

# Seafood wins prestigious awards

The prestigious "Vogue Entertaining and Travel Awards," dedicated to discovering Australia's finest food growers and suppliers, has awarded the seafood industry its highest awards.

The awards reaffirm the high standard and innovative thinking of Australia's seafood industry with the joint winners coming from the opposite end of the continent, Pristine Oyster Farm from South Australia and Spanner Crabs Noosa, Queensland. This year, the produce was of such a high standard that rather than present just one runner up to each winner, the organisers decided to add a new "gold medal" category. The Gold medalists are Ferguson Australia lobster products (SA), Woodbridge Smokehouse Smoked Ocean Trout (Tas), Spring Bay Mussels (Tas).



Pristine Oyster Farm's Kumamoto oysters, Joint winners of the Vogue Entertainment and Travel Awards

In the past six years the Pristine Oyster Farms has won two gold three silver and two bronze medals at the (Spring/September) Sydney fine food show this year they were nominated for the award by Clamms of Melbourne. The type of oysters that won the award this year are very small ,about 60 to 65mm. They are grown slowly by keeping the oysters at a high level in an area with a strong tidal flow and plenty of suitable algae in the water. The oysters spend more time getting rolled around by the tide and the waves causing the new growth to be chipped off. This encourages a round deep shell and firm full sweet flesh. Pristine Oyster Farm, has been run for 10 years by brothers Tony, Brendan and Nick Guiderais, and is located at Coffin Bay.

Those who attended last years Settler's Cove Noosa Food & Wine Festival are familiar with the other winning entry, Jason Sgro and Alison Reed's, Spanner Crabs Noosa crabmeat.

## APFA & ABFA Conference

The fifth combined conference of the Australian Prawn Farmers Association (APFA) and the Australian Barramundi Farmers Association (ABFA) will be held on July 29 and 30 at Jupiter's Casino, Townsville, and will explore issues relevant to the theme of Aquaculture into the Future.

The Conference will offer a unique opportunity to participants to hear what is happening in the aquaculture industry under the current economic and climatic conditions, and how farmers can best deal with these issues. According to APFA Executive Officer Helen Jenkins the Conference has an excellent array of speakers who will inform farmers how best to tackle the future of farming.

"It is important the Conference looks at the most critical issues confronting the Australian prawn farming industry," Ms Jenkins said. This year, keynote speakers of the Conference

This entry was Highly recommended at that event. At present, the company's goal is to reduce packaging and freight by at least 75 per cent and minimise their carbon footprint.

Although this was their first year of participating in the Vogue Entertainment and Travel Awards, Ferguson Australia P/L from South Australia, were thrilled to have their Lobster Sashimi and Lobster Liver as finalists and to be awarded a Gold Medal for both. The Lobster Sashimi has been very popular for Ferguson's but they have found that a number of their products quite often are more popular in overseas market before they are "discovered" in Australia.

"It was fantastic on the night to be in a room with producers and fishermen, like ourselves, who are passionate for their produce and industry. It is encouraging to see that the market is recognising that our value added product line offers quality, portion control for costing and saves on labour costs" said Ms. Lisa Cooper Sales Manager Fergusons Australia.

In recognition of the groundbreaking work that it is doing in its field, Spring Bay Mussels was given The Food Heritage/Sustainability Award. Based in Tasmania, Spring Bay is the only mussel producer in Australasia with its own hatchery who is not harvesting young wild mussels ('spat') and not depleting natural resources. Their mussels are grown on deep-water culture ropes, that yield a clean, consistently high-quality product.

"They're using really exemplary farming methods, in the forefront of world's best practice. It's so very good to see," said Alla Wolf -Tasker from The Lakehouse Victoria and one of this years award judges.

include aquaculture technical manager for DSM Nutritional Products, Dr. Jacques Gabaudan, who will present his speech on Aquaculture and the International Perspective.

Dr Gabaudan will be joined by Associate Professor Bith-Hong Ling, from the National Hsing University of Taiwan. Associate Professor Ling's expertise and research focuses on the seafood trade and marketing, international marketing, and aquaculture economics. Associate Professor Ling has also done extensive research work on the Asian cultured shrimp industry and recently has been involved in researching Asian seafood consumption.

The Australian prawn farming industry is worth more than \$50 million annually and farmers should be proud of their international reputation in producing the world's best prawns. "The Conference will aim to ensure that this continues, and that farmers are not disadvantaged by conditions forced on them by the economy, government regulations and the climatic changes" said Ms. Jenkins.



Grimming devilish, Mr Peter Faros prepares to try out his coiffure skill on Andrew 'Zorro' Notaras. We wonder if Mr Faros was keeping time to the musical hit "Click go the Shears" or to the Greek song "Μαυρα ματια, μαυρα φρυδια, μαυρα κατασρα μαλια."

Each Year, "Shave The Mane" is held at the Sydney Fish Market to help support a worthy cause. Andrew 'Zorro' Notaras, and the Sydney Fish Market, this year have raised \$22,000. The highest bid received was from Sydney Fish Market Buyer Peter Faros, Director of Faros Brothers Oyster Supply Pty Ltd. Peter was successful with a bid of \$2,100 and as a result was handed a pair of shiny new hair clippers and a licence to get shearing, at this year's "Shave The Mane." The rest of the money was donated by other buyers, and

wholesalers, SFM management and retailers. This year all funds raised will go to the Westaway family. Steve 'Tibby' Westaway, began his career over 20 years ago as a wheeler and is a well loved and respected member of the Auction team at the Sydney Fish Market. Steve is facing health problems. We wish him speedy and full recovery.

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.

## Closed season for trout and salmon

The closed season for trout and salmon fishing in rivers and streams begins at midnight on Monday, June 9 and will run until midnight on Friday, September 4.

During this period, anglers are not permitted to take or possess trout or salmon in rivers and streams throughout Victoria, with the exception of waters classed as 'sea-run trout rivers'.

Those waters classed as 'sea-run trout rivers' are: Aire River, Avon River, Ford River, Gellibrand River, Hopkins River, Merri River, Mitchell River, Moyne River, Tambo River.

In addition all hook and line fishing is prohibited in the tailrace sections of the Goulburn, Mitta Mitta, Tanjil and Kiewa rivers, regardless of the species being targeted.

Anglers are still permitted to fish for salmonids in lakes and impoundments around Victoria, many of which are stocked with ready-to-catch rainbow and brown trout that are grown at Fisheries Victoria's Snobs Creek hatchery, near Eildon.

Fisheries Victoria will stock almost 1.5 million fish into Victoria's waterways in 2009 and is committed to providing great angling opportunities to all Victorians.

During the cooler months of June through to September, trout and salmon make their way upstream to spawn in the shallow gravel beds of streams and rivers.

Anglers who ignore regulations and target fish in these waters, during the closed season, risk prosecution and significant fines.

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# SEAFOOD NEWS

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**CON'S COLUMN**

**Dr. Jamie Oliver**

*"Caught" on image*

**Kalliroe's Cooking**

**Prestigious award for seafood**

# Fishing in the financial storm

By Peter C Poulos

The Seafood Industry has faced many serious setbacks in the last few years. Fishing quota cuts, lottery-style buy-backs, licence cancellations, marine parks, import restrictions, sky-high fuel prices, labour shortages, fluctuating currencies have all conspired to damage the Seafood Industry at all levels. From the net to the plate, everyone along the chain has been impacted

Industry has been reeling over the last few years and many operators have left the industry because they could not survive without fish, fuel or somewhere to fish. Those remaining were hoping for a reprieve and some better times ahead as the economy was booming, demand was high and cash was everywhere.

That was a year ago.

Today the situation is far grimmer for those remaining in the industry. The industry still faces many of the same issues - high fuel prices, quota restrictions, weather; however nothing comes close to the potential damage the Global Financial Crisis can level on the industry as a whole.

The first casualty in the Global Financial Crisis was cash flow. Anyone with cash held on to it. Those that were owed money waited and waited.

In the seafood industry the immediate impact was on the fishermen who needed cash to pay for fuel. Oil Companies do

not give credit to fuel fishing trawlers. If they wanted to work they needed to pay cash. The problem for fishermen was that their customers, the wholesalers, and processors, were struggling to pay them. The reason being, restaurants, hotels, cafes, shops, supermarkets were delaying payment to them even though their customers paid by cash or credit cards.

The same applies to importers and farmers. Overseas suppliers require letters of

credit, which is effectively cash, so goods or feed could be shipped. So importers pay for the goods usually before they are shipped or immediately after. Farmers need to feed and wait for a crop. The importers and farmers both also want to be paid promptly by their customers, that is the wholesalers and processors. They in turn delay payment because of their customers and so continues the vicious circle.

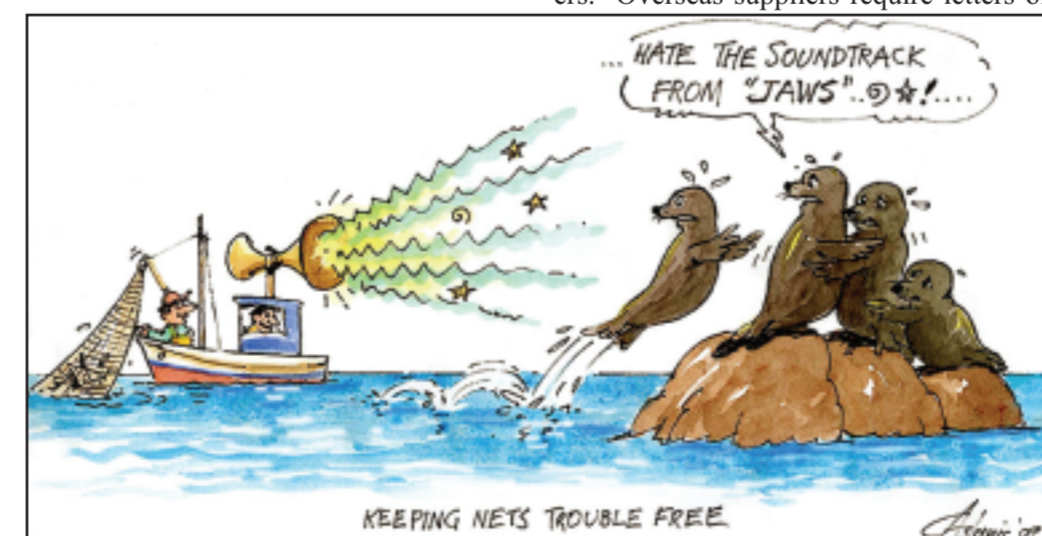
The dilemma facing all in the industry is how can the vicious cycle of be broken? At all levels businesses require capital - cash, to operate. When there was lots of cash around businesses could give almost unlimited credit to their customers by using their suppliers' money. The need for your own cash or bank loans and overdrafts was small because with a little bluff and bluster, some goodwill and a nice lunch, a supplier could be made to wait. The fear of losing the sale was always greater than the fear of losing the money. That does not hold true today. The problem today is that all suppliers

need to be paid faster and simply cannot wait. The closer to the source of the product, the faster a supplier needs to pay. All suppliers are someone's customer and all customers are someone's supplier, so everyone in the seafood industry is in this position. Every business in the industry requires faster payment and cashflow to survive in these turbulent conditions.

The solution is securing adequate working capital to permit businesses to give credit using their own means. This has a cost, it is interest and giving security for the loans. However it allows businesses to operate without the urgent or immediate need to get paid first by the customer before paying the supplier.

The second thing a business has to do is decide exactly at what point is the fear of losing the sale greater than losing the money? If the customer doesn't pay the business, will the business survive? Can they pay THEIR debts? It is a slippery slope of dominoes when under-capitalised operators fall over owing other suppliers who in turn fall over.

Business survival and profits are possible in the current environment. In the case of the seafood industry we are blessed with the fact people need to eat daily. The trick to survival is ensuring that you will get paid and that you can look after your suppliers, because without a supplier, you're out of business.



Cartoon illustration Con Aslanis



Mr Peter C Poulos of Poulos Bros. Weathering today's financial storm can no longer be done with a little bluff and bluster or a nice lunch.



Memories & Flashbacks with Con Cosmas

# My return or back in Australia

Well I am back after spending approximately six weeks in Greece and I must say that there is a quite a difference between the two cultures, that is Australian and Greek.

I am sure you have all heard the expression "Greek Drama". Well, in Greece you get plenty of "Drama" whether you walk down the street to buy a tin of foot powder from the local chemist or visit the supermarket. I have a slight hearing loss which is, on occasions, obvious to me in Australia but during my stay in Greece it was not evident to me on any occasion.

Apparently the reason being that due to their (Greek) animated approach to communication they speak louder than is the norm here. I am not complaining.

In my past article I refer to the very high cost of fresh fish e.g. snapper cutlets \$80 - \$85 per kg, and praised the display of fresh product, variety and knowledge of the staff in the supermarket. Putting the prices aside, it is fair to say that shoppers in Greek supermarkets have access to first rate quality and variety. May I say that the display and quality is equal to Prahran\* or Queen Victoria\* fish stall standards. For this they get a big tick from me. I also mentioned that the supermarkets had improved their handling of frozen fish products but since the last article I had time to purchase some of the articles.

I decide to make spaghetti marinara for the family so I went to the frozen fish cabinet and section to see what was suitable for my purpose. I purchased a 1kg bag of half shell mussels (similar to our black mussels only of smaller size) and a pack of mussel meat. Both products were of excellent quality but places of origin were not found by me on the packs. It seems as if the EU (European Union) is trying to

make its members into one entity.

I was enticed to buy a vacuum pack crayfish tail. It looked like the real thing. It was beautifully presented and I certainly know what a crayfish tail looks like but when I thawed it out I realised that it was a piece of fish meat similar to our sea food extender that had been shaped, coloured and flavoured to look like a crayfish tail. I threw it into the rubbish bin as that is what it was. Unfortunately it was clearly advertised and marked as Crayfish Tail.

This is intentional misrepresentation and the EU will have to tighten their legislation to stop this malpractice. On the back of the packaging in ever so small writing, was written what was really in the packet. I could hardly read it even with my glasses on.

I also purchased a tube of fish egg paste (avgotaracho) but when I tried it at home I realised that once again I had been deceived as while it had a percentage of fish eggs, 50% was made up of flavoured fish meat and that also finished up in the rubbish bin.

From my past experience I know that the producers of these fraudulent products will not be in business for very long.

I recall that during the late 1950s New Zealand fish processing companies began to send to Australia 1lb. (500gr) packets of frozen New Zealand fish fillets. The packaging was very attractive and the quality at first was good and sales began to take off. It showed so much promise that many mixed businesses in the suburbs put in deep freeze cabinets to sell the new product on the market. Sales continued to increase for a short period until some New Zealand processors lowered the quality and standard of fish that they

placed into their packets. Some of the packets although attractive on the outside hid very poor and even disgusting fish. These few processors killed the new product for everybody and the trade came to a complete stop. Fifty years later and those packeted products have not resurfaced.

The old saying says "you can fool some of the people some of the time but you cannot fool all of the people all of the time".

So labelling of fish products in Greek and E.U. supermarkets and I suspect other products, leaves a lot to be desired and certainly not up to Australian standards. For this reason I do not give them a tick but a large cross.

It seems to me that the fish retailers (in Greece) that operate in shopping strips have not upgraded their fish handling practices. Much of the fish on offer is displayed and sold from the front of the their stalls, exposed to the air and therefore the dust from the traffic and whatever else is in the air. While the containers hold fish and ice, often the fish sits on top of the ice where it has little effect.

Still, they have some excellent fish on offer but one has to be aware to select the fish that has been delivered on that particular day. The fish mongers there have yet to learn the lessons that we fish traders in Australia have learnt over the past 25 years, that proper fish handling, that is packaging, temperature control, icing and hygiene is not an expense but an absolute necessity aimed at profitability and service.

Con (Kosta) Cosmas

\*Prahran and Queen Victoria are Melbourne suburban Markets.

## QSIA appoints acting president and welcomes Conservation zone

Michael Gardner has been appointed Acting President of the Queensland Seafood Industry Association (QSIA) following the decision of former President Niel Green to step down from the position.

Mr Gardner was elected by his fellow directors and will hold the position until the QSIA's Annual General Meeting. The meeting is scheduled to be held later this year when the new President will be elected.

The Board unanimously thanked Neil Green for his dedication to the seafood industry in Queensland and the enormous contribution he has made for many years.

"We are grateful still to have his advice and wise counsel available to us at a time when the industry continues to face significant challenges," Michael Gardner said.

Meanwhile QSIA has welcomed the establishment of a Coral Sea Conservation Zone by Federal Environment Minister Peter Garrett.

QSIA Chief Executive Officer Winston Harris said this appeared to be a "holding action" that would allow issues surrounding long-term protection of the environment of the Coral Sea to be discussed rationally, with proper input from all stakeholders.

"The Queensland seafood industry will certainly welcome the Federal Government's refusal to be rushed into any rash decisions by the current lobbying campaign by US-based environmentalists to shut the entire region to all forms of fishing," Mr Harris said.

According to Mr Harris the Coral Sea Conservation Park was part of a broader planning process for the East Marine Region, which stretches from the Torres Strait to southern New South Wales and as far east as Norfolk Island.

The QSIA looks forward to playing an active role in helping the Australian Government protect the marine environment in this region, while at the same time providing for sustainable harvesting of seafood.

### Rudely awakened

Certain retail buyers at the MWFM were rudely awakened, when they were stopped, as they tried to enter the Market prior to the designated time of 5.30 am and ahead of other retailers. Someone should have told them that rules are made to be obeyed.

### Great offer

The University of South Australia has come up with a very practical and useful idea. It offered two of its final year marketing students to any seafood organisation for two days a week for a period of four months at the piddling sum of \$500. The students were to undertake a marketing project of the organisations choice and then at the end, present a final report and conduct a presentation to management and staff.

## Dr. Jamie Oliver, AIMS new Western Australias research leader

Australian Institute of Marine Science (AIMS) has appointed world renowned marine biologist Dr Jamie Oliver as its Western Australian research leader and head of the Exploring Marine Biodiversity research program based in Perth.

According to Dr Ian Poiner, AIMS CEO, Dr Oliver, who since 2000 has worked in a number of senior scientific positions with the WorldFish Center in Penang, Malaysia, brings a wealth of experience to a challenging role and is making a welcome return to the AIMS fold.

During the 1980s Dr. Oliver was one of a number of scientists who discovered the phenomenon of mass coral spawning on the Great Barrier Reef. He worked for AIMS in the mid-1990s in Townsville managing the Long Term Monitoring Program, and was also Senior Research Scientist for the Great Barrier Reef Marine Park Authority. He is well known in the Australian and international marine science community.

Managing the Exploring Marine Biodiversity

program, Dr Oliver will oversee a team that is filling the gaps in understanding of patterns and processes of tropical marine biodiversity, particularly in tropical Western Australia. Biodiversity research is one of AIMS' great strengths and is at the heart of the WA research program, a program that has been growing rapidly through recent agreements.

Earlier this year, AIMS signed a landmark memorandum of understanding with the University of Western Australia to develop joint research activities. Under the agreement, worth more than \$2 million over five years, UWA and AIMS will share resources to build new capacity in Western Australia to address pressing marine science issues. The new Oceans Institute to be launched later this year on the UWA campus will be home to AIMS WA in due course.

"We are fortunate to have Jamie on board to see our WA expansion through its next stages" said Dr Poiner who also paid tribute to Simon Woodley, who has been acting AIMS WA research leader for a year, overseeing a period of significant growth.

## Speculation is rife

Speculation is running rife as to where the Melbourne Wholesale Fish Market is moving and when. Some rumours have it moving to Port Melbourne while others are talking about Laverton. These locations, may very well turn out to be red herrings.

According to a well placed source within the Market, an announcement regarding the relocation of the market is imminent but declined

to give further details due to the sensitive stage that negotiations have reached between the Melbourne City Council and the commercial third parties involved.

One thing however is certain, and that is that all parties involved are playing their cards very close to their chests and are at the present not showing their hand. If I were a betting man, I would be hedging my bets towards the Western suburbs. Stay tuned.

### Suspended sentences

A San Remo man (Vic.) has been fined \$4000 and banned from fishing for ten years after pleading guilty to taking and trafficking abalone out of season. The man had two prior convictions for abalone related offences. He was also sentenced to twelve months jail wholly suspended.

In addition he had his vessel, trailer and diving equipment forfeited all at an estimated cost of \$5,500

In Portland (Vic) a commercial rock lobster fisherman of twenty eight years was convicted and fined \$1000 for taking and consigning for sale undersized Rock Lobsters.

A man from Melbourn's Western suburbs was also given a three month suspended jail sentence and fined \$2,500 for abalone theft in East Gippsland, Victoria.

Fisheries Victoria Director of Field Services, Michael Hodder, says they are "committed to protecting valuable commercial and recreational Fisheries."



## 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

### Grilled Snapper

Long and arduous processes do not always guarantee mouthwatering memories! Try this treatment for a whole snapper.

Wash and pat dry the outside as well as the inside of the fish with a paper towel. Season the fish on either sides. Have the BBQ ready with the iron plate very hot (charcoal BBQ is ideal) Oil the iron plate and sit the snapper on it.

While the fish is cooking prepare the dressing you are going to accompany the fish with. That consists of: virgin olive oil, lemon juice, finely chopped onion, finely chopped parsley salt and pepper. Mix the ingredients gently with a spoon in your best bowls as it is going to be your centre piece. The quantity of the dressing depends on how many people you are serving. (3 table-spoons of dressing per person)

When the first side of the fish is nice and crunchy turn it to the other side and drizzle it with extra olive oil. Grill until the other side looks equally crusty. Each person is expected to fillet their fish and get rid of the bones as well as dressing the fillets with the onion and parsley mixture!

## Funding for seafood industry

Funding under the three-year Promoting Australian Produce initiative, The Federal Minister for Agriculture Fisheries and Forestry Mr. Tony Burke announced the first round of offers for fifteen different projects Australia wide that amount to nearly \$2 million.

of \$148,875 for its "Building Capacity to Promote Australian Seafood - "Australian Made". The project aims to develop the capacity of the Australian seafood industry to market fresh Australian seafood and promote its environmental management practices.

Grants of between \$50,000 and \$750,000 have been made available to projects to boost industry marketing, research consumer habits and strengthen links with new and existing markets and promote themselves to domestic and export markets.

A number of seafood industry organisations have managed to secure some of the funding.

Western Australian Fishing Industry Council has been given \$100,000 to expand export markets for Western Australian seafood, including lobster, prawns and abalone.

Seafood Experience Australia Ltd has received \$36,000 to promote Australian seafood to new or established export markets, including through an interactive workshop in London and an Australian Pavilion at the European Seafood Exposition. Roy Palmer, CEO of SEA, said "Whilst it is good to see the seafood industry attract some funding from Government, I regret to say we are all missing the main game and that is, funding a national framework which has specific strategies to promote seafood and the seafood industry. Without this the industry will always be on a drip feed and reliant forever on Government handouts."

Australian Mussel Industry Association Inc receives \$50,030 to develop a marketing campaign for Australian blue mussels and help them compete with imports, including from New Zealand.

Queensland Seafood Industry Association (QSIA) has received \$68,500 to trademark the 'Queensland Catch' brand and logo and promote Queensland seafood.

Seafood Services Australia has received the lions share of funding of all seafood recipients



Seafood Services Australia (SSA) Managing Director Mr Ted Loveday, above, said a comprehensive branding scheme for Australian seafood would help secure domestic and international markets.

"Australian seafood businesses will be well placed to achieve premium prices and protect access to domestic and international seafood markets under this project" said Mr Loveday.

The capacity building project, has two key elements. First, the highly visible and nationally recognised "Australian Made and Australian Grown" branding that will be utilized to develop an "Australian Grown Seafood" representation that will promote and differentiate Australian seafood in the domestic and international markets. Secondly, the project will build the capacity of the Australian seafood industry to promote its world leading environmental management practices. In addition it will help protect access to international markets by providing international seafood buyers and consumers with assurance that Australian product is sourced from sustainably managed fisheries. This market requirement is becoming increasingly important in several key Australian export markets, particularly the European Union and United States.

### SEAFOOD NEWS DEADLINES

Contributors and advertisers please note that all materials for publication in Seafood News must reach us by the 25th of each month.

May's 10 best sellers	
Species No 32kg Bins	
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# Caught

Photographs of Life at the Sydney Fish Market by Birgit Neiser

The Sydney Fish Market, together with The Mosman Art Gallery are presenting a photographic expose of life behind the scenes at the largest working seafood market in the southern hemisphere. Photographer, Birgit Neiser has captured the essence of life and work at the Market, by documenting its vibrant atmosphere.

The Sydney Fish Market at Blackwattle Bay, is situated at one of Sydney's premiere, harbourside locations, and is an authentic fisherman's market, that trades over 13, 000 tonnes of seafood annually and has over 100 different species passing through its auctions daily.

For most people a visit to the Sydney Fish Market involves a pleasant sensory experience, as the smell of fish and the squawk of seagulls greets the casual visitor. For Birgit Neiser, her behind the scenes photographs, reveal an ongoing love affair with the hustle and bustle of the Market from fishermen, fork lift drivers to oyster shuckers.

Glistening stills of the myriad sea life that is sold, prepared and consumed at the Market are also included, and provide a compelling testament to the timeless nature of this maritime industry.

Ever since Birgit Neiser was a young girl in Germany, travelling with her family and later independently as an adult, she found that she was especially drawn to fish markets around the world. With her formal professional background as an economist, Birgit has been interested in markets as dynamic places full of life. Whether the markets are stock, free trade or fish, the act of trading has always entranced her. Her passion as a student of photography led her to work as a freelance photographer for various European magazines and to continue her studies in New York at the International Center of Photography.



An example of Birgits photographs on exhibition that has been printed with the help of Epsom.

In 2003 Birgit travelled with her husband and children to Sydney and settled in Mosman. From 2006, she immersed herself in the daily life of the Sydney Fish Market in order to document its energy, its many diverse characters and the tremendous sense of place the market holds within Sydney's food culture. "People tend to underestimate the qualities of

this place. To many, they just think it is about dead fish, dirty work and rough people. They don't see the pride that the workers have in their jobs and in the Market, that they genuinely feel part of this place" Birgit said.

The exhibition is on from the 13th June to the 26th of July and to compliment the exhibition

there will be a series of talks, workshops and tours.

Mosman Art Gallery, Cnr Art Gallery Way and Myahgah Rd Mosman Open 7 days 10.00am – 5.00pm (Closed public holidays)

## Deutsche See and Alfocan winners at 2009 Seafood Prix d'Elite

From a field of 36 finalists, Deutsche See GmbH and Alfocan S.A. were this year awarded the top prizes in the ninth annual Seafood Prix d'Elite new products competition at the European Seafood Exposition. Deutsche See GmbH of Bremerhaven,



Germany took the top award for best new retail product with its entry, Seasonal Fresh Fish Convenience – Salmon in a Wooden Leaf. An innovative approach to barbecuing fish, this product is created by seasoning salmon with an aromatic marinade and then wrapping it in a wafer-thin wooden leaf. Each packet is garnished with a lemon slice and a bay leaf. The wood wrapper makes the salmon easy to barbecue, protects it from overcooking, and adds a spicy, smoky flavor to the fish as it chars on the grill. The judges particularly noted the unique approach to combining wood smoke flavour and fish, and how easy the product is for consumers to prepare.

In the foodservice category, the top prize was given to Alfocan S.A. of Seville, Spain for its

product, Crayfish Skewers. The product is made from 100 percent natural cooked, peeled and deveined crayfish tails, and packed under modified atmosphere. The skewers are ready-to-eat or can be browned gently on a griddle. The judges noted that the product has no addi-



tives and the convenience it offers to hotels, restaurants and caterers.

In addition to the two grand prizes, the judges also gave five special awards: Retail prize winner Deutsche See's product, Seasonal Fresh Fish Convenience – Salmon in a Wooden Leaf, was also presented with a Seafood Prix d'Elite special award for Originality. The product offers a sophisticated way to include more fish on the barbecue, and to provide a new option for those consumers who might be nervous about barbecuing fish.

Fish 'n Rösti from Royal Greenland of Aalborg, Denmark was awarded the Seafood Prix d'Elite special award for Convenience. A complete meal in one, this product is a combi-

nation of MSC-certified Alaska pollock topped with a creamy mustard sauce with a twist of Madagascar pepper. The entrée is completed by a potato rösti slice and held together by a light breading.

The Seafood Prix d'Elite special prize for Health & Nutrition was won by Vinh Hoan Corporation of Ho Chi Minh City, Vietnam for its product, Seafood Harmony. In this product, ocean-caught barramundi is combined with jumbo black tiger shrimp and sea scallops and topped with sun-dried tomato, capers and roasted garlic butter sauce. The seafood is then hand-wrapped in a traditional *en papillote* wrapper, which is designed to steam the seafood in its own moisture with very little added fat.

The Organic Smokehouse of Montgomery, Great Britain was given the Seafood Prix d'Elite special award for Retail Packaging for its Elderflower Cured Organic Salmon. These organic salmon fillets are cured in a mixture of Sicilian lemon juice, fragrant organic elderflower, salt, pepper and sugar. Subtler and more delicate than most gravlax, it has the sugar-salt tang of a Scandinavian-style cure, and also a fragrant hint of elderflower.

The new Seaforth line of ready-to-serve products from Marine Harvest in Brugge, Belgium was presented with a Seafood Prix d'Elite special award for Seafood Product Line. This retail line features a range of raw and cured seafood preparations, including Sashimi of Salmon and Tuna.

## SEA honoured

At a cocktail party, hosted by the Western Australian Government at Australia House London, and attended by participants of the European Seafood Exposition, (ESE) Seafood Experience Australia (SEA) was given the honour of launching the International Seafood & Health Conference and Exhibition to be held in Melbourne between the 7- 10 November 2010.

According to organizers of the ESE, this year the event was down by 5%, in sales of space. Despite this, many of the participating Australian companies have reported an excellent response from discussions held with their current and potential clients.

Present at the SEA pavilion was Western Australia Minister for Mines and Petroleum, Fisheries and Electoral Affairs, Mr. Norman Moore. Austral Fisheries CEO, David Carter thanked the Minister and his Government's sponsorship and also for the Minister's commitment to approach the Federal Government and the other States to seek additional government support for the 2010 ESE and hopefully beyond.

Other companies who invested at the SEA Pavilion were A Raptis & Sons, Australia Bay Seafoods, Clean Seas Tuna, Ferguson Australia, Geraldton Fishermen's Coop, Pristine Oysters and Tweed Fisheries International. Additionally, Seafarm and Marine Produce Australia had involvement but did not staff the pavilion.

# IAFI Congress to be held in Agadir

Following the European Seafood Exposition in Brussels IAFI Directors, Christopher Leftwich and Roy Palmer, visited Morocco and held discussions with all the major organizations that are involved in the IAFI World Seafood Congress (WSC) to be held there.

The centre of the Congress, The Royal Atlas Hotel in Agadir, is a world class hotel with all the facilities of a five star hotel. It is combination of traditional Moroccan and modern European style and highlights that Agadir is the corridor to Africa with strong connections to the Arabic seafood world. The hotel has been established for approximately two years and is alongside a superb beach setting with a five kilometer promenade.

Both Directors were impressed with the friendly spirit and excellent support from the local seafood people and especially from the Moroccan Government. They highlighted that the IAFI welcomed the opportunity to hold the WSC in Africa for the first time and acknowledged the efforts of their long term supporters, from this important and developing continent, as well as the backing from Kingdom of Morocco, especially through the Ministry of Agriculture and Fisheries, the Marine Fishery Department and its staff.

Mr Abdellah Janati, Morocco's Head of Fish Processing Department, said Agadir is the centre for seafood processing in Morocco. It has forty per cent of the total investment of Morocco's plant

and equipment that provide the infrastructure for approximately fifty per cent of the 70,000 Moroccan seafood process workers. It has a developed Fish Market, with future plans for expansion and renewal.

Additionally Agadir has the foundation for future expansion with both the Institute National de Recherche Halieutique and the Institute Scientifique de Peche Maritime being located here and well placed to assist its seafood industry. Additionally over the next few months the Strategy for Marine Fisheries will be launched, with important discussions taking place regarding eco-labeling, and an EU expert will visit Morocco to discuss IUU process.



The fishing harbour in Agadir, Morocco, where more than forty per cent of the county's seafood industry infrastructure is located.

"We especially welcome the IAFI World Seafood Congress to Agadir and we are looking forward to networking with many of the world's seafood leaders and to creating new pathways forward during the difficult period that we have all been through", said Mr Janati.

Representing, Fish Processors, Dr Bouayad thanked IAFI for choosing Morocco and Agadir and assured the support of his organization to ensure a successful event. He also pointed out that added value to fish is the only way to reduce any impacts of fish shortages.

Those interested in the congress may visit [www.worldseafoodcongress.org](http://www.worldseafoodcongress.org).

## New Fisheries Department Offices for Denham W.A.

The State Government of WA is to build a new \$8.5 million regional office block for the Departments of Fisheries and Environment and Conservation (DEC) at Denham scheduled for completion within the next two years.

The new facilities, are part of the 2009 State Budget, aimed at addressing concerns about the current Fisheries' office and the accommodation situation for DEC staff in Denham," Mr Moore said.

Fisheries Minister Norman Moore said that the current demountable accommodation in Denham's Knight Terrace was no longer adequate to serve the Shark Bay region.

Co-location of the two departments is consistent with the Government's desire to reduce costs and duplication of services and it is hoped the new and improved facilities will help attract and retain officers for both agencies and improve services for the community.

"The new facilities will also be useful in helping to deliver consultation, education and interpretation services to users of the aquatic resources, managed within the region, by the Department of Fisheries" said Minister Moore

The project will provide local job opportunities during the construction phase, and encourage further growth in the region.

According to the Minister this initiative shows how the State Government is working to provide better services to regional Western Australia in general and its investment in the Shark Bay area in particular.

Fisheries officers at Denham carry out significant compliance work with both commercial and recreational fishers in the Shark Bay Marine Park area.

Last year, the response capabilities of Fisheries and Marine officers in the Shark Bay region were improved with the provision of a new boat - the PV Edwards.

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## Minister's response

Questions asked by: Spice Magazine, Autumn issue March 2009

**Subject: Commercial fishing in Swan River (WA)**

Swan River have voluntarily surrendered their licenses for appropriate compensation.

### Question 1

*Fisheries records show there is no species stock issue, so why is the Minister so keen to close the last remaining commercial fishery in the Swan River?*

"Although there is no current issue related to threatened crab stocks, the reason the previous Government decided to ban commercial fishing was to protect stocks. It would be entirely inappropriate and unfair for this State Government to allow one person to operate a commercial fishery, when all other operators have played by the rules and agreed to surrender their licenses".

### Minister's response:

"As the Minister for Fisheries, I do not believe it appropriate for one person to have a monopoly on commercial fishing in the Swan and Canning rivers.

### Question 2.

*What do you say to those members of the public who enjoy eating the*

*Swan River crabs, as they are considered to be the premium WA crab, but are unable to fish for themselves?*



Mr Norman Moore  
Western.Australia.Fisheries Minister

"The last remaining operator, Neil Oliver, bought into the Swan River commercial fishery in October 2006 knowing that the previous State Government planned to close the fishery.

"He signed an official letter from the Department of Fisheries acknowledging its advice regarding the closure of the fishery, before he bought his commercial fishing license. The current move to finally close the commercial fishery is the end of a long process by the previous State Government that debated the issue widely, before making its decision.

### Minister's response:

Anyone who wants to can still fish for crabs in the Swan or Canning rivers on a recreational basis - as long as they adhere to size and bag limits.

For those people who do not wish to, or cannot fish themselves, I make the point that the Swan and Canning rivers' crabs are the same species taken commercially from other fisheries operating on the West Coast and which are readily available from retail outlets in the metropolitan area.

"All the other commercial operators in the

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