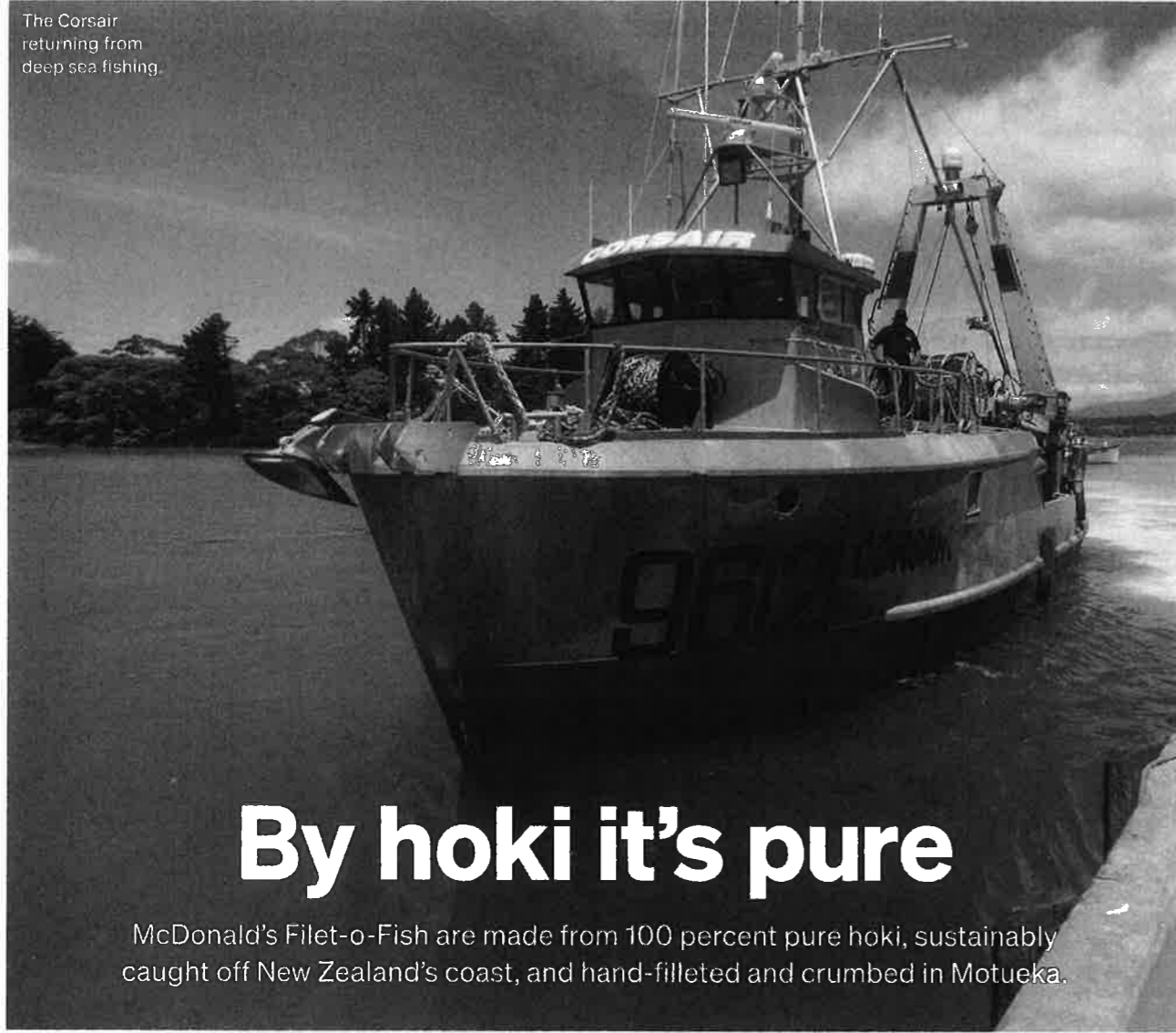


The Corsair
returning from
deep sea fishing.



By hoki it's pure

McDonald's Filet-o-Fish are made from 100 percent pure hoki, sustainably caught off New Zealand's coast, and hand-filleted and crumbed in Motueka.

Sealing the deal

NEW ZEALAND'S FIRST McDonald's restaurant opened in Porirua in 1976, with the original menu featuring the Big Mac, Quarter Pounder, Cheeseburger, Hamburger and the Filet-o-Fish. The Filet-o-Fish cost 65 cents at the time – 10 cents less than a Big Mac – and its centrepiece was cod, imported from the USA.

Fast forward to 1981 when the head of Talley's New Zealand visited McDonald's Courtenay Place restaurant with a proposition for the franchisee. He claimed he could make better-tasting fish patties with Aotearoa's own red cod. The franchisee decided to give him a shot, and with a simple handshake, in lieu of a contract, McDonald's New Zealand became the first market to sell Filet-o-Fish made with fish other than imported cod.

Nearly 40 years on, Talley's still supplies McDonald's Filet-o-Fish patties, but for at least 30 years they've been made of 100 percent pure hoki. This deep-sea fish is high in omega-3, and with its great taste, absence of bones in the fillet – they only have a nape bone – and good batter adherence, they're ideal.

A grand scale operation

Eight independently owned vessels – each with a crew of about five – trawl the Hokitika trench and Cook Strait for one to three days at a time during the June to September hoki season. Talley's fish factories, situated in Motueka, Westport and Timaru employ hundreds of staff and play an important part in their local economies. Together they convert 750 tonnes of whole fresh hoki per year into 240 tonnes of blocks, which become 5.4 million portions of Filet-o-Fish patties.

Fresh fish to moreish dish

At the wharf the hoki are weighed and barcoded for Ministry of Primary Industries traceability and are unloaded into chilled storage on a first in-first-out basis. The fishing vessels can unload up to 1400 bins at a time, with each bin containing 28kg of fish.

The fish are then expertly hand-filleted, due to the variance in size, and skinned, and the by-products are extracted. Any fat lines and blemishes are also removed by hand. Both Talley's and McDonald's aim to maximise yield and minimise waste, so staff are as precise as possible and none of the leftovers are wasted. Some hoki heads are used as bait, and the rest of the heads and the frames are used to make fish meal.

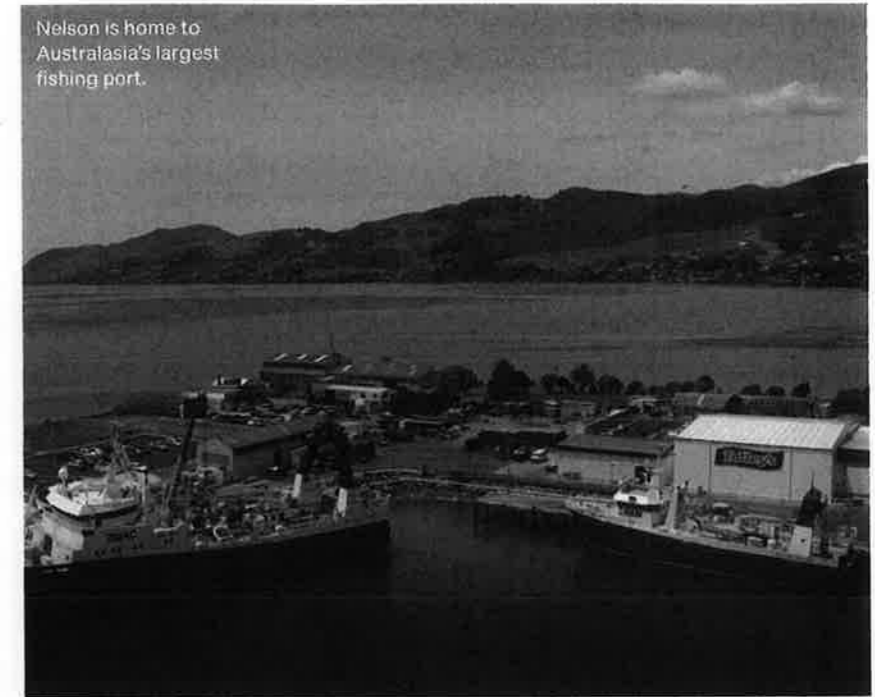
Each fillet is thoroughly inspected before being placed into a tray with

other fillets. A plate freezer is set to negative 30 degrees Celsius and each 7.5kg tray of mottled pale pink fish is frozen for three hours. Pressure is put on the hoki as it freezes, so it emerges into blocks of 100 percent pure hoki, which are then put through a metal detector, palletised and stored until they are required to be made into portions.

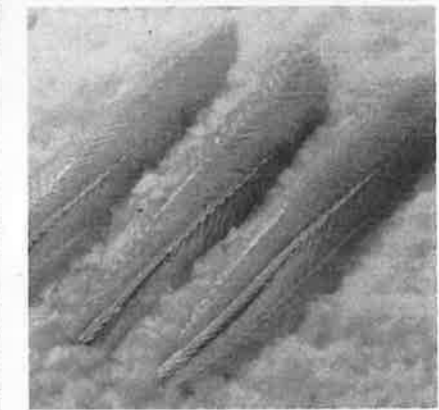
At this point the hoki is transferred to the adjacent factory, where the blocks are cut into planks, then into neat, square portions. The perfect temperature is maintained while the patties are coated in non-GMO batter and breadcrumbs specified by McDonald's, before being inspected once again.

Finally, the patties are packed into 45-piece cardboard boxes and transported to distribution centres in Christchurch and Auckland, which ensure the patties reach their destinations around New Zealand and the Pacific Islands. Throughout this journey the patties remain frozen, only defrosting as they're fried on site at a McDonald's restaurant. The freshly cooked hoki patties are then sandwiched within a bun – baked at a commercial bakery on Auckland's North Shore – and accompanied by a generous dollop of tartare sauce and a slice of cheese made in Eltham, Taranaki, thus becoming the ever popular Filet-o-Fish New Zealand's public know and love.

McDonald's take pride in their business transparency and have stringent quality controls for all their ingredients. Talley's fish factory can trace a fish portion back to the boat that caught the hoki – and when and where it was landed. Two to four times a year they send random samples of McDonald's hoki patties to Hong Kong, where their colour and texture are analysed for a written report. Talley's is also MSC (Marine Stewardship Council) certified – a fishery certification program contributing to the health of the world's oceans by recognising and rewarding sustainable fishing practices.



Nelson is home to Australasia's largest fishing port.



Well-schooled in the fish business

McDonald's is proud to maintain not only an exceptionally high standard of hoki fillet but to be able to create a variety of great employment opportunities – with room to climb the ranks.

Ricky Smith is the fish factory manager and has worked at the Motueka fish factories for 35 years, starting at the age of 16. "I was on the production line and now I'm the factory

manager, so it was just progress over the years, and everyone on the floor at the moment has got that goal that they could look to and say this is what my job could be."

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For more information on McDonald's quality, sustainability and corporate responsibility visit mcdonalds.co.nz

