

威海东源食品有限公司  
**WEIHAI DONGWON FOOD CO.,LTD**

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DEVELOPMENT ZONE,SHANDONG,CHINA

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GANGNAM-GU, SEOUL, KOREA

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**SANFORD LIMITED**

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# BRIEF INTRODUCTION

## 企业简介

**威海东源食品**有限公司（简称WDWF）是一家由韩国及新西兰共同投资兴建的综合性的水产品加工企业，于1995年建

厂。新西兰加工场的原料鱼捕捞，确保了WDWF充足的原料鱼供应的绝对优势，奉献敬业、经验丰富的高素质员工团队及国际化、标准化管理，为我公司产品成功的开拓国际市场奠定了坚实的基础。为进一步扩大生产能力，公司于2005年投资扩建，成为目前拥有两个加工场，厂房面积达一万七千九百三十平方米，日加工能力达41吨以上的大型水产品加工企业。

完善的质量管理体系、严格规范的管理，为我公司生产出稳定可靠的合格产品提供了有效保证。没有最好，只有更好！中国制造高质量产品及顾客满意是我们一致的追求，成为您喜爱的供应商更是我们永远的目标！

Weihai Dong Won Food Co., Ltd. (WDWF) was established in 1995 as a specialist seafood processing company based in Weihai city, China. WDWF is 100% foreign owned and operated, with investment from Korea and New Zealand and is managed to the highest standards by a dedicated team of experienced individuals. The company was established to process predominantly New Zealand caught fish species for international markets and was expanded in 2005 to allow for greater production throughput. The operation has two factories with a combined size of 17,930m<sup>2</sup> and processing capacity of more than 41T of finished goods per day. WDWF has the ability to produce a wide range of seafood products and has the quality systems and management structures in place to ensure only quality seafood products are produced. Our goal is to be your most preferred supplier of quality seafood products from China.

威海東源食品(WDWF)は1995年中国威海市に水産物加工業体として設立されました。威海東源食品は韓国とニュージーランドで100%投資して設立されまして経験の多い献身的な専門家達より高い水準で運営されています。威海東源は主にニュージーランド海域で漁獲された原料を主に加工して国際市場に販売する為に設立されまして、2005年には新規工場の増設を通じて加工能力が懸隔に増加するようになりました。威海東源食品には2ヶ所の工場を保有しておりまして、総面積は17,930㎡で加工能力は完成品基準日間41トンに達します。威海東源食品は多様な水産製品を加工する能力を保有しており、又品質管理システムと運営構造を導入して高い品質の水産製品が生産出来るように万全を期しております。我々は中国で品質の高い水産製品を加工する最も名声のある会社になるのを目標に前進しております。





# SHAREHOLDER

## 总部简介



**DONG WON FISHERIES** is one of the oldest deep sea fishing companies in Korea. It was founded in 1970 as a trawler and tuna long line vessel operator and has successfully grown and become one of the leading seafood companies in Korea. Dong Won was the first Korean company to fish in areas such as Mauritania and Guinea Bissau and Mediterranean Sea. Dong Won has expanded its fishing fleet and now has involvement in fisheries around the world.

In addition to its fishing fleet, Dong Won has processing plants in both Korea and China, and a coldstore in New Zealand. Dong Won's Busan plant in Korea specializes in Tuna processing, and the Weihai Dong Won facility is a large capacity multipurpose seafood processing plant. Dong Won continues to develop its products, processes and facilities and is recognized as a specialist in several fields including fresh breadcrumb production.

Dong Won is committed to continuing to develop as an internationally recognized, world class seafood company.

Additional information on Dong Won Fisheries can be found at: [www.dongwonfish.co.kr](http://www.dongwonfish.co.kr).

东源水产株式会社是韩国历史最悠久的远洋渔业公司之一。该公司成立于1970年，最初经营拖网渔船和金枪鱼延绳钓船，后期逐渐壮大、成功发展成为远洋捕捞、食品加工、冷藏等专业性水产品公司。

东源水产株式会社是韩国最早在毛里塔尼亚、几内亚比绍和地中海地区开展捕捞作业的渔业公司。目前东源水产的远洋捕捞船队已逐步参与到世界各地捕捞作业当中。

除了远洋捕捞渔船队，东源水产在韩国和中国都设有水产品加工厂，在新西兰设有冷库。东源水产的韩国釜山工厂专门从事金枪鱼加工，威海东源食品有限公司则是一家可以大规模、多方式加工水产品和新鲜面包屑的工厂。东源水产持续研发产品、改善工艺和改造设备，成为多个领域的专家。

东源水产致力于持续发展成为国际公认的、世界一流的水产品公司。

东源水产的其他信息详见：[www.dongwonfish.co.kr](http://www.dongwonfish.co.kr)。







**SANFORD LIMITED** Sanford Limited is one of the largest and most diversified seafood companies in New Zealand having its first beginnings in 1881 and for more than one hundred years the company has produced an extensive range of quality seafood products for loyal customers all over the world. Sanford Limited has been listed on the New Zealand Stock Exchange (NZX: SAN) since 1924.

The Company's diverse seafood related operations are successfully integrated into a single enterprise that is spread throughout New Zealand, with a number of operations in other parts of the world. Sanford Limited is vertically integrated owning its own quota, marine farms, fishing vessels and processing plants and is able to offer top quality and consistent supply to its many customers throughout the world.

A commitment to Sustainability will help ensure that Sanford continues to be a leader in the New Zealand seafood industry for the next 100 years. For Sanford, sustainability means delivering our core values of care, integrity and passion in everything we do, from ensuring healthy oceans, protecting our environment, enabling our people and supporting enduring communities and partnerships to ensuring a sustainable seafood business that produces healthy food. As well as being certified against the ISO14001 standard, Sanford publishes an annual sustainable development integrated report on its environmental, social and economic performance. Its integrated reports have been regularly recognized as amongst the best for listed companies in New Zealand and in 2016 won a number of prestigious international awards for sustainability and integrated reporting.

Dong Won Fisheries and Sanford Ltd have been working in partnership for over 30 years and the companies have strengthened this relationship by partnering in the China based processing operation, Weihai Dong Won Foods Co Ltd.

Additional information on Sanford Ltd can be found at: [www.sanford.co.nz](http://www.sanford.co.nz)



Sanford有限公司是新西兰规模最大、最多元化的水产品公司之一，始创于1881年，在过去一百多年的时间里，公司为全球各地的忠实顾客提供了大量优质的海鲜产品。1924年，Sanford有限公司已在新西兰证券交易所上市（新西兰证交所：SAN）。

该公司将各种海鲜相关业务成功结合，足迹遍布新西兰乃至世界其他地区。Sanford有限公司已形成垂直一体化的管理体系，拥有自己的配额和养殖场、渔船、加工厂，能够向世界各地的客户供应高质量、一致化的产品。

Sanford有限公司以致力于可持续发展为目标，使公司未来至少100年在新西兰渔业仍占有领头羊的地位。“Sustainable Seafood”不仅仅是一个标志，对Sanford有限公司来说，这意味着承诺所有的行为即从海洋生态界的保护开始到环境保护、人力开发、地区社会贡献、健康食品生产等水产食品事业为止都是以关爱、正直、热情为核心。并且获得ISO14001(环境管理体系标准)的认证。Sanford有限公司会就其环境、社会和经济指标发布年度可持续发展报告。对于新西兰的上市公司来说，其报告一直被认为是最好的。

我们的所行为即海洋生态界 从生态环境保护 人力开发 地区社会贡献 健康食品生产等水产食品事业实现 热爱 正直 热情为核心 东源水产有限公司和Sanford有限公司已合作30多年，公司通过在中国建设的威海东源食品有限公司进一步强化了合作关系。

Sanford有限公司的其他信息详见：[www.sanford.co.nz](http://www.sanford.co.nz)。





# WDWF INTRODUCTION

## 东源简介

**WEIHAI DONG WON FOOD (WDWF)** is located in the Weihai Economic and Technical Development Zone, an exclusive zone where duty and tax advantages apply. Since its very early stage WDWF has benefited from the full support of the Weihai local government, support that has allowed WDWF to grow and be a positive contributor to the developing local economy.

The WDWF seafood processing plant is a flexible, well appointed facility with a range of processing rooms of varying capacity. The plant has its own specialty fresh breadcrumb plant and all the facilities expected of a world class operation including its own laboratories and water purification system which meets international standards. The plant is well resourced and technically capable and has met the requirements of a number of international standards including US FDA HACCP requirements, BRC certification, CIQ approval, MSC Chain of Custody certification and EU registration.

The company is a well managed company with active involvement at a day to day management level and at board level by both Korean and New Zealand executives and managers.



Information	
Establishment Year	November 1995
Location	No 15 Hainan Road, Economic & Technical Development Zone, Weihai, Shandong, China
Area	22,076m <sup>2</sup>
Floor Space	Plant #1 : 10,600m <sup>2</sup> Plant #2 : 7,330m <sup>2</sup>
Capital	USD 10,000,000
Annual Processing Capacity	10,000M/T
Cold, Refrigeration Capacity	Plant #1 : 2,500M/T Plant #2 : 3,000M/T
Processing Products	Plant #1 : Fillet Products Plant #2 : Fresh Panko Breaded Hoki Products
Plant #1 Completion Date	May 1998
Plant #2 Completion Date	June 2005
Main Facilities	Spiral Freezer, Mesh Belt Freezer, Steel Belt Freezer, Cabinet Freezer, Electric Fryer

**November 1995:** Approval from the Chinese government for Dong Won Fisheries to build a processing plant in China and establish Weihai Dong Won Food Co Ltd.

**May 1998:** Processing commenced in a purpose built facility in Weihai. The number of employees reached 620 and annual production volume was 4,000MT

**2002:** Recorded over USD 10million export value.

**2003:** Recorded over USD 13million export value.

**July 2003:** Commenced construction of Plant No 2.

**August 2004:** New Zealand seafood company Sanford Limited invested in Weihai Dong Won Food.

**June 2006:** Plant No 2 began to operate.

**2008:** Recorded over USD 14 million export value.

**April 2009:** Dong Won Fisheries & Sanford Limited become 50/50 share holders in Weihai Dong Won Food

**2016:** Recorded over USD 15 million export value.



# MANUFACTURING CAPABILITY

## 加工能力

PLANT #1	Capacity(T/8hrs)	Dimension(m²)	Equipment
Processing Room #1	5	1,204	Mesh Belt Freezer 1 Steel Belt Freezer 1
Processing Room #2	1	304	Cabinet Freezers x 2
Processing Room #3	3	836	Mesh Belt Freezer 1 Cabinet Freezers x 2
Bread Crumb Factory	5	790	Breadcrumb manufacturing Equipment
Deep Fry Processing Room	1	271	Electric Fryer
Processing Room #4	5	522	Mesh Belt Freezer 1
Processing Room #5	3	476	Mesh Belt Freezer 1
PLANT #2	Capacity(T/8hrs)	Dimension(m²)	Equipment
Processing Room	18	3,665	Spiral Freezers x 2 Mesh Belt Freezer
Total	41	7,590	

### CERTIFICATIONS

The company has introduced and applied the advanced international standards to its management, training and recruitment systems.

### HACCP

The company obtained HACCP certification in 2000 and became a EU-registered seafood processing facility in the same year. The company's processing steps meet the HACCP standard from purchasing raw materials through to processing to shipping.

### BRC CERTIFICATE

In 2005, the company completed the evaluation and achieved British Retail Consortium's Global Food Standard.

### MSC CERTIFICATE

WDWF holds the Marine Stewardship Council's Chain of Custody Certificate, which allows the processing of MSC certified fish species such as New Zealand Hoki.

### USDC

WDWF is an approved establishment in the USDC(United States Department of Commerce) Seafood Inspection Program since 2007. This certifies that WDWF meets the United States government regulations regarding the construction and maintenance of facilities and equipment safety and quality processing methods and controls, and employee practices in the production of fishery products for human consumption.

# CERTIFICATE

## 认证证书





# LAB AND FACILITIES

化验及设备

WDWF has food testing and R&D facilities and operates its own microbiology lab.



WDWF continues to invest in the latest food processing technology including X-ray technology and large capacity spiral freezer.







# PROCESSING FACILITY

生产车间

WDWF's main processing room is capable of producing 8T of portioned fresh panko breaded product per 8 hours shift.



We are manufacturing and supply our own premium quality bread crumb at in-house facility with a long experience and know-how.



5mm



7mm



12mm



color





鱈魚魚排

ホキフライ

Fresh Panko Breaded Hoki Portion



# FRESH PANKO BREADED HOKI

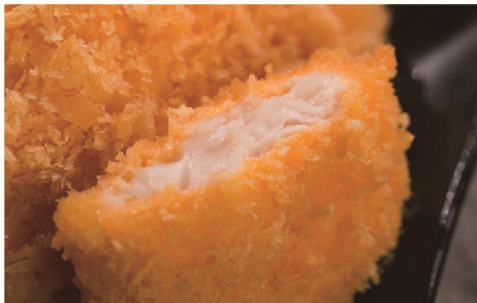


鱈魚魚排

ホキフライ

Fresh Panko Breaded Hoki Portion





鱈魚魚排

ホキフライ(カラー)

Fresh Panko Breaded Hoki Portion



青海苔鱈魚魚排

ホキフライ青海苔入り

Fresh Panko Breaded Hoki with  
Green Laver Seasoning



# STARCHED HOKI



一口淀粉鱈魚

ホキ一口竜田揚げ

Starched Hoki Bite







淀粉鱈魚

ホキ竜田揚げ

Starched Hoki Portion



粘土淀粉鱈魚

ホキ竜田揚げ

starched Hoki Portion





唐揚げ

イカ唐揚げ

Squid with Kara-age powder



## OTHER PRODUCTS

南藍鰯魚排 | ブルーホワイティングフライ | Fresh Panko Breaded Southern blue whiting Portion



黒海鰯魚排 | ブラックドリフライ | Fresh Panko Breaded Black Oreo Dory Portion





鱈魚条 (预炸)

ホキブレフライ

Hoki Pre-fry



土豆鱈魚串

ホキフィッシュ& チップス串

Hoki Fish & chips Skewer



土豆鱈魚球

ホキフィッシュ& チップスボール

Hoki Fish & chips Ball

土豆鱈魚条

ホキフィッシュ& チップスストリップ

Hoki Fish & chips Strip





# FILLET PRODUCTS



Black Oreo Dory Fillet | ブラックドリフィレー | 黒海魴魚开片



Southern Blue Whiting Fillet | ブルーホワイティングフィレー | 南藍鱈开片



滑海魴魚开片

スムースドリフィレー

Smooth Oreo Dory Fillet



Orange Roughy Fillet | オレンジラビフィレー | 加吉魚开片





无须鳕鱼开片

メルルーサフィレー

Hake Fillet



马哈鱼开片

サケフィレー

Salmon Fillet



鲛鱼开片

サワラフィレー

Spanish Mackerel Fillet



银鲷鱼开片

シルバーフィレー

Silver Warehou Fillet





鯧魚开片

ホキフィレー

Hoki Fillet



鲱魚开片

サバフィレー

Mackerel Fillet



海魴魚冻块

ドリブロック

Dory Block



南蓝鳕冻块

ブルーホワイティングブロック

Southern Blue Whiting Block



# SQUID I.Q.F PRODUCTS

单冻鱿鱼腿

イカあし

Squid Tentacle I.Q.F



单冻鱿鱼筒

イカチューブ

Squid Tube I.Q.F



单冻鱿鱼圈

イカリング

Squid Ring I.Q.F

