



MEDIA RELEASE

SEA Involvement in SSA

At the Annual General Meeting of Seafood Services Australia Ltd (SSA) held at the end of October 2007 the membership of Seafood Experience Australia Ltd (SEA) and National Aquaculture Council (NAC) was confirmed.

SEA Chairman, Dr Ron Edwards, said at the recent Hobart SEA Board Meeting "Being a member of SSA is a terrific outcome for both SEA and the seafood industry as it places us firmly at the forefront of the development of the industry and enables us to work closely with SSA to achieve combined outcomes for the industry. Our Board has made it clear that it wants to be a driver of bringing all industry sectors closer together in the area of marketing and promotion and our connections with SSA, and to a lesser extent with the Seafood Cooperative Research Centre (SfdCRC), are going to help us in this endeavour."

Two of the current SEA Board members have a close affinity with the SSA Board in that Roy Palmer had been Deputy Chair for the last 6 years and Debra Ferguson joins the Board from 1 November 2007.

Debra remarked "I am looking forward to the challenge of being involved with both organisations and being a conduit for ensuring a partnership approach. There is much we can do together and I see enormous opportunities for both organisations as we move into 2008 and beyond."

Having been involved with SSA from its beginning, Roy Palmer, said "We have created a clear path for seafood industry development through SSA and especially now that we have the first industry standard (AS SSA 5300-2007 Australian Fish Name Standard) it is essential that we drive this right through to the consumer. This gives SEA the opportunity to promote its messages through the entire supply chain. In addition our connections with the SfdCRC and SSA's 'Seafood for Life' network will help us with our promotional activities as we strive to ensure that the public understand the clear health benefits of including at least two meals per week of seafood in their diet."

SEA will be promoting the SSA Network activities to its membership and reminds everyone that the next of those will be in Adelaide on 28 November 2007 – information can be seen at <http://www.seafood.net.au/network/welcome.php>

FURTHER INFORMATION: SEA Chairman, Dr Ron Edwards, 0408 925 805 or SEA Board Member Mr Roy Palmer, 0419 528 733. Also see the SEA website <http://www.seafoodpromotion.com> and SSA website <http://www.seafood.net.au>

Seafood Experience
Australia Limited
ABN 16 118 344 077

Sydney Fish Market
PYRMONT NSW 2009
Australia

GPO Box 821
HOBART TAS 7001
Australia

T +61 3 6231 6762
F +61 3 6231 6763
E sea@pecserv.com.au
W www.seafoodpromotion.com

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