



MEDIA RELEASE

Looking Forward to the Election

SEA Chairman, Dr Ron Edwards, has now spoken to all sections of the political arena and says "I wish them well at the weekend and I look forward to speaking to them with my SEA colleagues after the weekend when we can really get down to business! The main parties have different approaches but both appreciate the need for awareness and promotional programmes that support the hard work that the seafood industry has achieved over the last period, and both understand the difficulties facing the industry now and in the future."

Having reported the opportunities with the Coalition in my last communication it is important that I advise the industry on my discussions with the Shadow Minister Kerry O'Brien. Their package for the Fishing Industry includes a "Promoting Australian Produce Initiative" and a "Regional Food Producers Innovation and Production Programme". Both of these policy areas have strong application for our role in SEA.

Expanding on those initiatives Ron added "Labor will support the Australian seafood industry to establish appropriate levy mechanisms to facilitate long-term industry funding for marketing and promotion. The latter Programme will fund projects which encourage innovation in production, processing and value adding in the regional food industry. \$10 million from the programme will be dedicated to the seafood industry."

The former initiative will assist Australian Producers develop and implement initiatives that raise awareness of the premium quality of Australian produce including seafood products. This initiative will be directed at sectors which are prepared to invest in industry wide programmes to assist producers in differentiating their produce through improved promotion and marketing. This initiative will require matching funds from industry and the support of relevant peak bodies. Additionally they will work with the States and territories to ensure better enforcement of accurate country of origin labelling laws.

In the meantime Richard Arnott has started work as SEA's Project Officer, based at the Sydney Fish Market and he looks forward to meeting everyone at the SSA Network in Adelaide on 28 November 2007. Information can be seen at <http://www.seafood.net.au/network/welcome.php>. Richard can be contacted on Mobile 0400 979373 and Email: richard.arnott@seafoodpromotion.com.

FURTHER INFORMATION: SEA Chairman, Dr Ron Edwards, 0408 925 805. Also see the SEA website <http://www.seafoodpromotion.com> and SSA website <http://www.seafood.net.au>

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