

ΚΑΛΗ ΑΝΑΣΤΑΣΗ HAPPY EASTER



Mr. Con and Mr. Dimitrios Goulas and their families, wish all fellow Christians a Happy Easter

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Photo of the month



They may look threatening, but in reality, they are the gentlest of souls who wouldn't say boo to a fly. Bozidar (Bob) with sunglasses and his offsider Ali are part of the multicultural family that make up the Melbourne Wholesale Fish Market and the guardians of the gates. Bozidar is from Serbia and has been in Australia for over twenty years while Ali is from Lebanon and has been here for over thirty years. With those kind of figures it means that they have been living here longer than in their place of birth.

Send in your new or old photos to "Photo of the Month" with a few words about the photo with your name/s, address and permission to publish it. Digital photos may be sent as jpegs by Email or posted on cd while all hard copy photos must be accompanied with a return address attached to them.

WAFIC raising awareness

The Western Australia Fishing Industry Council (WAFIC) has launched its Seafood Lovers campaign that aims to stimulate communication between the professional seafood industry and seafood consumers.

WAFIC wants Western Australian seafood consumers to not only enjoy their healthy seafood, but to also have a greater understanding about the professional fishing industry that catches the majority of the seafood that they eat. Also for consumers to have a greater appreciation of the extraordinary quality of wild seafood harvest and farmed produce.

A key aim of the campaign is to have seafood consumers appreciate being able to buy quality WA seafood.

An indication of the need for a two way communication is the 2,500 people and businesses

that have registered since December 2008, for the unique how-to-cook pod cast recipes, 'ask the expert' forum and also consumers requests for accurate information on how fisheries are managed by the industry.

Seafood Lovers was at the Perth Fine Foods Expo at the Convention Centre between the 22 and 24 March on the Seafood Experience Stand and attracted large crowds.

Promotion of the Seafood Lovers campaign will continue before and after Easter through a series of advertisements in 'The West Australian newspaper's fresh section on Thursdays.

Members who register on-line with their email address will receive a Seafood Lovers key ring to enable them to enter the many competitions on the website. Just go to seafoodlovers.com.au join today, its free!



Above: "Seafood Lovers" at the Fine Foods Expo Perth at the Convention Centre .Below: At the SEA stand.



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APRIL 2009 Vol. 7 - No. 3

Email: info@seafoodnews.com.au www.seafoodnews.com.au

ISSN 1834 - 4399

CON'S COLUMN

BRAVO TO ALL DONORS

Leadership on menu at Port Lincoln

Kalliroe's Cooking

WAFIC RAISING AWARENESS

"Best environmental credentials"

Melbourne SSA Seafood Access Forum

The draft of the new Seafood Services Australia Business Plan was launched at the Seafood Access Forum meeting held in Melbourne at the end of March.



Left: Mr. Ted Loveday SSA Managing Director and Mr. Geoff Gorrie SSA Chair get proceedings underway.

Centre: Mr. Graeme Stewart from Shark Bay Prawn Producers Association and Mr. Angus Callander, Director of Western Australia Fishing Industry Council inc.

Right: Some of the participants at the Network Meeting.



Representatives of over two dozen organizations from Government and industry attended the forum. A number of issues were raised on the day which aim to help the seafood industry in achieving its full potential on the world stage.

Amongst the many issues discussed on the day, branding of Australian seafood, featured very prominently. Ecological labeling, certification and credibility were all seen as integral components of branding and were discussed to some degree by the forum participants.

In general, participants thought that the Australian seafood industry is not doing enough to promote itself in a positive light and thereby making it difficult for itself to attain international recognition.

"Australia has some of the best environmental credentials in the world " said Mr. Ted Loveday, SSA Managing Director. "Such positive aspects should be much wider promoted."

Concerns were also expressed about the host of restrictions that Australian seafood has to navigate in entering the European Union. Wild catch Australian and South African abalone is facing massive hurdles to enter the EU. Pressure should be brought to bear on the EU to change its restrictions, but it was noted that such changes will take a long time.



Seafood Excellence Awards

Read more about them on page 2



Cartoon illustration Con Aslanis





Memories & Flashbacks with Con Cosmas

MY TRAVELS

Well, after quite a long absence, I have made it back to the land of my culture, Greece. I have only been here four days and the jet-lag has hardly worn off but nevertheless I will share my current limited experiences with you.

I haven't fully decided where my interests will lead me but you will be informed of my fact finding discoveries and revelations in the next article. (That is if the editor does not sack me for this and other past nonsensical articles I have written).

I am staying with my son and his family in Kato Halandri, a well regarded suburb of Athens. I suppose it is economically comparable to North Balwyn or a Mont Albert in Melbourne. I am giving you this information so you can understand the standard of the shops and the slightly higher prices charged in these more privileged suburbs. You may or may not be aware that supermarkets have different prices in their stores for the same products which is determined by the economic rating of each area.

Yesterday, I visited the local Supermarket. It was only constructed approximately four years ago and hence is very modern looking and well thought out. It has a feature that could and should be added to our Supermarkets in Australia. It has an information and complaints section where you can go along and register and comment about any product you have purchased or would like the supermarket to stock.

The supermarket is called "A. B." That is Alpha and Beta chain. Most, if not all of the larger supermarkets are run and controlled by EURO countries and the standards of the food handling is very high as the

European Community demands this. It has only been 3 years since I was last here and even in this short amount of time, I have noticed a difference. I believe that their requirements for fish imported into Europe exceed even HACCP standards. (HACCP is the premium food handling and quality for Australia). Where frozen fish was presented whole (uncovered) or in cutlet form and other fish products such as (loose) prawns, able to be bagged by the customer sale from deep frozen cabinets. Now all the prawns on offer are already bagged and all the frozen fish is covered and not exposed to the elements and to freezer burn.

On entering the supermarket I walked over to the fresh fish section with pen and paper in hand and while I was examining the very attractive display of fresh fish I was approached by one of the employees who asked me about my interest in their fish display. I told him that I have been involved for over 50 years in the fish industry in Australia and have my own column in the most influential fish publication in Australia, the SEAFOOD NEWS. A Very slight exaggeration.

Being impressed, he proceeded to explain about the products and compared the prices of today under the new currency with the Drachma (old currency). The prices he said had more than doubled and pointed out products proving the point by giving actual price comparisons. I was impressed with his knowledge and asked him about the origins of some of the fish. I was more than surprised with his response as he told me that he was not in charge of the fish sales as he was the chief- BUTCHER. It seems the advantage the marketers in Greece have over their Australian fish marketers is that they are marketing to a much more fish

savvy public. I will list the prices of some of the fish on offer. I must say the standard of presentation could not be met by any of our supermarkets and would challenge but not beat the best of our Australian fresh fish retailers:

Whole Octopus	Aus\$30.00 per kg.
Calamari (Very Small)	\$28.00 per kg
Bream (Whole)	\$40.00 per kg
Sphyria (Cutlets).....	Aus\$ 88.50 per kg
Mylokopi (Cutlets)	\$36.00 per kg
Salmon Fillets	\$24.80 per kg
Salmon Cutlets	\$20.00 per kg
Vlaxos Cutlets	\$49.6 per kg
Bakalaos - Cod Whole	\$18.00 per kg
Lavraki Whole (Sea Bass).....	\$15.60 per kg

As you can see the prices are considerably higher than we get in Australia but they are still selling even though Greece economically is in a depressed state. I will sign off now. Best wishes from Greece to the land of Down Under and Aussie Rules.(Come on the Blues)

Con (Costa) Cosmas

Leadership on menu in Port Lincoln for seafood industry

The National Seafood Industry Leadership Program is being run for a second consecutive year in Port Lincoln. The program is in its ninth year and has 18 participants from across Australia attending the course.

The NSILP is funded by Fisheries Research and Development Corporation (FRDC) on behalf of the Australian Government and sponsored by Sydney Fish Market (SFM).

Dr Patrick Hone, Executive Director of Fisheries Research and Development Corporation said "The program aims to equip graduates with the skills, knowledge and the contacts to operate effectively at any industry level. The industry needs to ensure that it has enough people to share the load to protect its long-term future.

"The FRDC is committed to supporting the leadership development of people to whom the industry will entrust its future. The seafood industry is changing very quickly and the industry must invest in developing people to initiate and manage change across the board."

Jill Briggs from Rural Training Initiatives, and Manager of NSILP, says "the program aims to provide the skills that will allow participants to implement leadership change in their various sectors of the industry.

"We are clear that we have people who aspire to lead their industry into a sustainable and productive future but they desire this change to happen at various levels within the industry"

Graduate, Katherine Sarneckis from the

Northern Territory Seafood Council, says gave her the courage in her own abilities to work together with other graduates to pursue an idea we were all passionate about.

Grahame Turk, Managing Director SFM, said "this important program is vital for the growth and success of our industry as it provides a valuable pathway for our upcoming leaders to develop and nurture the necessary skills so that they may lead our industry into the future".

Local NSILP participant, Renee Vajtauer, currently involved in the industry as a Project Officer for Seafood Industry Victoria said "as there is a need to encourage the next generation to take on leadership roles in the seafood industry, this program provides us with the training and knowledge to do this. Every participant of this year's NSILP has a passion for the industry and strives to make a difference both now and in the future"

The NSILP Participants will attend three residential workshops which are held in Port Lincoln, Sydney and Canberra. The program commences on 17 March in Port Lincoln and concludes on the 10 September 2009 in Canberra.

The residential workshops provide learning that has allowed graduates from the program to apply their skills to a wide variety of areas including regional network development, regional and state industry association boards and reference committees and effective business management.

For further information please contact Jill Briggs (02)60357284; 0409455710; rti@dragnet.com.au

Bravo to all donors

Without exception every Agent and Provider at the Melbourne Wholesale Fish Market rallied to the appeal for help for the victims of the Victorian bushfires.

Their generosity was exceptional. Donations were made by individual providers under their names and again under their corporate names. Almost all said that they did not want their names published as they felt, that in such circumstances, it was their duty to help their fellow citizens. Names did not matter. We can however say that some donations exceeded three thousand dollars and that \$10,000 was raised.

Seafood distributors outside the market also contributed through different organisations. Conway Fish Trading for instance donated generously to the Victorian Fire Appeal through the Greek Orthodox Archdiocese of Australia which raised \$400,000.

Providers and Agents who received fish from the Lakes Entrance Fishermen's Co-Operative Society (LEFCOL) sold the fish without any costs being deducted. The amount of \$4,000 was raised by LEFCOL which was donated to the Red Cross.

Bravo to all donors, bravo to the Victorian Seafood Industry.



Kalliroe's Cooking

Kalliroe is of Greek Asia Minor descent and runs classes of traditional Greek cooking with Middle eastern influences. She may be contacted at kalliroe@tsiatis.com

Bonito in the Oven

In Greece what I enjoy most is buying the fish whole and cooking it simply.

The most you could possibly wish to add to the fish is garlic, onion, splashes of white wine and parsley. You won't find fish recipes in Greece that call for pine nut, sultana, sugar stuffings or any other odd ingredient. Fish has its own

character and it should be respected - simple as that!

There is nothing more wholesome than the simplest Bonito cooked in lemon juice and accompanied by a side dish of boiled bitter and sweet weeds served with olive oil and lemon juice.

Scale and gut the fish.

Place the fish in an ovenproof or clay dish (Greeks prefer the yioouvetsi - a traditional clay dish).

Stuff the fish with 5-6 cloves of garlic.

Rub fish with a bit of salt and sprinkle dry oregano over it.

Drizzle lemon juice and virgin olive oil over the fish.

Bake in a moderately hot oven until the skin of the fish looks nice and crunchy and the oil looks appetizing. Cooking time depends on the size of the fish - keep an eye on it. Do not overcook Bonito as it tends to dry quickly.

ROCK LOBSTER LICENCE BUYBACK

The Brumby Government's \$5 million buyback of commercial rock lobster fishing licences and quotas in south-west Victoria will see the permanent removal of 14 licences (16 per cent) and 366 (29.3 tonnes) quota units. The initial number of licences to be removed was 15 and 400 quota units.

viable" said Mr. Helper.

The program, announced in July last year was designed to help restructure the fishery by giving licence holders the opportunity to either restructure their business or leave it with dignity.

According to Mr. Joe Helper, Minister Responsible for Fisheries, the Brumby Government was taking action to make the industry more sustainable for the future, and is a good example of what can be achieved through positive collaboration between industry and Government.

Administering authority Rural Finance Corporation has been in touch with each successful tenderer and the corporation is now finalising individual settlement arrangements. Fishermen who had been accepted can leave the industry now or wind down their operations over a three-month transition period starting immediately.

"Previously there were 85 licences and 4000 quota units in the fishery; the surrendered licence and quota units will not be renewed and remaining licence holders will now share a greater proportion of the fishery. This will, in turn, make the industry much more financially

The Victorian western zone rock lobster industry is characterised primarily by a number of small businesses and is a significant employer, generating economic benefits for coastal communities.

QSIA call for urgent action

The Queensland Seafood Industry Association (QSIA) says urgent action is needed to avert a looming economic disaster for reef fishermen and dependent businesses in the wake of Cyclone Hamish.

assess the damage done on the reef, its effects on fish stocks and produce a longer-term plan. The alternative is that fishermen will go broke.

FOR FURTHER INFORMATION:

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Despite a decision by the Queensland Government not to declare affected sections of the Great Barrier Reef a disaster area, the QSIA says immediate business support payments are needed by fishermen to stop a "rush to the north".

It is expected boats from ports adjacent to sections of the reef where fishermen report that fish like coral trout have "disappeared" mainly the regions from Gladstone North through Mackay to Bowen will next week head north.

This in turn will make fishing in northern regions potentially unviable, with too many boats competing for income available from coral trout in northern waters.

The QSIA has requested a payment from the State Government of \$10,000 for each of up to 30 boats to tie up for one month.

This is designed to stem the rush north and also provide breathing time for fisheries managers, researchers and industry to work together to

Seafood excellence awards

On Saturday 14th March, 2009, Sydney Fish Market hosted the Seafood Excellence Awards at Star City Grand Ballroom which highlighted the outstanding achievements of Australia's world class seafood industry.

Top restaurant honours went to Yoshii Restaurant (Best Seafood Restaurant, Sydney) and Fin's Seafood Restaurant and Bar (Best Seafood Restaurant, Regional).

Ocean Foods won the award for Best Fish and Chips in Sydney while Bub's Fish and Chips in Nelson Bay held on to win best regional fish and chips.

A highlight of the evening was the announcement of the Inspired By Seafood Award apprentice winner. This year's winner was, Annie Watt from Universal. Inspired By Seafood offered a unique and exciting opportunity challenging apprentice chefs from all over NSW to create a new recipe using Yellowtail Kingfish.

Fourteen award categories, were judged and no aspect of the state's vibrant seafood trade went unnoticed. The awards were for Environmental Excellence, Seafood Business Awards and Best Seafood Restaurant, and of course the People's Choice Awards for Best Fish and Chips (Sydney and regional).

Federal Minister for Agriculture, Fisheries and Forestry Mr. Tony Burke congratulated all finalists and winners and said it was a testament to the consistently high quality of the Australian seafood industry. "The best dishes start with the best ingredients and you can't go past Australian seafood for high quality and great taste" Mr Burke said.

Mr Graeme Byrnes was honoured as the recipient of the Star Of The Sea. This highly prestigious award is given to an individual who is considered an ambassador for the Seafood Industry and who has made a significant contribution to the development of the Seafood Industry. G.G & M Howard received the Excellence in Environmental Practice award in recognition for their sustained action to improve waterways and their support of natural fish populations.



Sean Connolly of Astral Restaurant and 2008 Good Food Guide Chef of the Year created a scrumptious culinary, a never seen before, deconstructed Prawn cocktail as a feature entree along with Sashimi of Ocean Trout, Hiramasa Yellowtail Kingfish, Yellowfin Tuna, fresh wasabi leaves and soy and mirin jelly.

Special guest celebrity hosts, Vince Colosimo and Rodger Corser, and singer Deni Hines kept the who's who of the Australian seafood and hospitality industries celebrating into the night.

Left: Lyn Qian of Yoshii Restaurant, winner of Best Seafood Restaurant Sydney

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	March's 10 best sellers
Species	No 32kg Bins
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