and Mt. Cook Alpine Salmon's support for the Trust is an important step.

"We hope it encourages other private organisations and individuals to participate and assist in funding the Trust," she said.

Ends

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