

## Newsletter Nr 2 October 2007

Following the success of #1 we have reached the dizzy heights of #2! We welcome any feedback; thanks for those who commented on #1 - comments, information, etc should be forwarded to [email@fishybiz.com.au](mailto:email@fishybiz.com.au). The *SEA Newsletter* is normally emailed and available from the *SEA* website: [www.seafoodpromotion.com](http://www.seafoodpromotion.com) via the 'Latest News' section - a special print edition has been organised for the Hobart Conference week.

The headline news is that *SEA* has been successful in a bid for support from FRDC for a Development and Implementation of an Industry Education and Market Awareness Program which, in addition to assisting in running a number of seafood events, allows us to recruit a Project Officer. More about that job soon.

### SEA Board of Directors:

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The Board has met formally and informally a number of times since the last Newsletter utilising the opportunity of various launches and functions. During *SEA's* participation in the Seafood Night at Parliament House we talked with Minister Abetz about *SEA's* role and Government support for voluntary promotional levies such as that put forward by APFA; we await the outcome. Unfortunately as the Chinese proverb says "Election gets in way!"

Many of the Directors will be present during the week in Hobart at Seafood Directions, Shellfish Futures and many other meetings so if you have any questions, ideas, etc please do not hesitate to talk to them.

### Dates for the Diary

**9-11 November 2007** Brisbane - Good Food & Wine Show W: [www.goodfoodshow.com.au/](http://www.goodfoodshow.com.au/)

**28-29 November 2007** Adelaide - SSA Network Meeting & Seafood Emergency Plan Training W: [www.seafood.net.au/network/](http://www.seafood.net.au/network/)

**23-24 January 2008** Osaka, Japan - Japan International Seafood Expo W: [www.exhibitiontech.com/](http://www.exhibitiontech.com/)

**24-26 February 2008** Boston, Mass., USA - Boston Seafood Show W: [www.bostonseafood.com](http://www.bostonseafood.com)

**8-10 April 2008** Dubai, UAR - AGRA Middle East Exhibition W: [www.agramiddleeast.com](http://www.agramiddleeast.com)

**22-24 April 2008** Brussels, Belgium - European Seafood Exposition W: [www.euroseafood.com](http://www.euroseafood.com) - see over for more...

**26-27 May** Melbourne - Restaurant'08 W: [www.restaurant06.com.au/](http://www.restaurant06.com.au/)

**11-13 July 2008** Perth - Good Food & Wine Show W: [www.goodfoodshow.com.au/](http://www.goodfoodshow.com.au/)

**3-6 August 2008** Brisbane - Australasian Aquaculture 08 W: [www.australian-aquacultureportal.com](http://www.australian-aquacultureportal.com)

**11-12 August 2008** Sydney - Restaurant'08 W: [www.restaurant06.com.au/](http://www.restaurant06.com.au/)

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Australian Premium Seafood

News on the **Fish Names Standard** is available at <http://fishybusiness-fishybiz.blogspot.com/>. The Australian Fish Names Standard to be launched on Tues 30/10/2007 by Federal Minister for Fisheries, the Hon Senator Eric Abetz at the Grand Chancellor, Hobart. The press is that the Standard will create a new era for seafood.

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A crowd just shy of 350 saw Rick Smith (PFD Food Services) and Michael Phillips (Combined Foodservices of Australia) inducted as "Legends" at the Annual Award Dinner for the **Foodservice Industry Association** in Melbourne on 26 October 2007.

## Trade Information

**AQIS** - To keep up to date with Trade access issues see: [www.daff.gov.au/aqis/export/fish/fish-notice/2007](http://www.daff.gov.au/aqis/export/fish/fish-notice/2007)

The new **Seafood Export Consultative Committee (SECC)** has been chosen and consists of Alex Ziolkowski - Abalone Fishermen's Co-op Ltd, Ted Loveday - Seafood Services Australia Ltd, Peter Hinsch - Harbourside Services Pty Ltd, Milan Rapp - Ocean Foods Pty Ltd, Tony Johnston - Tasmanian Seafoods Pty Ltd, Stephen Hood - MG Kailis Pty Ltd, Simon Bennison - National Aquaculture Council, David Crichton - A Raptis and Sons Pty Ltd, David Milne - Australian Maritime College, Stuart Richey - QEAC Representative, Dr Eileen Gosling - AQIS Fish Exports Program. If you are experiencing any problems with AQIS Exports or exporting these are the people to contact.

Following the **ACACA/SSA trip to China**, a report by Graham Turk, John Newby, Michael Tokley and Colin Bishop is now available - contact Colin at [CBishop@seafoodservices.com.au](mailto:CBishop@seafoodservices.com.au).

Find out who can apply and what can be claimed on **Export Grants** by visiting [www.austrade.gov.au](http://www.austrade.gov.au).

**Austrade's Business Club Australia** is a free membership-based business matching program that can help you create international business opportunities against the backdrop of major sporting events. <http://www.businessclubaustralia.com.au/>

**22-24 April 2008** Brussels, Belgium - **European Seafood Exposition** - **ARE YOU GOING TO JOIN THE AUSTRALIAN PAVILION?** Final details are being put together and will be published by mid November but do not hesitate to contact organisers with any questions, ideas, issues, etc

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The pre ESE trip for 2008 is likely to be Spain visiting Madrid and Galicia and the post ESE trip to Paris taking in ANZAC Day activities. Keep a look out for Bursary opportunities which will be broadcast shortly - exciting opportunities for industry people to live, breathe, talk and see seafood for 2 weeks in Europe.

**Australian Standard® AS SSA 5300 - 2007: Australian Fish Names Standard** - this is now official so speak to SSA (Tel 1300 130321) about getting your accreditation to show your clients that you are compliant.

## Did you know?

**NZ** - Farmed Green Mussels were New Zealand's most valuable seafood export in 2006, worth over \$173 million - even seen in a Dublin seafood platter!

**USA** - John Connelly, President of the **National Fisheries Institute**, said at the World Seafood Congress in Dublin "Approximately US\$50 million is spent each year on anti-seafood messages in USA"

**World** - World aquaculture has grown at an average annual rate of 8.8% from 1950 to 2004 and the global market for aquaculture and fisheries is projected to exceed 123 million tons by 2009.

**Spain** - According to 'Restaurant' magazine the best restaurant in the world is on the northeast coast of Spain, it is called 'El Bulli' and its chef, Ferran Adria, described by Robuchon as the world's best.

**UK** - Iconic fish'n'chip UK business, Harry Ramsden's, is available for sale at around £25 million.

**Australia** - Daryl McPhee has just published a new book "*Fisheries Management in Australia*": see info at [www.federationpress.com.au/bookstore/book.asp?isbn=9781862876842](http://www.federationpress.com.au/bookstore/book.asp?isbn=9781862876842)

**Italy** - The home of Chianti Classico in Tuscany calls a 1.5 litre container of wine a "fiasco"; Oysters in Rome restaurants being sold for Euros 4 EACH and on the Amalfi Coast many restaurants sell fresh fish at over Euros 60 per kilo (including cooking to your style)