

HAPPY NEW YEAR!

The Board and newly appointed Project Officer, Richard Arnott, wish you every success for 2008 (Chinese Year of the Rat) and are keen to help you promote and market your products. An exciting year ahead is planned so do not hesitate to contact Richard Office 02 9004 1165 or Mobile 0400 979373, email: Richard.Arnott@seafoodpromotion.com

Our plans are to build the bridge between production and the 'window of the industry' to ensure that we are transferring the messages through to the consumer - something that we have, as an industry failed to do previously.

Collaboration will be the key to our success and our focus will be on Health Benefits, Sustainability and Demystifying Seafood - join us and let's move forward together!

Dates for the Diary (*SEA involved)

***4-8 February 2008** Adelaide/Sydney/Canberra - Professor Michael Crawford - Seafood - the Brain Food

24-26 February 2008 Boston, Mass., USA - Boston Seafood Show W: www.bostonseafood.com

***12 March 2008** - Perth - SEA Board Meeting

***8 April 2008** - Sydney - SEA Board Meeting followed by

***9 April 2008** Sydney - SSA Network W: www.seafood.net.au/network

***22-24 April 2008** Brussels, Belgium - European Seafood Exposition W: www.euroseafood.com - PTO

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12-14 May 2008 Sydney - Foodservice Australia W www.foodserviceaustralia.com.au/

***21 May 2008** Melbourne - SEA Board Meeting (following NAC Board Meeting)

***26-27 May 2008** Melbourne - Restaurant'08 W: www.restaurant06.com.au/

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

***3-6 August 2008** Brisbane - Australasian Aquaculture 08 W: www.australian-aquacultureportal.com

***11-12 August 2008** Sydney - Restaurant'08 W: www.restaurant06.com.au/

***27 August 2008** Canberra - Seafood at Parliament House

22-25 Sept 2008 Melbourne - Fine Food Australia W: www.foodaustralia.com.au/

***22 Oct 2008** Adelaide - SEA Board and Annual General Meeting

SEA Board of Directors:

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Trade Information

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

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Sam Gordon E: sgordon@beyondharvest.com.au M: 0400 224 823.

The pre ESE trip for 2008 will be to Spain visiting Madrid and Vigo/Galicia and the post ESE trip to Paris taking in ANZAC Day activities. FRDC/CRC Bursary's have been finalised - congratulations to George Pitt, Kane Williams, Steve McLeary, Luke Freeman and Ian Nightingale. Richard Arnott will also be in attendance.

Professor Michael Crawford 4 Feb - 8 Feb'08 in Australia - Director, Institute of Brain Chemistry and Human Nutrition (London Metropolitan University); Consultant for WHO, FAO; Millennium Danone Chair at the University of Gent; Chair at the Albert Schweitzer International University in Geneva and Member of the DoH Committee on Borderline Substances, amongst so many other things. Why is this important? Keep your eyes open!

'Analysis of the international situation surrounding food and its future' - this is the report just issued by the Japanese Fisheries Ministry which predicts that fishery production volume in the world will remain stagnant and highlights the need to rely heavily on aquaculture into the future. The report indicates that demand will reach 180 million tons by 2015 which is 40% increase since 1999-2001. Prices are projected to rise by 3% p.a by 2010 and then by 3.2% by 2015. Interestingly the report explains that Japanese per-capita seafood supply and consumption will shrink and suggests that current trends suggest consumption will recede to 1965 levels. The report also comments "demand can increase by rising income levels, changes in tastes and stronger consumer concern about healthy and safe food." (Report thanks to Seafood.com)

700 firms from 43 countries displayed at China International Seafood Expo in Dalian Nov. 6-8, 2007 attracting over 30,000 visitors from 80 countries

Vietnam moves into Top Ten - an increase in exports of over 10% from 2006 has seen annual seafood turnover in Vietnam increase to US\$3.75 billion moving it into the World's Top Ten seafood producers list. Vietnamese seafood makes it to the dinner plate in over 130 countries and there are 245 Vietnamese companies registered and regularly exporting to the EU.

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. All information is available through www.fishnames.com.au.

Congratulations to National Seafood Award Winners - **Colin Dyke** (Seafood Industry Icon); **Abacus Fisheries** (Seafood Business & Producer Awards); **Austral Fisheries** (Environment Award); **Sydney Fish Market** (Promotion Award); **Seafood Directions** (Seafood Training Award) and **Del Giorno's** (Restaurant Award). Well done to Tasmanian Seafood Industry for their work in holding the Seafood Directions conference!

Did you know?

World - the most widely spoken language in the world is Mandarin with 873 million native speakers - plus a further 178 million who speak it as their second language. Next is Hindi with 370 million, Spanish 350 million and English 340 million.

Korea - Total Korean seafood imports increased 16% in 2006 to a value US\$2.77 billion from 2005. Koreans eat more than 50 kgs of seafood per capita annually, including about 10kgs of seaweed and other marine vegetables. China is Korea's top seafood supplier followed by Russia, Japan, Vietnam and USA (62,350mt US\$150.5 million)

Australia - Number of restaurants in 1978/9 was about 5,000 but is now about 39,146 (2007)

USA/NZ - In July'07 the USA formally recognised NZ's Secure Exports Scheme. This scheme is open to NZ exporters who commit to assuring the secure packing and transport of goods and is overseen by NZ Customs. NZ is the only country recognised in this was because 'NZ has worked to put into place the world standard, best practice of supply chain security'.

China - 6 people died at a restaurant in Hubei after eating dumpling soup when the chef accidentally put rat poison in the dumpling mixture thinking it was flour - the chef was one of those that never got to see dessert....