

MEDIA RELEASE

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QSIA STARTS ON SEAFOOD MARKETING PROJECT

The Queensland Seafood Industry Association (QSIA) is getting straight to work on a project to market/promote local seafood with a \$400,000 federal government grant awarded yesterday (Thursday 6/9/2007)

QSIA president Mr. Neil Green said the funding will be a real shot in the arm for Queensland fishing industry.

"The project will be based in Cairns but would benefit the entire Queensland coast," Mr. Green said

"We want to increase consumption of Queensland seafood by local residents and visitors, and increase the prices received by fisherman," Mr. Green said.

"Surveys show that everybody wants to eat fresh local seafood but what they're offered is lower quality imports shipped in from third world countries.

"Local seafood can be sold be local retailers and restaurants for the same price as imports but wholesalers may have to accept smaller price mark-ups than with imports.

"Queensland produces some of the best seafood in the world. It is a big part of the Queensland lifestyle and Queensland experience for the local residents and interstate and international visitors."

"We will be promoting local seafood to increase demand and, at the same time, building closer links between fisherman and consumers."

Mr. Green said the marketing project would be based in Cairns and focused on all seafood, however this is only a starting point. The QSIA has recently established a promotional fund through fishermen contributions, we would be hoping that both state and federal governments would match industries contribution, so a similar initiative could be rolled out across Queensland.

The project will see at least one QSIA staff member based full time in Cairns for 1 ½ years, plus support from other QSIA staff and expert consultants.

Now that the project funding has been announced, QSIA senior executives are meeting to get the project under way immediately.

Minister for Fisheries and Conservation, Senator Eric Abetz announced yesterday that 27 businesses and communities in Queensland will receive funding under the Australian Government's \$220 million *Securing our Fishing Future* package.

Mr Green said "he wanted to thank in particular Senator Eric Abetz for making this funding available and giving some confidence back to fishing businesses affect by the 'Securing Our Fishing' package.

Mr. Green said "he wanted to acknowledge the support from retiring federal member Leichharet, Mr. Warren Entsch, and candidate Ms. Charlie McKillop which played a big part in securing this package for the Cairns region."

Further Information contact Neil Green – 0408 182 252