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## Rock lobster industry and Moore agree on new management plan

The Western Australian Fisheries Minister, Mr. Norman Moore has revised his management strategy for the C Zone of the rock lobster fishery following high-level talks with peak fishing bodies and the State's six major crayfish processors.

The new proposal, offered with the support and agreement of the five C Zone Professional Fishing Associations, WA's six major lobster processors and the WRLC, was for a return to fishing as soon as possible and a single 10-day closure from March 12-21.

Other conditions included pots out of the water during the closure and a reduced pot usage of 30 per cent of licensed pots (instead of 44 per cent) for the rest of the season.



The Western Australian Fisheries Minister, Mr. Norman Moore

"My primary responsibility all along has been the long-term survival of this fishery and if industry could come up with an alternative to achieve the required catch reductions, I would listen to its plan" said Mr. Moore.

Industry now wants to lower the current pot usage ratio from 44 per cent for the 2009-10 season and adjust fishing days to slow the

The Minister stressed it was not the State Government's responsibility to micro-manage the economics of the commercial rock lobster industry.

## Support for Festival

Chris Gambrellis from Melbourne's M&C Seafoods was a major sponsor for the inaugural Kastorian Festival held in Melbourne last week.

Chris, who hails from the Greek island of Kos, has for many years supported many worthwhile philanthropic organisations. As a keen golfer, he has participated in the "nearest to the pin competition" closest to the par 3 hole on many occasions. Moneys raised from this event have gone towards the Greek Welfare. Good to see members of the seafood industry supporting cultural events and benevolent organisations.



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Well, it was Christmas after all and a little cheer was well deserved. At the end of the year when everything starts winding down and holidays are on the horizon, a responsible drink with work mates is bound to happen. It was smiles all round for these blokes as they toast the fruits of their year's labours.

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# SEAFOOD NEWS

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Huon's response to 7.30 report

New branding of seafood

X/mas scenes

New and expanded EBPPP

Tassal salmon pure beauty food



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## Christmas rush for seafood

It was the afternoon before Christmas, with all hands on deck, a race against time and a mad rush by Australians for seafood. Alexander Goulas, (above) from Conway's Fish Trading in Melbourne, was helping with the pre Christmas orders.

## Retailers demand to know

Seafood retailers are demanding to know what is happening with the relocation of the Melbourne Wholesale Fish Market. They are no longer prepared to listen to rumours and half truths. The uncertainty of the markets future is causing them much angst with many of them wondering whether they will be in the industry for very long. It is common knowledge that the proposed site for the market is on Geelong Road Brooklyn.

Brimbank Council has received a planning permit application lodged on behalf of the Melbourne Wholesale Fish Market to move to Brooklyn. The application is currently being assessed. No decision has been made and no planning permit has been granted.

Council was required to give notice of an application to adja-

cent land owners and occupiers, to whom the Council believes the granting of a permit may cause "material detriment". Council considered that in addition to surrounding land owners and occupiers, that advising all properties within a radius of 300m from the site was also appropriate.

Continued on page 2



**continued from page 1**  
This gives any person the right to raise any concerns with Council, and all objections must be considered by Council as part of the assessment of the application.

In addition, two signs were placed on the site since 18 November and a public notice (placed by the applicant at the direction of Council) appeared in The Brimbank Leader on Tuesday 24 November 2009 to bring the proposal to the attention of any other potentially affected people. The signs and notice lets any interested party know of the proposal, where it can be viewed, that they can make a submission, and when a decision can be made.

The application initially went through a formal notification period and on Tuesday 22 December 2009 a meeting was held, in addition to the formal notice period, to ensure the resident groups and other interested parties had a sound understanding of the proposed operations on site. This was to enable them to make an informed submission to Council should they choose to do so. Any submissions will be taken into account up until the decision is made on the application.

Council cannot give a definite answer as to when the application will be determined as there are still outstanding items which need

to be completed prior to determination. However it is likely the application will be determined when permit conditions are finalised.

Brimbank council did not specify to us what the outstanding items are.

Most retailers we have spoken to agree that there should be a central distribution point where they can go and purchase their seafood. They are not very eager in travelling to different locations around Melbourne. Travelling to different locations, they feel, will costs them energy, time and money. Costs which will eventually have to be passed on to the consumer, and which most would rather not do under the current economic climate.

Some older hands from the maket, who are now retired, say that the State Government should monitor seafood prices. If seafood outlets are scattered and not at one location the Government would not be able to exercise the required control.

Almost ten years ago there was a move by some of the current market tenants to buy the existing market, but unfortunately it did not eventuate. Had it gone ahead much of the angst and uncertainty could have been avoided.



The purported site of Melbourne's new wholesale fish Market in Brooklyn. In our next issue we hope to have more detailed information for you. Stay tuned.

## LIFTING BAN ON MAKO SHARKS WELCOMED

The Victorian Government has welcomed the Federal Governments decision to lift a proposed ban on the fishing of mako sharks.

The Victorian Minister Responsible for Fisheries Joe Helper said the decision was a victory for common sense.

The act in its current form does not allow the flexibility of taking into account domestic circumstances when dealing with international decisions such as this that placed the mako shark under the Convention of Migratory Species. A ban would have significant impact on recreational fishers and jobs in regional communities.

"The Federal Government has announced it will now amend that legislation which will ensure the mako shark can still be fished responsibly in Australian waters and that is welcome news," said Mr. Helper.

Victoria has a mako shark limit of one catch per

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## Tassal Salmon Pure Beauty Food

January saw the launch of Tassal's massive marketing campaign aimed at revolutionising the way people think about and consume salmon.

The campaign is unlike anything that has been seen in the seafood industry before. The company is spending close to three million dollars, seporate to its advertising campaign. to feature extensively in many fashion, women's, and lifestyle magazines together with major PR, sponsorship and retail promotion and activities.

Everyone knows that salmon is good for you with loads of protein and many essential vitamins but salmon also has some other benefits that are less well known. Three ingredients found in salmon; Q10, Vitamin E and Omega 3, are also commonly found in skin care creams. The campaign is based on these other

benefits with the proposition that Tassal Tasmanian Salmon is "Pure Beauty Food" and so why wouldn't you eat your way to beautiful skin?

Dr. Perriconi, an American doctor, has gone so far as to suggest that eating salmon for three days (for breakfast, lunch and dinner), will result in a transformation likened to a face lift! As followers of recent 'beauty foods' trends will tell you, eating salmon can help you achieve beautiful skin.

Tassal is confident that this unique marketing campaign will not only give women a topic of conversation but also a compelling reason to eat more salmon and stimulate salmon consumption Australia wide.

Tassal believe that this idea will encourage people who don't eat salmon to do so.

## Seeing red over Barramundi burgers

Queensland professional fishermen are seeing red about the source of barramundi in a national fast food chain's fish burger according their industry spokesman Michael Gardner, President of the Queensland Seafood Industry Association (QSIA).

The Red Rooster chain is promoting a Wild Barramundi Burger, which according to Mr. Gardner is using imported Barramundi. "Queensland has plenty of superb barra, why would Red Rooster import the product rather than buying locally? The fish in Red Rooster's barra burgers comes from Vietnam he said.

In response to Red Roosters advertising copy which reads "Barramundi. The most prized of all fish. Sought after by the finest restaurants and the keenest fisherman. Of course, the secret is knowing the best spot" Mr. Gardner replies. Well, we can tell Red Rooster the best spot for them to get a barramundi is not Vietnam but Queensland, and we can help them do just that. QSIA would be happy to talk to Red Rooster about obtaining all the barramundi the company needs from local suppliers rather than importers".

Not all is doom and gloom and the good news for all seafood lovers who want fresh local barramundi is that the fishing season for barra

on the Queensland east coast opened Monday, the first of February.

Every year, commercial net fishermen stop fishing in North Queensland to let the barramundi spawn over spring and early summer. In the Gulf of Carpentaria, the closed season was from September the twentyfifth to January twentysecond and on the east coast from November the first to February the first.

Meanwhile the Northern Territory Government has closed Bynoe Harbour and the Finniss River to commercial barramundi fishing.

The closures will effectively reallocate the barramundi resource in these areas to recreational fishermen, fishing tour operators and the Indigenous sectors.

"Recreational fishing is an important part of the Territory lifestyle and I'm pleased to announce that the Territory Government has successfully negotiated the purchase of the fourth commercial barramundi licence through a voluntary Buy-Back Scheme," said the Territory's Fisheries Minister Kon Vatskalis said.

These changes take effect on the opening of the commercial barramundi season on 1st February 2010.

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## EU Certification Requirements for Wild-Caught Fish and Fish Products

Australian seafood exporters to the EU must be aware of the of EC Regulation 1005/2008 which establishes a system to prevent, deter and eliminate illegal, unreported and unregulated fishing.

The Regulation, which comes into force on 1 January 2010, provides that all consignments of fish and fish product will be prohibited from being imported into the EU unless accompanied by a catch certificate (this is in addition to current export documentation requirements). The catch certificate is required to be validated by the relevant fisheries management authority and must contain the harvest details of the fish (including, for example, the vessel and master's name and number, fishing licence number, date and location of capture, landing weights, details of processing on board) in addition to export, import and transport details. The Seafood Trade and Market Access Forum (SAF) determined that all efforts must be made to integrate this extra certification requirement into the current EXDOC system to minimise duplication.

The Seafood Export Consultative Committee (SECC) meeting held this week was advised by DAFF that progress has been made on

More information: Stuart Curran  
Tel:02 6272 3073 stuart.curran@daff.gov.au

## COMMERCIAL FISHER AGREES TO CURB PORTLAND TAKE

Fisheries Victoria has negotiated a new arrangement to share access to popular fish species between commercial and recreational fishers who use Portland Bay.

The Executive Director of Fisheries Victoria, Anthony Hurst, said a licensed commercial fisher has agreed to voluntarily cut the time he spends fishing in the Bay.

"There has been concern raised by recreational fishers in this area, regarding the use of commercial nets," Mr Hurst said.

"After discussions involving Fisheries Victoria staff, local recreational fishers, VRFish, Seafood Industry Victoria (SIV) and the commercial fisher involved, we have reached a fairer arrangement. The commercial fisher is operating lawfully under an Ocean Fishery Access Licence to target King George whiting and pike with a mesh net. However, he has agreed to a voluntary arrangement to not use commercial nets in Portland Bay between November 1 and February 28 every year and on any weekends

or public holidays throughout the year".

"These species represent an important income for commercial fishers attracting prices of up to \$20 per kg for whiting and \$8 for pike.

"Fisheries Victoria believes there are no sustainability issues associated with the species in question. "Commercial fishing provides supplies of fresh fish for the many people in our community who do not get the opportunity to catch their own fish, as well as jobs in several regional centres."

The CEO of SIV, Ross McGowan, said this was a sensible outcome which still allowed locals and tourists access to high quality, locally caught fish in the town's restaurants and shops. The Executive Officer of VRFish, Christopher Collins, said he was pleased to see fishers being given a better opportunity to have their say on local issues. "This is a workable compromise to protect valuable recreational fish stocks in Portland Harbour," Mr Collins said.

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## Kalliroe's Cooking

Kalliroe is of Greek Asia Minor descent and runs classes of traditional Greek cooking with Middle eastern influences She may be contacted at kalliroe@tsiatis.com

### Vietnamese grilled fish in banana leaf

#### Ingredients

- 1 Mackerel ( 300gms )
- 1 tablespoon of lemongrass ( chopped )
- 1 tablespoon of spanish onion ( chopped )
- 1/2 tablespoon of garlic ( crushed )
- 2 tablespoons of cooking oil
- 1 tablespoon Rum or white wine (keeps the fish moist)
- Banana leaves (8 leaves )or foil paper ( 3 pieces )
- 1 teaspoon of sugar
- 1 teaspoon of salt
- 1/2 teaspoon of pepper string

#### Preparation

Heat banana leaves to soften them. In a bowl prepare the marinade. Place the fish on the banana leaf or foil paper. Pour the marinade on the fish making sure that both sides of the fish are covered. Wrap the fish in the leaf or foil. If you use the banana leaf tie it as you would tie a package. Bake in the oven or on a charcoal fire for fifteen minutes on each side. Serve with salt, pepper and lime juice. Serves four.



Right: Australian tourist in Vietnam enjoying the local seafood.

## Oyster thieves on notice

The theft of shellfish from oyster farms is a widespread and growing problem according to those behind Operation Trident. Operation Trident is an ongoing initiative launched in 2007 designed to disrupt the black market trade. NSW Farmers Oyster Committee member Mark Bulley said Operation Trident had helped achieve a "noticeable reduction" in oyster thefts since its inception.

"The Christmas-New Year holiday period is the peak season for seafood and oyster consumption, and a series of operations were conducted across NSW to coincide with the expected rise in illegal seafood trade," Industry and Investment Fisheries Compliance director Glenn Tritton said.

Infra-red cameras and other high-tech surveil-

lance equipment is being deployed to watch over oyster farms and other property associated with seafood production, "Would-be oyster thieves are on notice again - we will catch you," said NSW Police Marine Area Commander Joe McNulty

"Oyster thieves target leases worked on tirelessly by farmers for years on end and the thefts impact on farmers, their families and ultimately the consumer."

He urged people to report thefts or the suspicious sale of oysters. Oysters offered to you in the pub are likely to be stolen and could easily pose a serious health risk to consumers. NSW Food Authority CEO Alan Coutts said stolen oysters were not monitored for quality and only those purchased from reputable suppliers could be bought with confidence.

## BIOSECURITY PROTOCOLS VITAL IN ABALONE DISEASE BATTLE

Fisheries Victoria is once again urging divers, anglers, boat operators, surfers and anyone else in the water along Victoria's south-west coastline to observe the abalone biosecurity protocols over the summer holiday period.

The Executive Director of Fisheries Victoria, Anthony Hurst, says it is important to remind

water users of the protocols to minimise the risk of spreading the disease, known as Abalone Viral Ganglioneuritis.

Although the disease is abating in some reefs first affected more than three years ago it has now been detected further to the east at Cape Otway.



# Huon's response

"The Huon method of farming sustainably produces the best fish you can buy"

"The issues raised by the recent ABC 7.30 report have generated some debate in the market and, while we have been in close contact with our customers through the last few weeks, we are grateful to Seafood News for inviting us to address any concerns that the wider industry might have."

Huon produces premium quality Tasmanian salmon for Australian and International markets and is justifiably proud of its animal husbandry and welfare record.

"We've been farming the pristine Huon Estuary and D'Entrecasteaux Channel since 1985 and we've proved that the Huon method of farming sustainably produces the best fish you can buy", said Peter Bender, founder and owner of Huon Aquaculture.

The comment that Huon salmon are comparable to battery hens is a preposterous suggestion. To compare individual hens locked in a cage where they can't move freely to salmon held at the lowest stocking densities in the world is chalk and cheese. We farm the world's largest pens at Huon; 168 circumference up to 20 metres deep, the actual percentage of room that our salmon actually take up in a pen is only around 1% when fully stocked.

In terms of the issue of antibiotics, Huon last used antibiotics on its sea farms over a year and a half ago and then only to treat a specific isolated health issue.

In the past when Huon has had to medicate individual pens it was for short periods of 10 days or less. Even then antibiotics were only used under the strict prescription and supervision of

a veterinarian and only in response to specific isolated health issues, as with all livestock reared for food production. In keeping with the Australian and New Zealand food safety standards and world's best practice in aquaculture, any fish treated with antibiotics were not harvested until the antibiotic had cleared their system.

Through taking a holistic view to animal health Huon is managing to eliminate the use of antibiotics. Not only do we farm with the lowest stocking densities in the world, we regularly fallow our sites the same way a land farmer fallows their pasture. We maintain clean nets, a healthy environment and low stress husbandry to ensure healthy fish. Huon's own selective breeding programme produces fish which are ideally suited to our Tasmanian conditions. Huon also uses a high quality diet that provides the fish with all their nutritional requirements.

"We put our fish first and are committed to preventative health measures" said Mr. Bender. Huon has a proven track record and is committed to responsibly and sustainably growing the best quality salmon available, making us the salmon of choice for sushi chefs and restaurateurs.

Huon's fish are grown in the clean waters of the Southern Ocean under a tightly regulated framework to ensure long term sustainability; including detailed monitoring of nutrient release, annual video sea bed surveys and the controlled use of antifoulants on nets. Huon works closely with CSIRO and other internationally recognised experts on environmental, health and quality matters.

## New and expanded EBPPP

The Department of Education, Employment and Workplace Relations (DEEWR) is inviting organisations to apply for training of their existing workers under the provisions of Expanded Enterprise-Based Productivity Places Program (EBPPP)

The Expanded Enterprise-Based Productivity Places Program was announced in November 2009 and will be heavily subsidised by the government. Proposals may be from enterprises or a RTO acting in partnership with an enterprise. Training must commence during calendar year 2010.

AgriFood Skills Australia offers opportunities for a range of organisations including small and medium enterprises to participate in the revamped (EBPPP). The EBPPP is an expansion of the successful National Enterprise Productivity Places Program (PPP) conducted through 2008 and 2009.

Applications must be directed through AgriFood and will be received until April 2010. AgriFood Skills Australia has a central coordination role in delivering the EBPPP. The government's managing agency, DEEWR, will accept proposals from AgriFood on behalf of applicants up to May 2010.

For more detailed information please call Michael Claesens (02 6163 7213) or Ross Ord (0412 430 728).

For more information on the Productivity Places Program visit: [www.productivity-places.deewr.gov.au](http://www.productivity-places.deewr.gov.au) Call: 13 38 73 or email: [productivityplaces@deewr.gov.au](mailto:productivityplaces@deewr.gov.au)



Workers in the seafood industry need and deserve further training. Both employers and employees should take advantage of the opportunities offered by the Government.

## New regulations on the importation of processed food to Japan

The Japanese Ministry of Health, Labour and Welfare (MHLW) has introduced new regulations regarding testing of imported processed food. The regulations take effect from the first of January 2010. Japanese authorities have indicated that these regulations are voluntary and are unlikely to have any adverse effect on the importation of processed food products into Japan, compared to the current processes.

According to MHLW, importers choosing to register their samples in accordance with the new regulations will be subjected to reduced, inspections/tests on arrival. The regulations are aimed at ensuring that consignments comply with Japanese import requirements.

Importers who choose not to follow the new regulations will be required to undergo at least one inspection/test of the initial commercial consignment and potentially more frequent inspection/testing of future imports of the same product.

Australian processed food exporters are advised to contact their importer in Japan to determine any potential commercial benefit of the new regulations on their business operations.

The Australian Embassy in Tokyo is working with MHLW officials to obtain further information on the new regulations.

## New branding for seafood

Recent surveys suggest that most Australian consumers have a strong preference for Australian seafood, but, cannot easily identify from where the seafood they are purchasing is sourced.

Seafood Services Australia (SSA) and Seafood Experience Australia (SEA) are working in partnership with Australian Made Campaign Limited (AMCL) to provide a cost effective marketing platform that will allow Australian seafood producers to:

- 1 Clearly brand and promote Australian products,
- 2 Effectively label and readily identify Australian products in domestic markets,
- 3 Build the market profile and brand recognition of Australian products in international markets.

The well established "Australian Made, Australian Grown" (AMAG) brand and logo will be used to promote locally produced seafood. In the future SSA, SEA and AMCL will develop an "Australian Seafood" representation using the AMAG logo. In addition to meeting the existing "Australian Grown" compliance criteria, the customised representation will include sector specific criteria that will highlight the Australian seafood industry's world leading environmental management practices and promote the use of standard fish names.

As an introduction to the AMAG Campaign, the "Building capacity to promote Australian seafood" project will refund eligible Australian seafood businesses up to 50 per cent of the cost of new AMAG licences, to a maximum of \$125 per business.

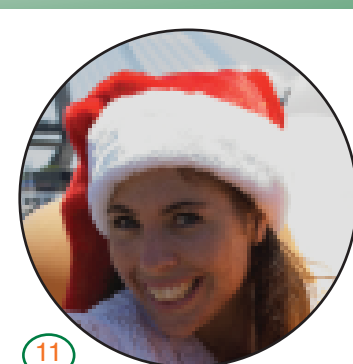
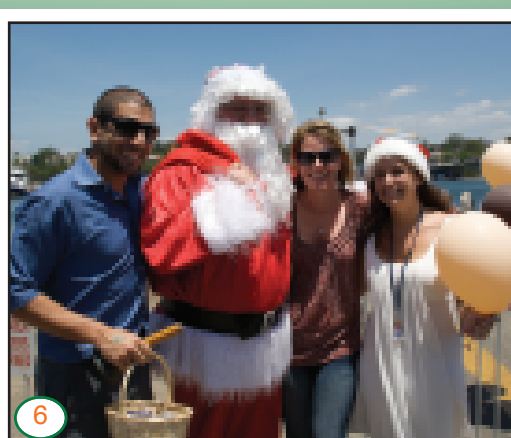
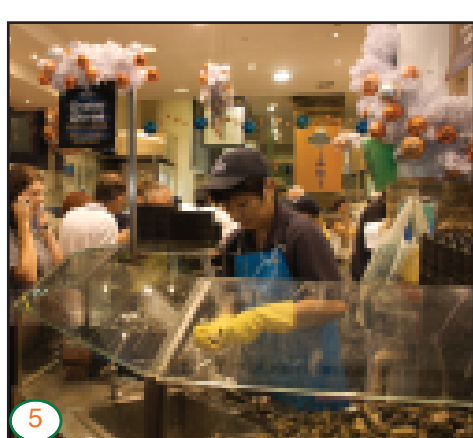
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These ingredients commonly found in skin creams, mousses, gels and lotions are found, naturally enough, in Tassal salmon. Surely not just your skin's beautiful skin!

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# Christmas scenes

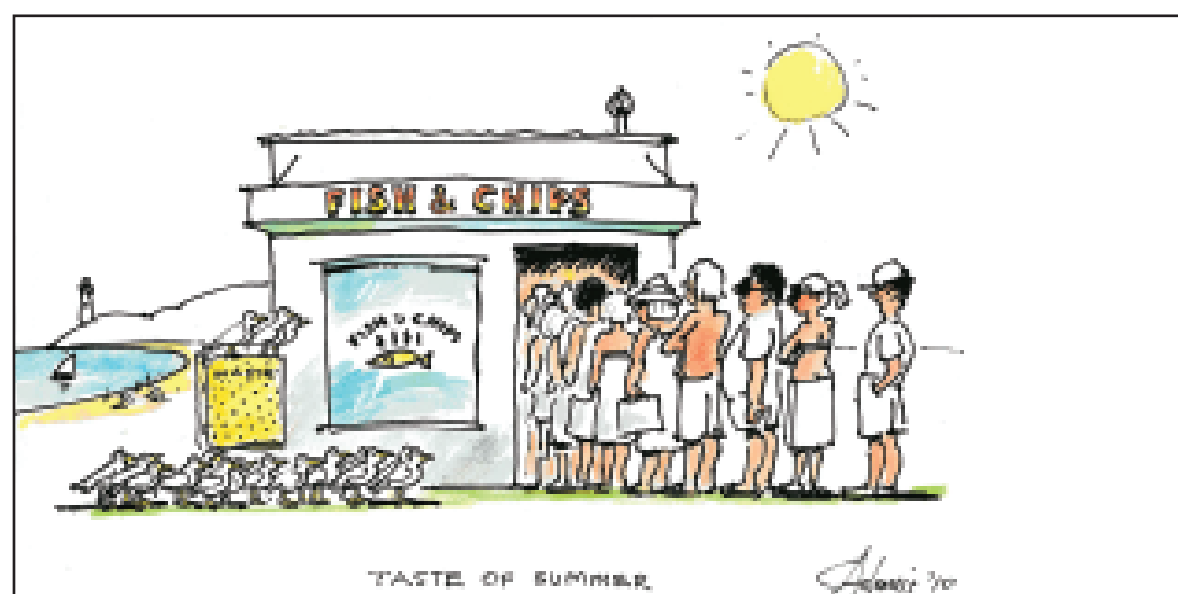
Unlike previous year's, this year's Christmas spirit was a little lacking in the seafood industry. The traditional Christmas Party celebration in no longer what it used to be. Demand however for fresh seafood has not diminished.

The Melbourne Wholesale Fish Market opened an hour earlier to cope with the increase in sales to retailers and the general public. Prawns, oysters and crays were the main species sold. The quality of Crays and prawns was very good with prices this year being slightly lower than other years. Although availability of seafood was good, retailers who did not pre order

missed out. At 6.15 am the day before Christmas, over six hundred members of the public had passed the gates into the market for their seafood.

At the Sydney Fish Market, the thirty six hour marathon was, in Peter C. Poulos words, "mad as all ways." Within that period of time it was estimated that almost eighty thousand people came to the Market. The inflow volume was so great that it was impossible to know the exact number. Prawns were the most popular seafood on sale. Other favourites included Oysters, while Snapper and Atlantic Salmon were the main sellers in whole fish.

**1** Dennis Dellas in front of his Christmas poem at the MWFM. **2** The mad rush at Peter's Fish Market, SFM, 9.30 pm on the 23/12/09. **3** At the SFM Christmas angel trumpeters were replaced by updated jazz saxophonists. **4** At Tim and Terry's at the MWFM, Santa is about to descend. **5** Freshly shucked oysters golden baubles, white tinsel and it was beginning to look a lot like Christmas at the SFM. **6** Welcoming Santa at the SFM with balloons, hugs and a basket for the Christmas presents was David Sandrussi, Louise Nock and Louisa Goodall. Grahame Turk was a very convincing Santa. **7** Peter C Poulos, and his now famous, Christmas lunch (minus the souvlaki), feeds Steven Jacobs of the Today programme a cooked King Prawn from Coffs Harbour. **8, 9, 10** At Tassal, (Melbourne) some accepted Santa's present by sitting on his knee, others rang Santa's bell but Business Manager of Victoria and South Australia, John Sciarra, was gripped with excitement when he shook Santa's hand. **11** Nothing beats a Christmas smile. **12** Grahame Turk as the loveable Santa. **13** Even the Kiwis, (Sanfords), celebrate Christmas **14, 15** Manolis Scorsis from Conways Fish Trading and his country and western Christmas look. Meanwhile, outside, the queues were getting longer by the minute and it was still early in the morning.



## EU and Faroe Islands agree on fishing for 2010

The European Commission, negotiating on behalf of the European Union, and the Faroe Islands have agreed on the levels of fishing in each other's waters, as well as access provisions for blue whiting for 2010. The Commission welcomes the arrangement, which confirms the current climate of co-operation between the two parties. Both have a shared interest in ensuring the sustainability of North Atlantic fisheries. The fishing levels agreed on, take account of the most recent scientific advice on the stocks concerned. Faroese access to fish blue whiting under their quota in

the Coastal State arrangement in EU waters was reduced and in the absence of any Coastal State agreement on mackerel, no additional access was granted to the Faroe Islands to fish mackerel in 2010, other than through the reciprocal exchange of quotas. Quotas for deep-sea species for both parties were reduced in line with current scientific advice. The two parties agreed to continue their co-operation on control, and in particular to following up the work of the EU, the Faroe Islands and Norway regarding control measures in the fisheries for pelagic species.