

A long time coming



Mr. Peter C. Poulos is very optimistic about the Sydney Fish Market's future and states that it's redevelopment has been a long time coming

Our front page report on the redevelopment of the Sydney Fish Market in the May issue, had sellers and buyers at the Melbourne Wholesale Fish Market seeing blue. Quite rightly many were asking why something similar can't be done for Melbourne.

Seafood News asked Peter C. Poulos from Poulos Bros how he sees the new redevelopment of the Sydney Fish Market. "It's been a very long time coming and at last the Sydney Fish Market will undergo the face-lift

redevelopment that will continue its reign as Australia's premier fish market. With the assistance of the NSW State Government, Sydney Fish Market will emerge as a state of the art facility marrying wholesale and retail seafood operations in a historic harbour side setting. The Sydney Fish Market is part of the culture, spirit and heritage of Sydney.

The redevelopment will maintain and grow seafood's pre-eminence as the king of foods, especially in the hearts of millions of Australians and tourists.

Know your limits around sharks

While most people don't mean to hook a shark when they go fishing, those who do find a shark on the end of their line should make sure they know the latest rules.

Since July last year, sharks have a take and possession limit of one and a maximum legal size of 1.5 metres total length or an interdorsal length of 60cm. The limits apply to all sharks and rays in Queensland waters. For fishers who want to keep their shark catch, it is important to measure the shark correctly.

Queensland Boating and Fisheries Patrol district officer Karl Roebuck said the shark and ray limits were adjusted to ensure the shark populations remained sustainable in Queensland by protecting large breeding sharks.

The only exceptions are great white sharks, grey nurse sharks, sawfish and spearhead sharks, which are all strictly no-take species. These species are particularly vulnerable to exploitation due to their slow growth rates, small number of pups and late sexual maturity."

Fishers caught in possession of oversized or no-take species, or those in excess of possession limits, could face maximum fines of up to \$100,000.

It is essential that people stay up-to-date with relevant rules and regulations to avoid the heavy fines and to ensure the continued sustainability of these and other important species.

Mr Roebuck said if fishers found themselves with a shark on the end of their line, there were some simple steps they should take to ensure their own safety.

"Obviously if the shark is large the only option is to release it as safely as possible. If the shark is only small, fishers should handle it with care keeping hands, feet and body well clear of the shark's mouth."

The Queensland Boating and Fisheries Patrol is the compliance arm of Fisheries Queensland which is part of the Department of Employment, Economic Development and Innovation.

Huon Aquaculture nominated for Presidents Medal

Following their success at the 2010 Sydney Royal Fine Food Show with their Banquet Slice Cold Smoked Salmon, Huon Aquaculture has now been nominated for the prestigious Royal Agricultural Society (RAS) of NSW, President's Medal.

Out of 5000 entries from across Australia, Huon Aquaculture is one of six Champion Medal winners that have been selected to compete for the President's Medal. Apart from the medal, competitors also stand to win a \$10,000 prize. The winner will be announced on June 14 at a gala dinner to be held at the Four Seasons Hotel in Sydney.

The President's Medal is the only award of its kind in Australia, where quality products and producers from the wine, dairy and fine food industries are assessed on financial, social and environmental performance, market accep-

tance and point of sale appeal.

Co-founder of Huon Aquaculture, Frances Bender, said that the Huon Aquaculture team was honoured to make it to the next level of judging.

"We are very proud of our salmon, and it is great to be recognised for doing something that we love, we don't want to be the biggest, we want to be the best" said Mr. Bender.

Huon Aquaculture, whose products can be found from the smallest independent to the biggest retail outlets in Australia is the only Tasmanian company to be nominated alongside some of the best known food producers from around Australia: Bulla Dairy Foods (VIC), Holy Goat Cheese (VIC), The Yalumba Wine Company (SA), Peter Lehmann Wines (SA) and T & R Pastoral (SA).

PUBLIC HOLIDAY QUEEN'S BIRTHDAY
THE MELBOURNE WHOLESALE FISH MARKET
CLOSED MONDAY 14TH JUNE



Photo of the month



L to R. Dino Gavillucci, Kerry Tatnell and Michael Canals regulars at the MWFM. Kerry used to run Blue Eye Fishing and transport seafood from Tasmania but no longer does it. He no longer has to get up at some ungodly hour to be at the market. It may be the reason why he is smirking.

Collaboration for fisheries

The Rudd Government has introduced legislation to Parliament that aims to secure more effective, efficient and less costly management of Commonwealth fisheries.

Federal Minister for Agriculture, Fisheries and Forestry, Tony Burke, said "the legislation would help the Australian Fisheries Management Authority (AFMA) work with fishers and other stakeholders to enhance sustainable fisheries under a co-management approach".

The new arrangements will allow AFMA to make agreements with primary stakeholders to share responsibility for fisheries management decisions in Commonwealth fisheries. The arrangements will result in better decisions and simpler and more efficient administration.

This new level of co-management will strengthen the collaborative approach that AFMA adopts with stakeholders, where the fisheries have strong leadership and governance arrangements in place and a demonstrated commitment to sustainable fishing practices.

"These reforms have the support of the existing management advisory committees (MACs) and will simplify the process by reducing the number of MACs from 12 to 6. The changes will also enable AFMA to rationalise the number of management advisory committees to provide a more cost effective and efficient consultative structure.

"These benefits will be passed onto industry and further build the industry 'stewardship' approach in managing the marine environment."

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Lucrative US market for prawns

Know your shark limits

Central Victorian lands the BIG one

WAY OUT WEST

International Seafood & Health Conference

Helper visits award winner



Victoria's Minister for Agriculture and Small Business, Mr. Joe Helper paid a visit to She Sells Seafood, winner of the Australian Seafood Business of the Year, in Castlemaine Victoria. When asked about the future relocation of the Melbourne Wholesale Fish Market and its impact on the Victorian seafood industry, Mr. Helper was non committal but said that his office door was always open to industry stakeholders that may have concerns with the issue.
More on award winner on page 4

From L-R: Angie Robinson (Proprietor), Joe Helper (Minister for Agriculture and Small Business), Frank Forster (Proprietor), Philip Schier (Mayor of Mount Alexander Shire), Linda Craig (Staff Member) and Caitlin Parsons (observed) (Staff Member)

Australasian Aquaculture lifts industry bar

The impact of climate change, advances in open ocean aquaculture, forging partnerships with Vietnam's aquaculture industry and seafood marketing were the hot topics of debate at the Australasian Aquaculture 2010 (AA2010) Conference and Trade Show held at the

Hotel Grand Chancellor, Hobart from 23-26 May.

The focus of the conference was for the industry to keep pace with economic, technological and environmental change. It addressed unprecedented environmental changes, new technologies and the correct

application of skills in the appropriate manner and place.

Almost a thousand delegates, including national and international aquaculture experts, converged on Tasmania for a week and participated in different events and workshops. Events included AquaEd Conference in Launceston, Recirculation and the Hatchery Workshops in Hobart while other sessions and workshops addressed a broad range of topics including new aquaculture industries, feed for the future, developing a seafood marketing strategy and the science behind sustainable aquaculture. Extra meetings had to be scheduled to cater for the large number of delegates who attended the Conference.

Keynote speakers for the three days included Mark Ryan, Adolfo Alvial, David Lyttle, Dr Alistair Hobday, Peter Redmond and Bjarn Gjerde, who delivered fascinating insights into important aquaculture issues.

"Initial feedback indicates that we achieved success at Australian Aquaculture 2010 but, we

are also doing an in-depth survey to ensure that we continue to improve and learn from our delegates about what makes the Conference work for them," said Mr Roy Palmer, the Conference Chairman.

Fisheries Research & Development Corporation and the Australian Seafood Cooperative Research Centre were very much at centre stage investing in overseas experts, workshops and sessions.

According to Mr. Palmer the aquaculture industry is lifting the bar and it is important that Governments move with it to ensure that it does not get bogged down with needless red tape.

Apart from the workshops and different sessions, the Conference was the ideal venue for people to network and enjoy themselves. Over four hundred people attended the Aquaculture Gala Dinner at Wrest Point Casino.

The next Australasian Aquaculture event will be held in Melbourne in early May 2012.

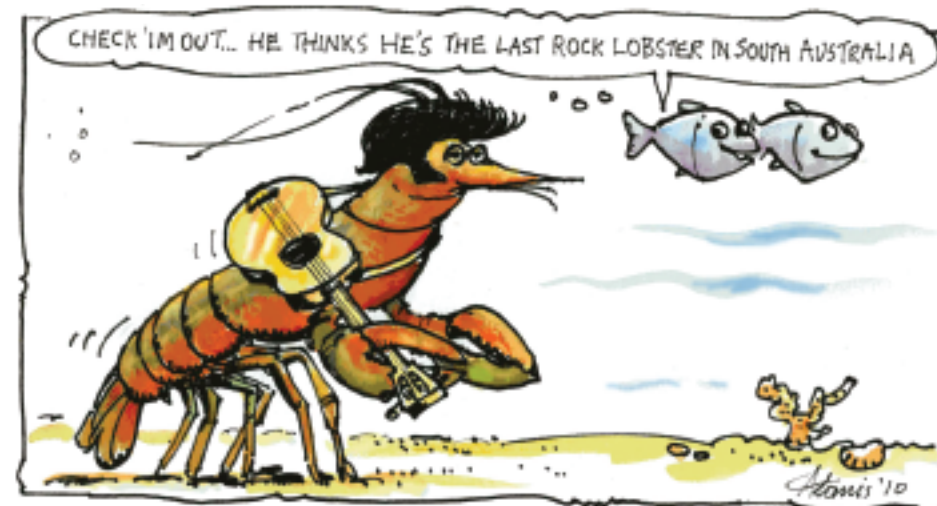


Illustration: Con Aslanis

Public invited to comment

A policy paper has been posted on the Western Australian Department of Fisheries website, seeking public comment on the future management of recreational roe's abalone fishing.

A working group, that included representatives of the recreational fishing sector, has proposed management options, developed after the Minister for Fisheries set an annual recreational catch share of 40 tonnes, in the West Coast abalone fishing zone. The proposal is based on advice provided by the independent Integrated Fisheries Allocation Advisory Committee (IFAAC).

The IFAAC also identified the need to reduce incidental abalone mortality and improve the social amenity for recreational fishers as issues that require examination.

Department of Fisheries South West Bioregion Manager Kevin Donohue said ensuring the fishery remained sustainable has and would continue to require very careful management.

"The West Coast recreational roe's abalone fishery, which includes the Perth metro area, is tightly regulated and limited to a six hour season, split over six days. With increasing catch levels by fishers, and licensee numbers also rising, management strategies must ensure catches are limited to the 40 tonnes allocated to the sector" Mr Donohue said.

As part of the consultation process leading up to the development of the management

options, a questionnaire was sent out to 1,000 recreational abalone fishing licence holders of which 20 per cent provided detailed responses.

The working group has put forward two options to be considered and they are: Maintaining the current fishing season and varying the number of fishing days to ensure a 40 tonne annual average catch over a five-year timeline is maintained, and adjusting the season so that fishing days occur on the first Sunday of the Summer and Autumn months (November to April). The number of fishing days may need to vary to ensure that a 40 tonne average catch over a five-year timeline is maintained.

The submission period will run for four weeks and the Department of Fisheries is seeking the views of interested parties, on ways in which an improved recreational fishing experience can be delivered within a sustainable fishery outcome.

"The commercial sector is managed under separate arrangements, to catch 36 tonnes." More details about how to lodge a submission can be found on the department's website at www.fish.wa.gov.au.

PLEASE NOTE: The West Coast Zone for recreational abalone fishing extends from Busselton Jetty to the Greenough River mouth. This includes all islands within the zone including Rottnest, Carnac, Garden and Penguin islands.

Government supports recreational fishing of thresher sharks

The Rudd Government says it will do all it can to support recreational fishers to continue fishing thresher sharks in a sustainable way.

The Indian Ocean Tuna Commission (IOTC) recently decided to adopt new measures to conserve the species including a requirement for commercial fishers to release thresher sharks unharmed.

Minister for Agriculture, Fisheries and Forestry Tony Burke said "Australia has well-regulated commercial and recreational fishing sectors and a strong track record of implementing measures to address concerns with the conservation status of various species."

"Australia already has in place measures that are designed to protect all sharks. I want to ensure that should Australia need to implement new measures to protect these sharks, that, (the measures) are practical and take into account existing management arrangements in both the commercial and recreational sectors," Mr Burke said.

In order to ensure the continued good management of the species, Mr. Burke said he will consult with his state and territory colleagues and state recreational fishing bodies, on existing arrangements and new measures as they are identified.

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| Squid Arrow | 545 |
| Warehou Blue | 449 |
| Red fish | 377 |

Banned on being in any boat, on or, next to Victorian waters for ten years

A couple from the Victorian city of Mildura and a Melbourne man have been convicted and ordered to repay thousands of dollars after pleading guilty to Victoria's largest ever illegal inland fishing racket.

A court has heard between five and seven tonnes of native Murray cod and golden perch were caught and then sold on the black market in Melbourne, turning over almost \$75,000, which the court ordered be repaid.

In the culmination of a five-year operation spearheaded by fisheries investigators at the Department of Primary Industries, the last of three offenders pleaded guilty in the Melbourne Magistrates Court this week to multiple offences related to the illegal netting of fish near Mildura since 2005.

Minister Responsible for Fisheries Joe Helper said "Murray cod and golden perch were iconic native fish unique to the Murray Darling Basin, which are listed as threatened and vulnerable and should be protected."

"The Brumby Labor Government takes its responsibilities to protect these iconic and important native fish species very seriously," Mr Helper said.

This level of illegal fishing puts unsustainable pressure on fish stocks for future generations. The nature of this long and comprehensive investigation shows the Government's determination to pursue criminal fishing activities with all of the tools at its disposal. This result sends a very strong message to the community that illegal netting of native fish is a serious criminal matter that will not be tolerated.

In November 2009, a 44-year-old man and a 40-year-old woman, both from a property near Mildura, and a 59-year-old man from Melbourne were charged with a number of illegal fishing offences including dealing in the proceeds of crime.

The Mildura woman was placed on a 12-month good behaviour bond, ordered to repay \$27,700 and costs of \$2000.

In an earlier hearing, the Mildura man was con-

victed and sentenced to 15 months' jail, suspended for two years. He was ordered to pay \$46,810 and to pay costs of \$1500.

He was also banned from possessing fishing equipment or being in any boat on or next to Victorian waters for the next 10 years.

A residential property owned by the Mildura couple was also restrained to hold against the \$75,000 pecuniary penalty order for money obtained from the proceeds of crime. A boat and more than 300 items of commercial fishing equipment and commercial scales valued at several thousand dollars were also forfeited.

In another earlier hearing, the Melbourne man was also convicted and ordered to repay \$3500, pay court costs of \$1663 and another \$2500 towards the Fish Care Volunteer program.

The court heard that based on an American fisheries agency formula, the cost to the community to replace one large mature Murray cod was \$2275 and a golden perch was \$682. The fish were caught near Mildura between 2005 and 2009 and then shipped to Melbourne where they were sold.

Fisheries Victoria executive director Anthony Hurst said the DPI's Fisheries Officers were supported by Investigators from the department's state-wide investigations group, Victoria police and Fisheries Officers and investigators from New South Wales, South Australia and Queensland.

"All these organisations are working cooperatively and continuing to investigate the illegal take and sale of fish," Mr Hurst said.

"The DPI encourages the community to report suspicious or illegal fishing activities to the department's 24-hour fishing offence hot line; 13FISH (13 3474). Mr Helper said under new laws introduced by the Brumby Labor Government last year, similar offences now carry even more severe penalties.

The amendments, which came into effect after these matters, mean new tougher powers and penalties to include trafficking and conspiracy type offences that could mean jail terms of up to ten years.

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In Brief

Abrolhos Islands hosts marine science meeting

The CEOs of three State Government departments, and representatives of Federal science agencies, WA universities and the fishing industry met at the Saville Kent research facility at the Abrolhos Islands in early May.

This is the first time, the Western Australian Marine Science Institution (WAMSI) held one of its regular board meetings at this unique Mid West location.

WAMSI's Board has been keen to visit the Abrolhos Islands, while the rock lobster season is underway and at the same time enable its Chairman to make a presentation to the fishers about the Institute's role and project.

The WAMSI Board will also be given a briefing on the impacts of climate change on Western Australia's rock lobster fishery.

Department of Fisheries CEO, Stuart Smith said it was a great opportunity for the WAMSI Board to get a first hand view of the unique features of the islands; including historical, environmental and social perspectives, as well as the important economic role provided by fishing and pearling.

The Abrolhos is an important Fish Habitat Protection Area, managed by the Department of Fisheries and a vital part of the State's important western rock lobster fishery.

WA's \$3.36 million long range patrol boat

A new long-range patrol boat costing \$3.36 million designed by Southerly Designs of Port Denison and built by Western Boat Builders of Geraldton is set to help the WA Government manage the future of its fisheries.

The 20m-long patrol vessel (PV) *Houtman*, is replacing the 18-year-old PV *McLaughlan*. The new patrol boat will help fisheries staff monitor fish catches as well as perform other important duties.

It will play an integral part in managing significant maritime and archaeological sites at the Abrolhos Islands and deliver compliance services on behalf of the WA Museum and the Commonwealth Department of Environment, Water, Heritage and the Arts.

This long range patrol boat, is built to cope with the often demanding offshore environment along WA's coast and will be based in Geraldton.

The WA Fisheries Minister, Mr. Norman Moore who officially launched the vessel said the PV *Houtman* was named after Frederik de Houtman, the explorer who discovered the Abrolhos Islands in late 1619.

The Dutchman is credited with being the second European to sight the West Coast of Australia.

De Houtman named the Abrolhos Islands, which in Portuguese means 'keep your eyes open' and 'spiked obstruction' as both a warning and description of the reefs that surround them.

RYE FAMILY COPS SUSPENDED JAIL SENTENCES

Three members of a Rye family were convicted in the Frankston Magistrate's Court for taking and trafficking abalone.

The father, 51, and his sons, 25 and 21, pleaded guilty to harvesting abalone from an area known as 'the divide' near Rye in January 2009. They also pleaded guilty to trafficking a commercial quantity of abalone.

NHMCR accused over draft report

The National Health & Medical Research Council (NHMRC), the Federal Government's peak health research advisory body, has been accused of potentially putting the health of Australians at risk.

This follows the release of a draft report prepared for the NHMRC recommending Australians eat seafood just once a week not twice or more, as widely recommended by Australian and international health experts.

Octopus Fennel Stew

500 grams octopus
4 tablespoons olive oil
2 cloves of garlic, crushed
2 cups fish stock
500 grams fennel
1 small bunch fresh mint

In a heavy pan heat the oil and fry the garlic until soft. Add the stock and heat to a simmer. Skin the octopus tentacles and beat them with a mallet or tenderiser to soften them. If in doubt, ask your seafood retailer, if the octopus is already tenderised. Cut the octopus tentacles into 2.5 cm pieces. Wash the fennel bulbs and cut them into 2.5 cm pieces. Combine the octopus, fennel pieces and mint leaves with the stock. Cover and simmer over a low heat for 45 to 50 minutes. Serve with hot crusty ciabatta bread.

Lucrative US market for Australian wild caught prawns

Australian fishermen have welcomed the opening of the lucrative United States market to wild-caught Australian prawns.

The President of the Queensland Seafood Industry Association (QSIA), Mr. Michael Gardner said the opening up of the market followed years of work in designing, fitting and approving US-compliant turtle excluder devices (TEDs). It has been a co-operative effort between the industry and the Queensland Government.

The industry has been working closely with the Queensland Government on development and implementation of US-approved TEDs, including port visits and work on a number of trawlers. Inspectors from the US Federal Government's National Oceanic & Atmospheric Administration (NOAA) have visited Queensland several times over many years, including at least two visits last year.

TEDs and bycatch reduction devices (BRDs) have been mandatory on trawlers in Australia for many years, and fishermen fully support their use but, it was also a matter of meeting the particular standards required by US authorities. Because American prawn trawl fishermen are required to use TEDs in their nets, the US Federal Government requires that wild-caught prawns can only be imported into the United States from countries that use the same or equivalent TED designs. Australian fishermen have been involved in the testing of US-compliant TEDs and have hosted US inspectors on their vessels.

"I congratulate fishermen for persevering to meet the specific United States standards for TEDs. It's been a long hard road but I am very pleased for trawl fishermen and everyone through the marketing chain that this effort has paid off at last," Mr Gardner said.

Innovation award for CRC

The Australian Seafood CRC was awarded the prize for Excellence in Innovation at the Cooperative Research Centre Association Conference held in Alice Springs.

The prize was awarded in recognition of a series of research breakthroughs which have enabled the breeding and rearing of the prized Southern Bluefin Tuna in land-based hatcheries.

This award recognises the collaborative scientific effort behind the commercial development of bluefin tuna aquaculture by the South Australian company Clean Seas Tuna.

Dr Graham Mair, Program Manager at the Seafood CRC said, "This project epitomises the CRC's mantra of End-User Driven

Research Partnerships. Over the past three years scientists from more than 15 institutes around the world and across Australia have worked together to deliver this outcome for the seafood industry."

Through the vision of its founder, Hagen Stehr (AO) Clean Seas Tuna has learned how to effectively engage with teams of scientists to undertake discovery research and to take this on to commercial delivery, in partnership with the Seafood CRC.

According to Dr Mair, as a result of this prize winning collaboration, "consumers will soon be able to buy fresh bluefin tuna in the knowledge that the supply is sustainable through the combination of aquaculture and ocean fishing."

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Every day will be family day with activities such as: • master classes where internationally recognised health specialists will be team up with celebrity chefs to talk about seafood and health, and create simple nutritious and inexpensive seafood dishes. Celebrity chef, Pete Evans, will play a major part in these classes. • competitions based on seafood and health concepts, and • careers expo promoting seafood's full range of careers from fisheries management and compliance through science/research to harvesting/processing and on to retail/hospitality and logistics and management.

In addition to the regular exhibition display, we are planning international pavilions that will allow many countries to display their research achievements. This will give the event a truly international feel and great opportunities for interaction with local colleagues and suppliers and particularly with the Victorian public.

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Dr. David Hughes is Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the University of Kent Business School and at the Royal Agricultural College, U.K. David is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer trends, and is a strong proponent of building vertical alliances between key chain members in the food industry.



Nick Ralston took a position in 2002 at the University of North Dakota working with the Environmental Protection Agency-funded Center for Air Toxic Metals Health Effects program. Earlier this year, Ralston and his colleagues published the results of their seven-year-long study, which shows that current U.S. Food and Drug Administration methods for developing seafood consumption guidelines may not provide an accurate assessment of seafood safety. The study's results led them to develop the Selenium Health Benefit Value criterion, which predicts risks or benefits of seafood species based on methylmercury and selenium content. (courtesy of www.seafoodsource.com)



Professor Les Cleland graduated MB BS and MD at the University of Adelaide. Director of Rheumatology, Royal Adelaide Hospital since 1982. Clinical Professor, University of Adelaide since 2000. The anti-inflammatory effects and cardiovascular benefits of long chain omega-3 fatty acids found in fish and fish oil is a long term clinical and re- search interest. Further professional interests include systems for cost-effective, safe management of rheumatoid arthritis and other inflammatory diseases.



Maria Makrides is a NHMRC Senior Research Fellow and Deputy Director of the Women's "Children's Health Research Institute. She is also the Professor of Human Nutrition at the University of Adelaide. As a research dietician, Maria is committed to improving the nutrition and health of mothers and their babies through the translation of high quality research. She has published widely and her work has been recognised nationally and internationally with a number of prestigious awards and appointments.

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Kiwi goes from fish to cranes



Frank Jansen, left, and Don Macdonald have worked together at McLaughlins and Consolefish in the Melbourne Wholesale Fish Market for the past fourteen years. Don, a New Zealander from the town of Cromwell in the South Island, originally started work in the market on a part time basis but has now decided to move on and take up a position as a crane truck driver with a mate. Good luck Don, we are sure your mate will be very happy with your services, as were the buyers at the market.

Central Victorian seafood retailer lands the Big One



Looking very proud of themselves the staff of She Sells Seafood from left, Frank Forster (Proprietor), Hayley White (apprentice) and Angie Robinson (Proprietor).

Castlemaine-based seafood retailer, She Sells Seafood, has secured the prize catch of being named Australian Seafood Business of the Year for 2010. The award was announced at the 5th Australian Seafood Industry Awards dinner in Melbourne on 15 April.

The award recognises outstanding achievements in business growth, innovation, product excellence, service and marketing, and contribution to the future of the seafood industry. She Sells Seafood was judged to be the best performer across these categories from finalists representing each State and Territory. She Sells Seafood won the Victorian Seafood Business award in September 2009.

She Sells Seafood has recently undertaken an audit of its greenhouse gas emissions, has introduced new practices to minimise waste, and is currently developing a program to utilise increased renewable energy sources.

In announcing the award, the Minister for Agriculture, Joe Helper, congratulated the proprietors of She Sells Seafood on their achievements. The growth of She Sells Seafood from a part-time roadside business just 6 years ago to now being recognised as Australia's best seafood business is quite remarkable. This latest award will undoubtedly lead to an even larger customer following from across central Victoria and beyond.

Regional Victoria is well known for the quality and diversity of its fresh produce, and the residents of Castlemaine and surrounding districts are discerning food buyers and consumers. With the addition of She Sells Seafood to the fresh food outlets in the area, consumers in central Victoria now have access to the best of Victoria's and Australia's marine harvest. In addition, She Sells Seafood have added to this range of produce with their own menu of hand-made seafood dishes and take-home meals.

In addition the business is involved in an ongoing collaboration with art students from the Castlemaine Secondary College to decorate the external walls of the shop with student artwork.

At She Sells Seafood the retail environment is further enhanced by a range of fish-themed artworks from local artists, by fish games for younger customers and by witty fish-themed sayings on display outside the shop.



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Way out West

On a recent trip to his seafood suppliers in Western Australia, Michael Canals of C Q Foods was photographed leaving the Kailis Fish Market Cafe in the Perth suburb of Leederville. The idea of fish cafes seems to be gaining popularity. CQ Foods has a reputation of sourcing for its customers, some of the finest seafoods available in Australia. Michael's long family history in seafood has contributed to his extensive knowledge of seafood and the industry.

Canned Atlantic Salmon from Tassal

Tassal will soon be releasing its new range of canned Tasmanian Atlantic Salmon which it claims is the only 100% Australian grown and canned salmon in the local market.

The Salmon is sourced from the Southern Ocean and canned in Port Lincoln South Australia. Although, at present, other fish brands are moving their operations off shore, Tassal intends on continuing a twenty five year tradition of supplying the local market with its products and supporting the local industry.

"We are very proud to say that by offering a home grown Australian product

canned locally we are able to provide employment to every day Australians and do our bit for the Australian economy and the local canning

industry" said Mr. Dale Williams, Chief of Sales and Marketing at Tassal.

The nine products in Tassal's Quick and Healthy Premium Tasmanian Atlantic Salmon range from Tangy Lemon and Cracked Pepper to Asian style Sweet Chilli all available in 95g and 185g cans. Its Roasted range however is unique to the canned seafood category, as it uses

a new cooking technique where the salmon is roasted at a very high temperature just before being canned.

Tassal is Australia's largest producer of Atlantic Salmon and says that 100 g of its canned salmon contains on average 2.5g of fatty acid

which has proven benefits for heart, skin and hair health and a range of other diseases and conditions.



Tassal's new canned Salmon products