

Oil slick major threat to Louisiana's seafood

The massive oil slick in the Gulf of Mexico is not only shaping up to be one of the United States most devastating ecological disaster but also a major threat to the area's seafood industry.

According to Louisiana State and Federal authorities the area supplies more than three quarters of the domestic markets shrimp. The Louisiana commercial seafood industry is worth \$2.5 billion.

The shrimp season was opened a week earlier this year so that commercial fishers had a chance to harvest shrimps before the oil slick pollutes their fishing grounds. While shrimp fisheries and oyster beds close to land are still

open, the off shore ones have been closed.

Seafood distributors are bracing themselves for a shortage of shrimp and oysters and an inevitable price rise of at least ten percent. Major supermarket chains and distributors are already looking for alternative supply sources.

Oil kills fish by coating their skin and suffocating them or by toxic inhalation. It is feared that the oil slick that is growing by the day will wipe out a generation of snapper, groupers and other species. Spawning grounds of Red Fish are facing destruction which will affect the future fishing tournaments in the State of Louisiana. Such events are a major revenue for the State.

At the European Seafood Exposition

The winners are:

At the tenth annual Seafood Prix d'Elite new products competition at the European Seafood Exposition, Prins & Dingemans and Grant's Smokehouse were awarded the top prizes. The winners were selected from a field of 43 finalists and were announced at a special Seafood Prix d'Elite reception.

Prins & Dingemans of Yerseke in The Netherlands took the top award for best new retail product with its entry, Oyster Tasting Platter. An innovative approach to serving oysters, this product features three different kinds of oysters, four Zealand oysters, four flat oysters and four French oysters, in a three compartment package. The selection allows the consumer to easily serve a fresh oyster platter and experience the three unique tastes. The judges particularly noted the freshness of the product and the way it encourages consumers to try new types of oysters.

healthy alternative to traditional bacon products.

In addition to the two grand prizes, the judges also gave five special awards:

Prawn Lollipop from Dish Hospitality of Mumbai, India was awarded the Seafood Prix d'Elite special award for Convenience. This unique savory appetizer features prawns marinated in a North Indian Achari spice blend of anise, mustard, coriander, onion and cumin, then coated with crispy rice flakes. The lollipop includes a sugar cane stick, which infuses a juicy finish.



The Seafood Prix d'Elite special prize for Health & Nutrition was won by Heiploeg Group of Oostende, Belgium for its product, Heidema & van der Ploeg North Sea Shrimp Stock. This concentrated shrimp stock is made at the source from just-landed North Sea shrimp. No artificial flavorings are added. Packed in glass jars, the stock is the perfect base for nutritious seafood soups and sauces.



Krustagroup of Barcelona, Spain was given the Seafood Prix d'Elite special award for Retail Packaging for its Langostino Austral Pelado. These peeled and deveined Argentinian red shrimp are packed in a black trayskin pack that shows the consumer the size of the shrimp as well as the quantity they are buying. An attractive black and white outer box provides product details.



Come hail, rain or shine you can be sure that Josh will be at the Melbourne Wholesale Fish Market pushing a trolley loaded with bins of seafood.



Foodservice prize winner MacKnight's Smoked Salmon Bacon from Grant's Smokehouse was also presented with a Seafood Prix d'Elite special award for Originality. The product provides consumers with a healthy alternative to bacon that is high in omega-3 and kosher. The slices are portion-controlled for ease of use and to contain costs for foodservice operations.

The new Saucy Fish Co. line of ready-to-serve products from Seachill of Grimsby in the United Kingdom was presented with a



Seafood Prix d'Elite special award for Seafood Product Line. This chilled retail line features a range of seafood species offered with unique sauce combinations, including Salmon with Watercress & Crème Fraiche Sauce, Sea Bass with Beurre Blanc Sauce, Haddock with Mustard and Dill Sauce, and Salmon with Sunblush Tomato Dressing.

The 43 Seafood Prix d'Elite finalists in this year's competition represented 14 countries. The countries of India and China were represented as finalists for the first time this year.

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\$40 million facelift for Sydney Fish Market

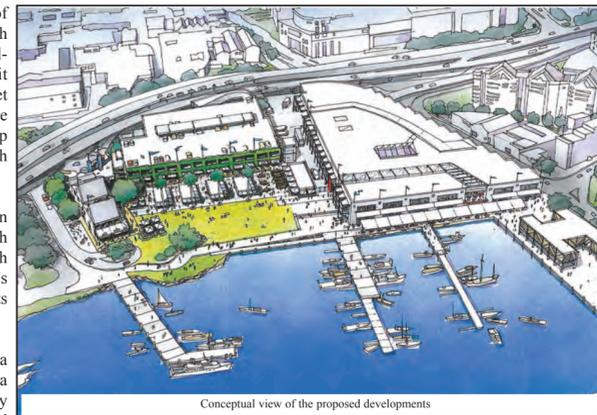
It has been an icon since the mid 1960s

As we reported in the April issue of Seafood News, The Sydney Fish Market is about to undergo a \$40 million facelift which will make it Australia's premier seafood market place. The redevelopment will be undertaken by a new partnership between the NSW Government and Sydney Fish Market Pty Ltd.

The NSW Government will invest up to \$20 million towards the joint \$40 million redevelopment with costs being matched on a dollar for dollar basis with the Market's private operators. The Government's contribution will focus on foreshore improvements and public domain areas.

The Sydney Fish Market, located in Pyrmont, is a key commercial part of NSW's fishing industry and a key tourist attraction on the fringe of the Sydney CBD. It has been an icon since the mid 1960s, and has become synonymous with Christmas and Easter in Sydney. Approximately 3.5 million people visit the Market every year with over thirty percent coming from interstate or overseas. The redevelopment projects to boost visitor numbers by 30 per cent and retail business by 20 per cent.

Last financial year 13,600 tonnes of seafood were traded and



Conceptual view of the proposed developments

generated \$152 million in retail sales and contributed \$106 million to the economy. With the redevelopment there will be a 36 per cent increase in wholesale and retail space, from 9,812 square metres to 13,369 square metres including an expanded retail presence (9,951 square metres compared with the current 5,706 square metres)

The redevelopment will improve the Fish Market's appearance

though better transport links, better pedestrian access, foreshore access and open space as well as its performance and safety. Redesigned buildings and landscaping will make the precinct more appealing and functional. There will be a new boardwalk across the water frontage of the site, repaired seawall and refurbished wharf structures.

The upgrade will significantly improve efficiency, productivity and occupational health and safety for seafood suppliers and buyers. Two upper levels of car parking accommodating 357 spaces plus the retention of onground parking to give capacity of 502 vehicles (compared with current 452) There will be greater provision for cyclists as well as improved public access to Blackwattle Bay from Glebe, Darling Harbour, Pyrmont-Ultimo and the Sydney CBD.

Environmental improvements including reduced odour, improved stormwater, drainage and sewerage and the redevelopment of the existing car park will deliver significant improvements to open spaces, outdoor dining and public foreshore access.

Construction will generate 160 jobs, and the redevelopment will result in space for up to 12 extra retailers supporting up to 200 extra workers.



Illustration: Con Aslanis



Aussies in Brussels

We may not be the world's largest seafood producers, but we attend some of the world's biggest seafood exhibitions. Again we were present at the European Seafood Exposition and as you can see Mr. Roy Palmer, Chief Executive Officer of SEA, was spruicking our seafood credentials. Winners of the Seafood Prix d'Elite new products competition can be seen on page 6.

Sea monkey production

A state of the art commercial brine-shrimp farm at Port Gregory, near Geraldton was recently opened by the Western Australian Fisheries Minister Mr. Norman Moore.

An expert team led by Department of Fisheries scientist Sagiv Kolkovski, had developed the technologically-advanced facility to cultivate the minute Artemia, in partnership with Cognis Australia, the world's biggest producer of the naturally occurring red pigment, beta-carotene.

Brine-shrimp, also known as Artemia or 'sea monkeys' are a key component of the food used in the commercial aquaculture of fish and prawns. Artemia feed on micro-algae and can be an unwanted pest in the production of beta-carotene.



Mr. Norman Moore, WA Fisheries Minister

Because it feeds on the highly nutritious algae, the Artemia produced at the facility, will be of the highest grade quality and contribute to the reduction of the reliance on imported Artemia supplies. Artemia produced at the plant will also help fill the regular gaps in Artemia supply to Australia's commercial aquaculture industry as a result of market shortfalls.

The development is a collaboration between the State Government, the aquaculture industry and the Fisheries Research and Development Corporation (FRDC). "The development of this project marks the culmination of seven years' research work, providing a much-needed source of high quality, sustainable fish-feed for Australian and international fish-farms" said Mr. Moore.

Options to help S A sea lion

SARDI scientists have presented Commonwealth fisheries and threatened species management agencies with a range of options to minimise the risk to threatened Australian sea lion populations from bycatch mortality in the shark gillnet fishery off South Australia.

The report, led by Australian seal expert Associate Professor Simon Goldsworthy, was commissioned by the Fisheries Research and Development Corporation (FRDC). It aims to help the fishery become more ecologically sustainable, and in so doing assist the Commonwealth meet Wildlife Trade Operation (WTO) conditions to maintain export exemptions under the Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act).

More than 80% of Australian sea lions – Australia's only endemic seal - live in South Australian waters. Bycatch of Australian sea lions in the shark gillnet fishery has been identified as a key threat to the species.

Professor Goldsworthy says the comprehensive research program used a range of cutting edge technologies to assess interactions between the fishery and the sea lions. "These included the satellite tracking of over 200 female, male and juvenile sea lions across the state, providing over 100,000 satellite positions that were used to model their at-sea distributions; detailed data on sea lion abundance and colony distribution; a dedicated independent bycatch observer program on shark gillnet fishing vessels; and data on the spatial distribution of fishing effort."

The report estimates that between 187-347 sea lion bycatch mortalities occur within SA and adjacent Commonwealth waters each year.

"For female sea lions, mortality from fishery bycatch represents about a 35% increase from natural mortality levels" says Associate Professor Goldsworthy.

The report identifies such bycatch mortality levels are unsustainable and, if modifications are not made to current fishing practices, further declines in sea lion abundance, colony extinctions and reductions in range are likely.

"The current distribution of sea lions is characterised by many depleted colonies which may reflect vulnerability to bycatch and the distribution of fishing effort since the gillnet fishery began 36 years ago," says A/Prof Goldsworthy. "The report shows that substantial contraction in the current area fished by the gillnet fishery is required to achieve significant reductions in sea lion bycatch mortality."

The report identified that the likelihood of further declines in sea lion abundance would be minimised, and the capacity for the species to recover would be enhanced, if bycatch of female sea lions could be reduced to zero.

The report has provided powerful modelling tools that will enable fisheries and threatened species managers to compare and contrast the bycatch reduction benefits that would be achieved from the implementation of different management strategies.

"It is now up to the Commonwealth agencies, the Australian Fisheries Management Authority and the Department of the Environment, Water, Heritage and the Arts to implement the most appropriate management strategies to meet the WTO deadline of 30 June, 2010," he says.

Another loss to the Fish Industry

By Costa Cosmas

Presently I am in Greece and I have just heard of the passing of Bill Stanogias from another Australian Greek here.

I am shocked at his passing for he was in his mid to late sixties and it was unexpected. Bill was a true gentleman at all times, well spoken, and with great sensitivity.

I remember his dear father very well as he was a customer of my father in the old Wholesale Fish Market and later in the present market. Although many personalities have passed through our wholesale market stall over a period of 50 years, and it would be impossible to remember them all, there are a few that remain in memory.

Bill's father would be of the first to be recalled. He attended the market sales in a neat grey dust coat and a hat, always a gentleman. He was from memory from Florina, in Macedonian Greece and in Australia from a community that we had an excellent relationship. It was easy to see that Bill was his father's son. I often spoke to him about his father for it was pleasant to speak to such a kind character.

Bill along with Ron Jannis (Heraklis Karagiannis) operated "Jimmy's Oysters" and later at their retail fish outlet at the Queen Victoria Market. I have not had the opportunity to speak to Herakli but I imagine that he must feel a tremendous loss. It appeared that they had an excellent relationship which showed that partnerships can be successful if the characters are compatible.

Bill will be truly missed. If this loss has effected us, I can only imagine the loss felt by his family. To them, my thoughts and sympathy flow. Bill Stanogias like his good father will not be forgotten by those who were fortunate and privileged to have known him.

We at Seafood News would also like to pass on our condolences to the Stanogias family.

In Brief

Fishing ban in Sea of Galilee

The Israeli Government has imposed a two year fishing ban at the Sea of Galilee in Israel. Also known as Lake Kinneret it is 13 miles by 7 miles and is one of the best known bodies of water to the Christian world.

restaurants is the St. Peters fish.

The ban has been introduced to prevent the further depletion of fish in the lake. Within the two years fish stocks will be replenished and fishermen compensated for their loss of income.

It is believed that it was on these lake banks that Jesus fed five thousand of his followers with five loaves of bread and two fish. Today the most popular fish that comes from these waters and is a favourite in Israeli

Built on the banks of the lake is The Church of the Multiplication. In this case, increasing the number of fish in the lake, may be easier than in other cases.

Queensland eastern king prawn fishery effort trigger

Fishers can only fish a maximum of 24 days a month during May, June and July 2010 anywhere inside the Southern Trawl Fishery Area.

Between 1 November 2009 and 31 March 2010, 351,143 trawl effort units were expended in the Southern Trawl Fishery area, exceeding the trigger by 42,129 effort units.

If you employ a skipper to work your trawl licence please ensure you make them aware of this.

The aim of the restriction is to relieve fishing pressure on eastern king prawn stocks during the spawning months of May, June and July while allowing fishers to choose the most appropriate fishing days for their circumstances.

Fishers can determine which days they do and do not fish. If fishers have the necessary licence endorsements they may choose to continue to fish outside of the Southern Trawl Fishery area once their individual monthly effort cap is reached.

Further information Contact Mr Eddie Jebreen, Ph: 07 3225 1842 or email eddie.jebreen@deedi.qld.gov.au

In July 2008 Fisheries Queensland considered concerns about high trawl fishing effort in the eastern king prawn fishery and consulted on a range of management options.

Following discussions with industry members,

Dead Gugong not caught by professional fishermen

Three dugong found dead in a net near Cairns were not caught by professional fishermen. "I want to make it very clear that this net and these dugong have nothing whatsoever to do with commercial fishermen," industry spokesman Michael Gardner said.

Mr Gardner, President of the Queensland Seafood Industry Association (QSIA), called on authorities to take action on the deliberate netting of dugong. He said local fishermen had confirmed the net involved was not a type used by commercial fishermen.

Incidents like this cause commercial fishermen to suffer some collateral damage, even though they have been restricted from fishing in a number of fishing grounds to reduce the risk of accidentally catching even a single dugong

According to Mr. Gardner the net is made to catch and kill dugong. There is no excuse for the killing which makes a mockery of State and Federal Government attempts to protect the species.

TANDOORI SHRIMP

- 2 lb 2 oz/1 kg jumbo shrimps
- 1 cup yogurt
- 1 tbsp garam masala
- 1 tsp cumin powder
- 1 tsp coriander powder
- 1 tsp chili powder
- 3 tsp garlic-ginger paste
- 1 tsp red food coloring
- 3 tsp lemon juice
- salt and pepper to taste

Place the yogurt in a large bowl. Add the garlic-ginger paste, chili powder, cumin, coriander powder, garam masala, salt and red food coloring and blend together until well mixed.

Add shrimps to the yogurt - spice mixture and mix to coat well.

Cover and let it marinate in refrigerator for a minimum of 6 hours.

Preheat the broiler to the medium.

Transfer shrimps to a heatproof dish and brush with vegetable oil.

* Cook under the preheated broiler for 30-35 minutes, turning the pieces occasionally and basting with any remaining oil, until the meat is tender and cooked through.

AFMA and industry giving Seafood Directions

AFMA and the Great Australian Bight Industry Association Inc (GABIA) presented at the Australian Seafood Industry National Conference – Seafood Directions, in Melbourne between 14-16 April 2010. The conference theme was Connecting the Supply Chain and the presentation focused on co-management and its role in the supply chain.

of Lakes Entrance), the Northern Prawn Fishery and the Great Australian Bight Trawl Fishery.

Co-management makes a paradigm shift in fisheries management from a system of government consulting with industry on decisions, to a collaborative system where industry and government make the decisions together. Collaboration allows industry greater autonomy in managing the day-to-day practices of the fishery, something they can do best.

The trials are almost in their last year and the rewards of the hard work by AFMA's co-management team of Shalan Bray, Jill Harrap and Steve Bolton, industry co-investigators Jeff Moore (GABIA), Annie Jarrett (NPF Industry Pty Ltd) and Dale Sumner (Lakes Entrance Fishermen's Co-operative Society Limited) and the fishers involved, is being seen.

Co-management is currently being trialled in three Commonwealth Fisheries, the Southern and Eastern Scalefish and Shark Fishery (out

For more information, please contact Tim Dawson, Media Manager on (02) 6225 554, 0447 942 840 or tim.dawson@afma.gov.au.

Biosecurity Australia Advice

This Biosecurity Australia Advice (BAA) informs stakeholders that Australia's Director of Animal and Plant Quarantine has determined a quarantine policy for the importation of prawns and prawn products.

At the completion of the IRA process, Biosecurity Australia recommended that Australia's Director of Animal and Plant Quarantine make a policy determination that prawns and prawn products could continue to be permitted entry into Australia under specific quarantine conditions. These conditions are similar to the current interim measures introduced in July 2007 and amended in September 2008.

Importation of prawns and prawn products may be permitted subject to the Quarantine Act 1908, and the application of sanitary measures as specified in the Generic Import Risk Analysis Report for Prawns and Prawn Products, October 2009. The policy will now be taken into account by decision makers when considering import permit applications for prawns and prawn products in accordance with the Quarantine Act 1908 and Quarantine Proclamation 1998 as amended.

The Director of Animal and Plant Quarantine has now determined the quarantine policy to permit the continued entry of prawns and prawn products to Australia. Importation of prawns and prawn products may be permitted, subject to the Quarantine Act 1908, and the application of sanitary measures as specified in the Generic Import Risk Analysis Report for Prawns and Prawn Products, October 2009. These measures are designed to limit quarantine risk to a level that is acceptably low, in order to achieve Australia's appropriate level of protection. The policy will be taken into account by decision makers when considering import permit applications for prawns and prawn products in accordance with the Quarantine Act 1908 and Quarantine Proclamation 1998 as amended.

Information on the appeals is available from: www.daff.gov.au/about/contactus/corp/policy/import_risk_analysis_appeals_panel.

The final IRA report (BAA 2009/25) is available on the Biosecurity Australia website, www.biosecurityaustralia.gov.au.

Australia and Taiwan sign MOU

Australia and Taiwan are increasing their collaboration on marine research with the signing of a Memorandum of Understanding in Townsville recently.

less understood than the land. Sixty four percent of the oceans are outside national jurisdictions in the open oceans and deep sea areas, which highlights the need for international scientific cooperation in studying the oceans.

"This bond between Taiwan and Australia will benefit both nations. As we are island countries, the abundant biodiversity of ecosystem will fuel our cooperation effort on marine science." Deputy Minister of NSC, Dr. Wen-Chang Chang said.

Delegates from the Australian Institute of Marine Science and the National Science Council (NSC) of Taiwan signed the memorandum at AIMS' headquarters, at the national park at Cape Ferguson, close to the Great Barrier Reef. The CEO of AIMS, Dr. Ian Poiner, signed on behalf of AIMS while Deputy Minister of NSC Dr. Wen-Chang Chang for Taiwan

AIMS' core research strengths include: marine biodiversity; tropical crustacean aquaculture; water quality and ecosystem health; climate change and the impact of climate change on marine ecosystems; and understanding marine microbes and symbiosis.

The Representative of Taiwan in Australia, Dr. Gary S. H. Lin, and Mrs. Lin, as well as Ms. Pauline Lin, Director of TECO's S&T Division, were also present on the said occasion to witness the signing of the MOU of marine science cooperation between the two countries.

Researchers from both organisations are already exploring potential projects that would benefit marine science in both nations. "Through this memorandum, we will encourage our respective researchers to embark on collaborative research projects, mutual visits and joint workshops, all focussed on marine science," said Dr. Poiner

The oceans cover 71 per cent of the Earth's surface but are less studied, less known and

April's 10 best sellers	
Species	No 32kg
Mixed Fish	9804
Flathead Tgr sml.	1857
Blue Grenadier	1449
Squid Arrow	838
Warehou Silver	822
Flathead Tiger lrg	786
Red Fish	562
Silver Travelly	444
Morwong	433
Gummy Shark	302

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International Seafood & Health Conference The Wonders and Opportunities of Our Oceans Exhibition

Melbourne Conference & Exhibition Centre November 6 to 10

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The three previous Seafood and Health conferences have been held in the northern hemisphere-twice in the USA and once in Norway. The conference was originally sponsored by the National Oceanic and Atmospheric Administration (NOAA) and the US Department of Commerce and has always been organised by governments.

This is the first time it will be held in the southern hemisphere and run by industry. The Victorian Govern-

ment sees this conference and exhibition as an important event to be included in its supported event calendar. The event will be held at the Melbourne Convention and Exhibition Centre - the first conference centre to be awarded a 6 star Green Star environmental rating.

The state of Victoria accounts for about 25 per cent of Australia's population, yet it carries out more than 40 per cent of the nation's health and medical research. The universities of

greater Melbourne produce more students from the sciences than any other Australian city.

Melbourne also ranks alongside London and Boston as the only cities with two world-class medical teaching universities.

We are very pleased to announce that our conference Keynote speakers have been appointed and will be leading the charge to Create a Paradigm shift relating to seafood benefiting health and Wellbeing.



Prof. Michael Crawford

Director, Institute of Brain Chemistry and Human Nutrition. Consultant for WHO, FAO. Millennium Danone Chair at the University of Gent, Chair at the Albert Schweitzer International University in Geneva. Member of the DoH

Committee on Borderline Substances Professor Crawford has been the Director of the Institute of Brain Chemistry and Human Nutrition at the London Metropolitan University (previously at the Queen Elizabeth Hospital for Children, London E2 and the University of East London) since 1990. His special interest is in the role that lipids and essential fatty acids play interacting with the cellular signalling systems, i.e. the key interaction between nutrition affecting membrane lipids and gene expression. He has received many honours and has extensive interests, directorships and affiliations. He collaborates in research internationally and is much in demand as a lecturer worldwide.



Prof. Dr. med. Clemens von Schacky

Member, prevention panel, German Cardiac Society (generating pertinent guidelines) Fellow, American Heart Association / Arteriosclerosis,

Thrombosis and Vascular Biology Council; Fellow, European Society for Cardiology; European Cardiologist; Member, Board of Directors ISSFAL (International Society for the Study of Fatty Acids and Lipids) 1997 - 2001, 2008-; German Cardiac Society, Lipid-Liga, others.

Research topics: Cardiovascular prevention, aspirin, omega-3 fatty acids, postmenopausal hormone replacement, clinical studies, participation in large multi-center trials.



Gilles Boeuf

Laboratory Arago, Oceanological Observatory at Banyuls, University Pierre & Marie Curie, and Muséum national d'Histoire naturelle, 57 rue Cuvier, 75005 ; tél 0033 140793777, Paris, boeuf@mnhn.fr High

Formation (Master degree) in biological oceanography, PhD in developmental Biology, Fluent French, Spanish and English. Past activities: 24 years in CNEXO then IFREMER (1975 1999), as scientist, then Director of the Laboratory "Fish Physiology", later, Director of the Programmes « Physiology of aquaculture species » (1995-1999), Director of the Laboratory Arago-Oceanological Observatory of Banyuls, (140 people), 1999-2005, University Pierre & Marie Curie/CNRS, Director of the Research Unit « Models in cellular and evolutive biology », at Banyuls, 2005-2008. Conference up date May 2010



Tom (J. Thomas) Brenna, PhD

Professor of Human Nutrition and of Chemistry and Chemical Biology at Cornell University, Ithaca, New York, USA. He is also a member of Cornell's graduate faculty of Food Science and Technology, and is Adjunct Professor in the

Dept. of Community and Preventative Medicine at the University of Rochester (NY) Medical College. His re-

search group focuses on study of polyunsaturated fatty acid (PUFA) nutrition in the perinatal period, and their role in neural and retinal development. Studies of the efficacy of DHA and related PUFA as structural components of the central nervous system have helped to define the mechanism by which these fats improve visual and neural function. His group is also active in the development and application of biomedical mass spectrometry for metabolic studies. The National Institutes of Health (NIH) has supported his research continuously since 1991 for these and related studies, as have several other government and private entities. His most recent work has contributed to identification of the genetic and molecular factors associated with human PUFA biosynthesis.



Sean Strain (University of Ulster, Coleraine, Northern Ireland)

After graduating with a BSc (Chemistry), BAg (Agricultural Chemistry) and PhD (Nutritional Biochemistry), all from Queen's University, Belfast, he spent several years (1977-1980) in academia in Australia before joining his current institution in 1981. He was instrumental in creating the highly successful BSc Honours Human Nutrition and Dietetics and building up human nutrition research at the univer-

sity to its current position. He is Professor of Human Nutrition (since 1994) and Director of the Northern Ireland Centre for Food & Health (NICHE). He was part of the submission in Biomedical Sciences that was top rated (5* for research excellence) in the two previous (1996, 2001), and top-rated on research power in the most recent (2008), UK - wide Research Assessment Exercises. He has attracted over £33M in research grants and research structural monies and is an author of over 200 peer-reviewed research publications, mainly in the areas of trace element nutrition, fatty acid metabolism, and in B vitamin and homocysteine metabolism. He is currently working on two large projects, one funded by the EU and the other by the NIH (US), which are investigating the effects of maternal status of omega-3 fatty acids and foetal exposure to methylmercury on cognitive development outcomes in mother-child cohorts in the Seychelles

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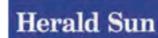


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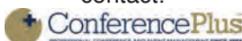
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International Boston Seafood Show



1



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3

John Karen from Nationwide Seafoods (Melbourne) was one of a number of Aussies who visited the International Boston Seafood Show in the US recently.

John found many similarities between the Australian and American seafood industries but also many differences. Population sizes between the two countries is a determining

factor in the volume of seafood consumed.

He found that seafood and restaurant associations worked in conjunction with one another towards an increased consumption of seafood.

Promotion of seafood in the US is far more advanced than what it is here. Great attention is paid to design of seafood

packaging particularly to the value added sector.

Conservation and sustainability was very prominent in most exhibitors minds with Catfish, Salmon and Trout topping the list in farmed species. Barramundi however is currently proving to be the most popular species with sales of it skyrocketing.

"I recommend that more Australians attend such exhibitions to see how the resource is promoted and utilized" said John.

- 1 John Karen at the Boston exhibition venue
- 2 One of the many restaurant associations at the exhibition

3 An example of the importance producers are placing on packaging and the ready to eat availability of the product.

Connecting with the industry

The high ceilings of the The Sebel Albert Park (Melbourne) conference room were perhaps symbolic of the lofty ideas and aspirations that participants expressed at the Connecting the Supply Chain conference.

"Global food production is

forecast to increase by 50% before 2025 and double by 2050. Fish is one of the most traded of all food commodities and represents 15-16% of global animal protein consumption and 5% of all protein consumption. To retain its share of global nutrition farmed fish production will have to continue to grow strongly" said Mr. Jason Plato, General Manager International Marketing, Sealord Group.

Marketing Science highlighted some of the key barriers hampering the usage of more seafood. Barriers exist along the supply chain. Starting with distributors who keep producers distant from chefs, distributors who supply only what they have and not what chefs would like e.g. imported scallops rather than sourcing Australian ones and of course communication breakdown between suppliers and chefs.

Stephen Bolton from the Australian Fisheries Management Authority said sustainable fisheries are fundamental to the future supply of seafood and are achievable through better and co-management policies. Co-management is an arrangement in which responsibilities and obligations for sustainable fisheries management are negotiated, shared and delegated between government, fishers and other interested groups and stakeholders.

Chefs are also contributing to the barriers by lacking skills, training and experience with seafood. Many chefs know only a few recipes and lack the knowledge of using whole fish which results in high wastage. Consumers who are at the end of the supply chain are either uninformed or mis-informed, price sensitive and lack the experience with seafood that a culture of eating seafood provides.



AFMA delegation at the conference. Standing from left to right: Richard Stevens (AFMA Commission), Ian Cartwright (AFMA Commission), Katrina Phillips (AFMA, Regulatory Reform) Seated from left to right: Jillian Harrap (AFMA, Co-management), Jenny Goddard (AFMA Commission), Shalan Bray (AFMA, Co-management)

In her speech on Maximising Supply Chain Effectiveness Dr. Kate Brooks of FRDC said "Social research is the basic information about the people, and the way they think, who shape and influence your business. Knowledge about these gives you the ability to re-

spond to them". Social research however may be influenced by factors that are in or out of ones control.

Such factors fall within three groups. Social Research, Marketing and Advertising and are product or consumer driven.



(Left) Mr John Hasker AM Chairman of Seafood Industry Victoria and Professor George Kailis. Professor of Management at the School of Business of the University of Notre Dame Australia, who spoke on Challenges for Marine Capture Fisheries.



(Left) Mr. Ted Loveday, Managing Director Seafood Services Australia and Mr. Peter Horvat Communication Manager Fisheries Research and Development Corporation

Market changes have meant Australia's past competitive position in high value wild fisheries, such as prawns and molluscs, will face lower prices in real terms. In 2007-8 the value of imports exceeded exports for the first time in the modern era making Australia a destination for imports of 'highly valued' seafood from developing countries. "Seafood trade in Australia will be generally dominated by imports" said Professor George Kailis.

Dr Nick Danenberg, from the Ehrenberg-Bass Institute for



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