

ŌRA KING™

A UNIQUE BREED OF KING SALMON FOR CULINARY EXCELLENCE



Chef Jason Alford, Roka Akor, Arizona

FRESH ŌRA KING SALMON

RAISED IN A NATURAL ENVIRONMENT

King salmon eggs destined to produce Ōra King salmon are nurtured in the crystal clear waters flowing from Te Waikoropupu Springs in Golden Bay. The waters of this region have been verified as some of the clearest waters in the world, an ideal beginning to the life cycle for Ōra King salmon. When ready, the smolt are then transferred to the sheltered deep water bays of the Marlborough Sounds to mature in fast flowing sea waters.

ŌRA KING IS TO SALMON AS WAGYU IS TO BEEF

The highly prized King salmon (*Oncorhynchus tshawytscha*) is itself a rare luxury, making up less than one percent of the world's salmon population. The high oil content naturally present in the Ōra King breed can be seen in the marbled fat lines within the bright orange flesh, delivering an elegant buttery texture and excellent plate appeal.

Ōra King is the culmination of a classical breeding programme that has spanned two decades and is designed to yield only the highest quality King salmon with the most appealing taste, texture and colour. Through classical breeding, responsible husbandry, selective grading and careful handling, The New Zealand King Salmon Company allows only the finest quality King salmon to be labeled Ōra King - those that best represent the superior culinary attributes of this unique breed.

QUALITY AT THE SOURCE

A 'quality at the source' philosophy is the foundation for handling each Ōra King salmon. The salmon are nurtured throughout their lifecycle, minimizing stress and fatigue. They are humanely harvested using a percussive stunning method based on the traditional Japanese *Ike Jime* technique. These efforts to reduce stress result in a minimal release of lactic acid, which, along with rapid chilling, helps ensure a desirable texture.

PREPARING FRESH ŌRA KING SALMON

Post harvest, highly trained staff prepare the salmon for dispatch to the customer. The salmon undergo an initial assessment before transfer to our processing facility where each salmon is individually handled to remove the gills. This is followed by thorough removal of the viscera and kidney line and careful cleaning to remove any residue.

Master Graders dedicated to Ōra King, then review each salmon against standards for size, colour and quality. Once approved, an individually numbered Ōra King gill tag is attached to allow for authenticity of origin and traceability for customers.

Following a final review by the Master Grader, the salmon are packed into a specially designed Ōra Chill carton, a recyclable and insulated container, ensuring delivery in optimum condition to customers around the world.



Chef Matt Lambert, The Musket Room, NYC

April 2016

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Ready for harvest- each Ōra King brood are nurtured over 18 months in the clean, clear waters of the Marlborough Sounds, New Zealand.

Origin	Marlborough Sounds, New Zealand.
Format	Whole gilled and gutted salmon, in size grades of 4-5kg, 5-6kg and 6kg+ (with seasonal variations).
Breeding programme	An eight generation, classical breeding programme that encompasses 90 distinct salmon families.
Husbandry	Environmental stewardship and sustainable practices are at the core of the operations. Ōra King farms are isolated in the pristine Marlborough Sounds, where traditional husbandry techniques are used to raise the highest quality salmon in a healthy and wholesome way.
Nutrition and health	Rich in Omega-3, King salmon has the highest natural oil content of all salmon species.
Tasting notes and appearance	<ul style="list-style-type: none"> • Luscious and elegant • Rich, marbled flesh • Deep orange color • Firm, elegant, silky texture • Bright, silver skin

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CULINARY ATTRIBUTES

With bright silver skin and a round mid-section, the King salmon species has a distinctive appearance. The rounder body produces a generous fillet with a thicker belly and shorter tail section for exceptional yield and even cooking.

The high oil content inherent in Ōra King salmon delivers a pleasantly rich, luscious taste with a clean finish and an elegant, silky texture. This also results in the salmon staying moist through cooking and makes it difficult to overcook. As the scales on the Ōra King are fine and small they melt away during cooking, so portions can easily be prepared skin-on and scale-on. The skin sears to an appealing crispy texture.

The bright orange flesh contrasts attractively with the pure white fat lines, adding to plate appearance in raw preparations such as sashimi or tartare. The Ōra King salmon is also ideal for smoking.

AWARDS AND CERTIFICATIONS

The New Zealand King Salmon Co. Ltd has achieved the world-leading Best Aquaculture Practices (BAP) certification from The Global Aquaculture Alliance.

This independent certification supports the company's ongoing and substantial efforts to maintain its environmental integrity

Monterey Bay Aquarium's globally respected consumer guide Seafood Watch® has rated New Zealand's marine-farmed salmon, including Ōra King salmon, as "Green", meaning it is a "Best Choice" for consumers. New Zealand King salmon is the first and only ocean-farmed salmon to have achieved the Green/Best Choice rating from Seafood Watch.

In addition, Kingsalmon from New Zealand has recently been rated 'Recommended' by Ocean Wise. Ocean Wise are a Vancouver Aquarium conservation programme aimed at educating and empowering consumers about the issues surrounding sustainable seafood.

These ratings are a strong endorsement of the sustainability credentials of the New Zealand King salmon industry.



**Monterey Bay Aquarium
Seafood Watch**

