



Selfridges "Project Ocean" enticing its customers with sustainable seafood. Photo: Roy Palmer

## Sustainable shopping

For those visiting London, a visit to Selfridges store and their Oxford Street Ultralounge, can learn more about sustainable fishing.

Starting on May the eleventh Selfridges is launching its "Project Ocean", a five week programme designed to inform people about eating fish that comes from sustainable sources.

The project will feature guests ranging from fashion designers to restaurateurs and fishermen to campaigners, workshops and film screenings; 20 tanks each featuring a different coral, specially cultivated for us by Zoological

Society of London; a video and audio installation by artist Beth Derbyshire called The Seven Seas; the Dive Bar, the destination for the Friday after work crowd with music sessions and poetry readings. There will also be cooking demonstrations by celebrity and aspiring chefs using fish from sustainable sources and also collect recipes. All fish sold in Selfridges' food halls and restaurants will be from sustainable sources.

For this event Selfridges has teamed up with a host of environmental organisations including The Zoological Society of London (ZSL), the Marine Conservation Society and Greenpeace.



*Photo of the month*



Michael Canals of CQ Foods, in front of the sign informing all of the market's closing date.

## Cafe and chat

Networking with a coffee a chat and a salmon bagel at Tassal's Kew Salmon Shop



L to R: Peter Higgins, Minnie Constat, Lee-Ann Whitney, John Sciarra (Tassal), Brian Wilkinson, Frank DiMartino Carol Rothchild (FIA)

Over forty Victorian members of the Foodservice Industry Association (FIA) met for their monthly "Coffee and Chat" network meeting at Tassal's Salmon Shop in the Melbourne suburb of Kew.

The event is open to all FIA members and each month a different venue is chosen which is usually organised by Carol Rothchild, Executive Officer of FIA. John Sciarra, Tassal's Business Manager for Victoria and South Australia, who is a member of the association, proposed the Tassal Salmon Shop for their June meeting. The proposal was gladly accepted.

Many of the guests were very surprised and impressed, with not only the concept of the Salmon Shop, but also the look, service and products on sale at the shop's three different sections.

The informal and relaxed atmosphere has proven to be ideal for networking amongst some of the most important suppliers of foods to the wholesale food industry.

Guests were treated to excellent coffee and delicious salmon bagels.

## Consultation on Rock lobster plan ends

Tasmania's Minister for Primary Industries and Water Bryan Green was urging stakeholders to ensure they have their say on the Tasmanian rock lobster fishery draft management plan before the public consultation period closes next week.

"Public consultation is vital so that the Government understands the range of views in the community and enables all stakeholders, recreational and commercial to have input into have long term fish stocks can be improved," Mr Green said.

A reduction in the total allowable commercial rock lobster catch has already been implemented in response to declining rock lobster stocks.

The draft management plan, released by the Department of Primary Industries, Parks, Water and Environment in April, proposes a range of measures to support the long term sustainability of the fishery.

The review of the rock lobster fishery management plan is expected to be completed later this year.



**MELBOURNE WHOLESALE FISH MARKET**  
**CLOSED**  
**MONDAY 13th JUNE**  
Public holiday  
Queens Birthday

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# SEAFOOD NEWS

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JUNE 2011

Serving the Australian Seafood Industry

ISSN 1834-4399 VOLUME 9 No.5

*Cafe & Chat*

**Volunteers WANTED**

**SSA and NGO's at SFM**



*Marisa*

**\$445 million for biosecurity**



# THE END

At the time of Seafood News going to press, the Melbourne Wholesale Fish Market was scheduled to permanently cease operating from its current site on the 30th of June 2011.

Full story page 5

**STOP PRESS**

City of Melbourne Council inundated with phone calls regarding closure of the MWFM



# NPF pursues MSC certification

Northern Prawn Fishery is very proud of its environmental performance and eco-system based management practices.

Australia's largest and most valuable prawn fishery, the Northern Prawn Fishery (NPF), has entered full assessment for Marine Stewardship Council (MSC) certification.

Occupying an area of 771,000 square kilometres off Australia's northern coast, the NPF catches banana and tiger prawns using otter trawling methods, and has been recently recognised by the United Nations as a global model for sustainable fisheries management.

The MSC assessment covers the 52 vessels represented by the client organisation, NPF Industry Pty Ltd. The annual catch is 1628mt of tiger prawns and 5,642mt of banana prawns worth approximately \$80 million (AUD), sold on both the domestic and export markets, including Japan and China.

WWF (US and Australia) will be a co-client in the assessment with NPF Industry Pty Ltd, providing technical and financial support throughout the process. Independent certification body, the Marine Resources Assessment Group (MRAG), will evaluate the NPF against the MSC environmental standard for well-managed and sustainable fisheries. The MSC standard examines the sustainability of the target fish stock, the environmental impact of fishing operations and the management and governance systems that are in place.

Ms Annie Jarrett, CEO of the NPF Industry Pty Ltd, says the industry is very excited about the decision to pursue MSC certification.

"We are very proud of our environmental performance and the eco-system based management practices we have adopted over a long period in the NPF. The NPF was the first fishery in the world to develop a by-catch action plan, which has been continually updated since its introduction in 1997. The NPF is also among the first major fisheries in the world to fully embrace both economic efficiency and environmental sustainability in an operational management system."

## Trout and Salmon closed season begins

The annual closed season for trout and salmon fishing begins at midnight on Monday June 13 and will run until September 2.

Executive Director of Fisheries Victoria, Anthony Hurst, said during this period anglers were 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'. Sea-run trout

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# Outcomes of climate impacts on seafood symposium available

The outcomes of an Australian-first symposium examining the effects of climate change on the seafood industry that was held in March this year have now been released.

The event was hosted by the Queensland Seafood Industry Association (QSIA) and its President Michael Gardner said the organisation was proud to be involved.

Funding for the symposium came from the Australian Governments Department of Agriculture, Fisheries and Forestry under FarmReady, giving QSIA the opportunity to bring together leading Australian climate change scientists, State government fisheries and conservation managers, and industry operators.

The symposium was the first of its kind to integrate the skills of the various climate change stakeholders and was attended by delegates representing a wide range of industries and disciplines from across Australia and overseas. It was a unique event, very important for the seafood industry and valuable also for individuals and organisations involved in related

industries and disciplines.

The conference organiser, Eric Perez, QSIA's Manager for Climate Change, Fisheries and Industry Development, said he has ensured that all the symposium presentations have been included.

"I wanted a clear record of the presentations for use by attendees and, more importantly for them to be available to industry members who were not able to be at the symposium," Mr Perez said.

"The conference proceedings provide a range of materials, including session summaries, PowerPoint presentations, presenter biographies and their contact details, and video footage of each presentation. In addition, question and answer sessions were also recorded and one on one interviews with key symposium presenters are also available."

The proceedings can be found at: <http://www.climatechangeefishing.com.au/australian-seafood-industryand-climate-change-symposium-3-4-march-2011>

# Queensland's bass season ends

The Australian bass season has officially ended and will stay closed until the end of August this year.

Fisheries Minister Craig Wallace, said the closure is vital to protect bass during vulnerable times like their spawning season, but there are still plenty of places exempt from the off season.

"During the closed season anglers can continue to fish for Australian bass in 22 dams and waterways," Mr Wallace said.

These are:  
Baroon Pocket Dam  
Bjelke-Petersen Dam  
Boondooma Dam  
Borumba Dam  
Cania Dam  
Claude Wharton Weir  
Cressbrook Dam  
Fred Haigh Dam (Lake Monduran)  
Gordonbrook Dam  
Hinze Dam  
Isis Balancing Storage (Lake Gregory)  
Jones Weir  
Lake Clarendon  
Lake Dyer

"By following regulations and closed seasons, anglers help protect fisheries resources for the future," Mr Wallace said.

Bass are a migratory species and head downstream to estuarine spawning grounds. Where dams and weirs prevent fish from reaching the breeding grounds, fish are unlikely to spawn and fishing in these listed areas is permitted.

Mr Wallace reminded anglers that size and possession limits still apply to those Australian bass taken from open dams and weirs.

"The minimum size limit is 30cm and the take and possession limit is two," he said.

The three month closure will end on August 31 this year.

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# In brief

## \$445 million for biosecurity

The federal Minister for Agriculture, Fisheries and Forestry, Senator Joe Ludwig, opened the new biosecurity facilities in Gladstone, Queensland, that will help protect Australia from pest plants, animals and diseases.

Minister Ludwig said the new Australian Quarantine and Inspection Service offices at Gladstone will also contribute to the national economy.

AQIS staff in Gladstone inspect incoming vessels that carry Australian coal all over the world, thereby making sure they aren't bringing in harmful exotic pests and diseases.

"The 2011-12 Budget commits more than \$445 million to maintain Australia's strong biosecurity system and to progress reform," Minister Ludwig said.

## Goulburn River Trout receives recognition

Goulburn River Trout been recognised as a "sustainable source of seafood" by the Australian Conservation Foundation and The University of Technology (Sydney) under their Sustainable Australian Seafood Program.

Goulburn River Trout is a family operated trout farming and processing business based near Alexandra on the Goulburn River. The business has been in operation for 35 years, the last 20 under the ownership of the

Meggitt family. The business employs about 25 people, produces about 800 tonnes of trout per annum or 30 000 fish per week. Approximately 40% of the fish are smoked.

Although its processing plant is regulated by AQIS, to meet export standards, virtually all their trout products are consumed by the domestic markets by supplying most the major wholesalers in all major Australian cities.

## NSW DPI platinum sponsor

The Sydney Fish Markets "Seafood Excellence Awards" this year is proud to announce the NSW Department of Primary Industries as its platinum sponsor. The award night will be held at the prestigious Sydney Town Hall on Saturday 30th July in what organizers say will be an outstanding industry celebration.

The NSW Department of Primary Industries has chosen to sponsor the Environmental Award for Excellence. The award recognizes an individual or organisation that has demonstrated significant leadership and a commitment to the ecological sustainability of the NSW fishing industry.

## Volunteers wanted

The Marine Discovery Centre at Queenscliff is calling for volunteers to help people of all ages and backgrounds discover the wonders of the marine environment and our fisheries.

The Discovery Centre is part of the Department of Primary Industries Fisheries Victoria division, and located on the shores of Swan Bay.

Volunteers are important for the centre, "they are integral to our community program and help reveal the wonders of our unique marine environment and fisheries to our thousands of visitors each year," said Senior Education Officer, Alex Giannuzzi.

Volunteers must be at least 18 years of age and will be fully trained. The training involves hands-on activities, a number of

lectures and interactive interpretation training.

Volunteers will have the opportunity to pursue a qualification in Tour Guiding (Cert III) through William Angliss TAFE while working at the Discovery Centre and also to assist with some Fisheries Victoria community engagement events throughout the year.

Most of the staff employed at the Discovery Centre started as volunteers. "The volunteer program is a fantastic way to gain experience in marine and coastal education and network with people in the industry" said Pam Haebich, a volunteer.

An information session for potential volunteers will be held at the Centre between 11:00am and 1pm Saturday 25 June. For more information please contact the Centre on (03) 5258 3344

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# The End

Continued from page 1



The end has finally come for the Melbourne Wholesale Fish Market (MWFM). After many guesses, rumours and red herrings the wait is over. It is official the market will cease to operate from its current site on the thirtieth of June 2011.

Last month signs were erected at the entrance of the market informing people of its impending closure. Some people took the sign seriously while others didn't believe them.

Rumours of the markets closure have been floating about for some years, but somehow they never came to fruition. In 2010 it was said that by December of that year it would be closed, but at the last moment an extension of six months was given.

A couple of years ago there was an attempt by all the wholesalers to try and find an alternative site to set up a market. There were even construction plans drawn up. For some reason however it did not go ahead.

Some wholesalers began setting up their own operations outside the market while still trading at the market. Only one trader fully closed down his market outlet and moved to his new premises.

Most of the existing wholesalers and some newcomers eventually banded together and settled on a site in Kensington Road, West Melbourne. They called themselves the Melbourne Seafood Centre.

After some initial delays and setbacks due to the weather or obtaining of permits, work commenced at the new site. Work at the present time is proceeding at a neckbreak speed but it is impossible to complete the works by the end of June. The end of June, as far as the City of Melbourne is concerned, is the deadline.

According to The City of Melbourne and its CEO Dr. Kathy Alexander the message has been clear about the closure on 30 June 2011:

Council believes it has given traders a significant amount of time to find new premises, and providing numerous licence extensions since 2006 when the Melbourne Wholesale Fish Market Pty Ltd resolved to sell the market site. Council supported this decision.

The City of Melbourne also says that since 2006, the Melbourne Wholesale Fish Market Pty Ltd has worked with these traders by first offering them the market site to purchase and then when that fell through by extending their licences several times to allow them more time to relocate or build a suitable alternate site.

In its press release The City of Melbourne says there are a number of existing sites in Melbourne which already have significant capacity to temporarily facilitate the remaining traders while their Kensington site is being completed. It has not, however, disclosed the location of the sites.

Until now this issue was an internal industry matter with hardly any interest shown in it by outsiders. Last week however the daily media got hold of it and the market was awash with television news crews. That evening the story of the impending market closure made all the major television news bulletins. Radio airwaves were buzzing with the story and interviews were given to talkback programmes.

Many of the retailers who were at the market on Friday and saw what was happening were very rudely awakened. The message was forcefully driven home. Time was up. The market is closing down.

They are now faced with the prospect of having to run about to different locations to purchase their seafood. They may also choose to order it over the phone and perhaps have it delivered to them, all of which is going to cost money.

Many are already talking about the rising cost of fuel, time and effort that will be needed to carry on their businesses. All these costs will in the end be passed on to their customers. Some retailers are saying that prices for fresh fish will go up by 20 per cent. The alternatives are to sell cheaper frozen products or to wind up their operations. They are questioning if consumers will be prepared to pay high prices.

The closure of the market will also have a negative flow on to other parts of the industry. Firstly, fishers will have to decide if it is worthwhile to go fishing or not if they can't access the market. Transport companies will also be affected. The driver of one transport company told us that that he delivers over twenty tonnes of fish to the market daily from Tasmania and Sydney and he is unsure of what will happen to his job.

Over two hundred people are estimated to be at risk of losing their jobs, if the present market closes, before the opportunity is given to the wholesalers to move their operations either to Kensington Road West Melbourne or to whatever other site they have chosen.

The invisible costs of the market closure are perhaps equally detrimental than the obvious ones.

The microcosmos that has existed in the market for over half a century will disappear, never to be replicated again. Whole generations have grown up in the market. Malcolm McLaughlin, from McLaughlin and Consolidated Fishermen, Anna Plafadellis from ANZ Fisheries, George Miriklis from Jack Miriklis, Michael Canals from CQ Foods are all second generation fishmongers whose children are now part of the market and constitute the third generation. Very few industries can make the same claim.

The closure of the market is not merely the closure of an inanimate object made of steel and glass but a chapter in the history of Melbourne. It is the end of a journey that started in Flinders Street over a century ago.

It is also the journey for many pre and post war migrants whose journeys started thousands of kilometers away in far away lands and who made Australia, and the market, their home.

The market was the forerunner of multiculturalism long before the word multiculturalism became part of our vocabulary. As Malcolm McLaughlin said, at one stage at their company there were sixteen different languages and dialects being spoken. It was all these people and many more like them and their love of seafood which gave the market its character, and vibrancy and Melbourne its excellent seafood.

We bid farewell to the Melbourne Wholesale Fish Market and wish all its sons and daughters a new and prosperous beginning.



## Tony Abbott at the Sydney Fish Market



The leader of the Federal opposition Mr. Abbott on an early foggy morning at the Sydney Fish Market spruicking his opposition to the Government's carbon price

On the 20th of May on Tony's tweets the leader of the opposition said "started my day at the Sydney Fish Market. Good to talk to the workers and buyers and congratulate them on keeping Sydney well fed".

Whilst at the Market Mr Abbott went on to say that Labor's carbon tax posed a threat to it and many other places similar to it. The carbon tax, according to Mr. Abbott, will have an impact on cooling which will in turn impact on trans-

port and thereby make it more expensive for seafood to be delivered to the market because of fuel and cooling costs. The carbon tax will make it more expensive to keep seafood at the market and in the shops.

The leader of the opposition mentioned marine protected areas which assume that fishermen don't have any concern for the environment. This assumption according to Mr. Abbott is wrong.



Illustration Con Aslanis

### Study debunks campaign to lock away vast ocean areas off Western Australia

The Western Australian Fishing Industry Council (WAFIC) has welcomed the release of results of a five year scientific study by Murdoch University and the Department of Fisheries that reveals that there is "no evidence that fishing activity was having any major impact on the aquatic food chain within the State's four marine bioregions" and that claims "about 'fishing down the food web' are highly exaggerated"

"The conclusions from this study effectively blows away the claims by ideologically driven groups such as the Save Our Marine Life coalition that vast marine sanctuary zones off Western Australia are necessary to protect marine life from commercial and recreational fishing" Guy Leyland, WAFIC a/Chief Executive Officer said.

"Unfortunately both the Western Australian and Commonwealth Governments have responded to these ideologues and are proposing to lock away vast ocean areas off Western Australia. This research shows that such an approach is flawed and the health of marine ecosystems under contemporary fisheries management regimes has been maintained".

"A fair question to ask is whether Western Australians are being forced to suffer the further reduction in the supply of fresh local seafood either through commercial outlets or catching it themselves for no benefit except to satisfy an ideological pressure group and importers of fish from countries that do not necessarily have sustainable fisheries management" Mr Leyland said

## SSA network meeting at SFM

### Industry and NGOs come together

For the first time, key members of the Australian seafood industry and environmental NGOs (Non Government Organisations) have come together to discuss the need for clearer definitions and terminology on sustainability and the need for community participation in this initiatives.

"The issues we face is that there are many varied definitions and complex terminology relating to sustainability. There are many eco labels for seafood around the world, each with different criteria. In addition contradic-

sumers. "What's particularly important is the effective communication of evidence-based arguments. And along with with that, is transparency, and a willingness to be held to account for what you do," said Mr. MacMullen.

Increasing demand for Australian seafood and growing concern for the sustainability of seafood were central themes of the event.

Key outcomes of the meeting were plans to develop a common language initiative and



Panel Discussion; Left to right: Graham Turk, Managing Director Sydney Fish Market, Professor Colin Buxton, Institute of Marine and Antarctic Studies, Professor Robert Kearney University of Canberra and Phil MacMullen, Seafish Industry Authority

tions currently exist between industry and conservation groups about which fisheries are sustainable. It's very confusing for the consumer," said Graham Turk, Managing Director Sydney Fish Market.

While this presents a large task for all parties involved, Mr. Turk said he was encouraged by the willingness of all stakeholders in the industry, including individual and chain retailers, processors, fishers and eNGOs to work together to create greater understanding and transparency on sustainability.

Visiting keynote speaker at the event was Mr. Phil MacMullen, Head of Environmental Responsibility for Seafish Industry Authority in the United Kingdom. Mr. MacMullen highlighted the importance of common language and co-management by a range of industry stakeholders in improving transparency and gaining the confidence of con-

look at sustainability labelling for Australian seafood products.

From the very start of the meeting it was clear that the industry was committed to continue and harvest seafood in a sustainable way.

"This meeting has strengthened relationships throughout the industry and has provided a strong foundation to work together in arming consumers with the information they need in an easy to understand format" said Mr. Turk.

The one-day event was chaired by Dr. Patrick Hone, executive Director of Fisheries Research and Development Corporation, with other speakers including Duncan Leadbitter from Fish Matter and Professor Robert Kearney from the University of Canberra.

### Commercial Harvesting of Destructive Marine Pest

According to the Tasmanian Minister for Primary Industries and Water Bryan Green, the commercial harvesting of the long-spined sea urchin off the State's East Coast was a breakthrough in the fight against the destructive marine pest and a boost for the local economy

Mr Green said the sea urchin, *Centrostephanus*, is seriously threatening abalone and rock lobster habitats after spreading into Tasmanian waters in recent years.

"The urchin is wiping out marine ecosystems and is extremely difficult to manage and impossible to eradicate," Mr Green said.

The development of an industry from harvesting the urchin was a significant win for the environment and the economy.

Tasmanian Seafoods Pty Ltd has established a specialised processing facility at St Helens to extract the roe from urchins for niche markets where it is considered a delicacy.

The company has harvested about 60 tonnes of urchin over the past seven months, producing 4500 kg of roe.

The company is processing around four tonnes a week for interstate markets and was now also exploring opportunities in China and Japan.

The harvest of urchins will increase significantly if overseas markets can be developed. Initial trials of the roe have resulted in positive reviews by consumers with high profile chef, Chase Kojima from San Francisco, claiming it is the best that he has tasted.

Mr Green said the commercial exploitation of *Centrostephanus* roe was one of a number of approaches being explored to help manage the threat posed by the urchin.

A recent forum in Hobart hosted by Mr Green brought together a range of stakeholders including scientists, commercial and recreational fishers, environmentalists and fisheries managers to explore future management options.

"The incursion of the sea urchin into Tasmanian waters is likely to continue and we need a well coordinated response," Mr Green said.

Marisa's Recipes

www.allthingsicilianandmore.blogspot.com



## Pesce in Bianco



I bought this fine-looking fillet of fish as 'Rockling' and I was told that it has come from Tasmania; if I can I prefer to buy local fish, but Tasmania is not far from Melbourne and this fish seems to be more plentiful in their waters.

Because of its mottled pink and orange skin I think that it may be Pink Ling. Rock Ling and Pink Ling are closely related and apparently it is often sold in Melbourne under the name 'Rockling'. However, the grey skinned variety is more sustainable than the pink variety.

As you can see the fish has thick, firm, white flesh and it is well suited to most cooking methods; I chose to cook it in bianco. In Italian it means, 'white', without colour and it is considered the perfect food for those of us who are feeling unwell.

Even if you are in perfect health you can enjoy fish in bianco because this method of cooking will enhance the delicate, fresh taste of both these fish. If your digestive system is not as good as it should be, Italians (this includes Sicilians) would only dribble a little extra virgin olive oil and a little lemon juice onto the fish, but for those of us who are healthy an excellent accompanying sauce is maionese – egg mayonnaise.

In this recipe the fish is poached just below boiling point and retains its delicate flavour and moisture. It can be eaten hot or cold.

The fish needs to be cooked in a pan with a lid and in a single layer to prevent the liquid from evaporating.

### INGREDIENT

White-fleshed fish, estimate 1 portion per person (200-220g each)  
1 onion cut in half  
fresh parsley or a little celery (complete with leaves) for the poaching water  
salt to taste

### PROCESSES

Place the onion, parsley (or celery) and a little salt in a pan, which will accommodate the fish. Position the fish on top of the vegetables; add a little salt and sufficient water to barely cover the fish. Cover with a lid and cook on a very low temperature (just below boiling if possible) until the fish is cooked to your liking. Remove the fish from the poaching liquid and coat with a drizzle your finest extra virgin olive oil and lemon juice. Save the stock for one other time and discard the vegetables.

### MAIONESE (Mayonnaise)

Italians make mayonnaise with egg yolks, a little lemon juice and good quality extra virgin olive oil. My mother has never used a food processor to make mayonnaise; the mayonnaise will absorb about 1 cup of oil.

The way my mother makes mayonnaise:

Place 2 egg yolks (removed from the fridge – at room temperature) in a mixing bowl with a pinch of salt. Use a wooden spoon and always moving in the same clockwise direction, stir the yolks and while stirring drizzle a little extra virgin olive oil slowly into the yolks until creamy. Ensure that the previously added oil has been incorporated completely before adding additional oil. Add a tablespoon of fresh lemon juice once all of the oil has been incorporated.

I use a food processor or an electric wand to make mayonnaise:

Mix 1 egg with a little salt in the blender food processor, or in a clean jar (if using the wand). Slowly add 1-1 1/2 cups of extra virgin olive oil in a thin, steady stream through the feed tube while the blender or processor is running. Before adding additional oil, ensure that the oil, which has previously been added has been incorporated completely. Add a tablespoon of fresh lemon juice when the mayonnaise is creamy. If you are not making the traditional Italian version, it is common to add vinegar instead of lemon juice and a teaspoon of Dijon mustard. As an alternative, the Spaniards like to add a little saffron (pre-softened in a little warm water).



## Introducing the new location for Melbourne's wholesale fish market, the Melbourne Seafood Centre

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