

ORA KING SALMON

*A unique breed of
King Salmon for
culinary excellence*

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A UNIQUE BREED OF KING SALMON FOR CULINARY EXCELLENCE

Best of Breed

New Zealand King Salmon have been perfecting environmentally responsible husbandry practices and breeding expertise for 35 years. Their classical breeding program has produced nine generations of King salmon, creating over 100 distinct salmon families, chosen so that only the finest examples — with the most appealing taste, texture, color and size — are carried forward to the next generation. Through this program we have created a unique breed, called Ōra King, genetically distinct from any other King salmon found in New Zealand or the world.

Broodstock

Our breeding program begins at our freshwater facility in Takaka, where King salmon eggs are nurtured in crystal clear waters flowing from Te Waikoropupū Springs — water that has been verified as some of the clearest in the world.

Hatchery

Fertilized eggs are hatched at our freshwater facility in Tentburn where the alevin are carefully reared in a constant supply of spring water.

Sea Farms

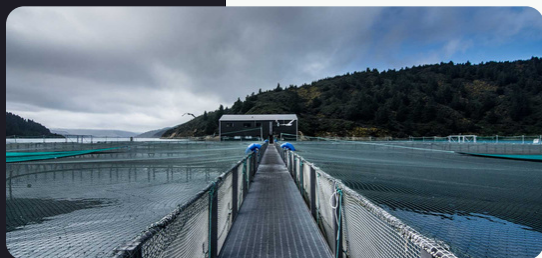
Within their first year, smolt are transported to the Marlborough Sounds to mature in fast flowing sea waters, thus emulating the lifecycle of wild King salmon.

Ora King Grade

The highest quality salmon are hand selected by a master grader and branded Ōra King. These unique salmon are individually numbered for traceability.

Responsible Farming

We are focused on creating the world's finest King salmon whilst responsibly managing our resources for the long term. Fish welfare is a priority for our business. A healthy, low-stress environment for our salmon results in higher survival rates, superior fish quality and less impact on our environment.





Our Feed

Our feed is derived of specifically selected ingredients and contain only the essential nutrients needed for healthy salmon. The formulation of our feed changes to meet the dietary requirements of our King salmon throughout their lifecycle. Automatic feeders are used to dispense several meals each day. Underwater cameras closely monitor appetite and activity during each feed, to ensure our salmon receive just the right amount and no feed is wasted.



Our Process

Each step of the King salmon journey is one of care and consideration. The Ōra King process can be tracked through three stages of preparation: freshwater, seawater, and processing.

Freshwater

- Backed by 25+ years of freshwater breeding expertise across three South Island facilities
- Broodstock carefully selected via DNA sampling and annual trait assessment
- Eggs hand-timed at spawning, then incubated under controlled conditions to enable year-round supply
- Fish are hand-fed from one month old, progressing through natural growth stages to smolt
- Every smolt is health-checked and quality-graded before transfer to sea farms

Seawater

- Raised in Marlborough Sounds farms with independent audits and environmental certification
- Smolt transferred to pens with minimal handling to reduce stress
- Fed multiple times daily on a diet of quality proteins, fats, vitamins, and minerals, monitored via underwater cameras
- Grown to market size (~4kg) over 18 months, then harvested humanely using the traditional Japanese ike jime method

Processing

- Same-day delivery from farm to processing facility, with immediate washing and temperature checks
- Every fish individually inspected and hand-graded by Master Graders
- Individually weighed and tagged for full traceability back to broodstock origin
- Whole fish shipped within 24 hours by air freight; fillets hand-pinboned, with smoked options cold-smoked over manuka wood

