

The Story Of: Orange Roughy



Orange Roughy

The oldest and largest Orange Roughy fisheries began in the late 1970s on the South Island of New Zealand. When the popularity of the species took off in the 1980s, Toppits was first to bring Orange Roughy to the Canadian market. However, with large amount of over fishing in the early years, Toppits later decided to discontinue the product because of challenges related to sustainability. To ensure the population of Orange Roughy was no longer over fished and came to a level which would ensure that fisheries would be healthy and sustainable in the future, a plan was set in place. Measures included closing three Orange Roughy fisheries to allow the number of fish to increase at the maximum possible rate, and reducing the catch limits in the remaining fisheries. With these steps taken over the years, Orange Roughy is now under the Marine Stewardship Council® assessment, and because of the fishery's commitment to sustainability and the pending MSC® approval, Toppits is proud to be bringing Orange Roughy back to Canada after many years. Now, consumers in the Canadian market will get to enjoy one of the most upscale fish one can order in restaurants, known for its delicate flavour and soft, large flakes!

Fun Facts: Found in the deep waters of New Zealand at depths of 750 to 1,500 metres, Orange Roughy grows slowly and can live for up to 130 years! Around 50 cm in length and weighing around 3 and a half kg when fully grown, the fishing takes place over areas of flat seabed and on the slopes of underwater hills and mountains during the months of late June to early August when the specie comes together in large schools to breed.