

Make it an Australian Seafood Summer!

Australia's seafood industry launched Seafood Experience Australia (SEA) at Sydney Fish Market recently, representing the first industry-owned corporation to promote Australian seafood to consumers both at home and overseas.

Celebrated Australian chef and restaurateur Luke Mangan and Dr Rosemary Stanton, Australia's best-known nutritionist spoke at the launch in support of Seafood Experience Australia. Both professed the need to educate Australians about their home-grown seafood, unmatched both in taste and goodness.

SEA spokesperson and Sydney Fish Market Managing Director, Grahame Turk, said: "For the first time ever the seafood industry is working together towards a common goal - the promotion of seafood."

"The Australian seafood industry has a well-deserved reputation. Our seafood is widely considered the best produced anywhere in the world because it comes from the cleanest and greenest waters. It is important we educate all Australian seafood consumers of this fact, not just those overseas," he said.

"We know Australians will eat seafood over Christmas, the challenge for Seafood Experience Australia is to spread enthusiasm for the huge variety and exceptional quality of local Australian seafood species and get Australians to eat Australian seafood every week of the year," Mr Turk said.

The initial concept of an Australian seafood promotion body came from numerous individuals and organisations across the Australian seafood industry including the Australian Seafood Industry Council, the National Aquaculture Council and the Seafood Enterprise Alliance.



Luke Mangan, Grahame Turk, Ron Edwards, Rosemary Stanton.

"The momentum has come from within the seafood industry and recognises the need for a professional body that can draw everyone together - something which has been seriously lacking in the past," said Mr Turk.

"Our focus will be on boosting sales of Australian caught and grown seafood. We know consumers want Australian product and we want that demand to continue to grow long-term. Having a single, dedicated marketing and promotional company will help the seafood industry become increasingly sustainable and ultimately profitable into the future."

Already over 20 major industry businesses have contributed to the corporation. The next step is to build on this groundswell of support and grow our membership," he said.

Australia's fishing industry was ranked fourth most valuable food-based primary industry in 2003-04, producing about 270,000 tonnes of seafood, worth about \$2.2 billion before any value adding.

For the latest information: www.seafoodpromotion.com



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