



NATIONAL SEAFOOD INDUSTRY ALLIANCE

c/o PO Box 1605 Fremantle WA 6959 T: 02 9004 1118 E: nsia09@gmail.com

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MEDIA RELEASE

Move to remove seafood mystery

The National Seafood Industry Alliance commends those Senators who have today announced their support for legislating Country of Origin Labelling of seafood (CoOL).

“Seafood consumers dining out want to be told from which country that seafood has been sourced. Senator Nick Xenophon has today announced his intention to introduce a Bill to the Senate to ensure consumers will always know whether the seafood they are eating is Australian and if not, from which country it came,” said Mr Grahame Turk, Chairman, National Seafood Industry Alliance.

“This Bill will address the current gap in the legislation that leaves consumers in the dark regarding the origin of their seafood when they are dining out.” Mr Turk said.

“All Members of Parliament and Senators were written to by the National Seafood Industry Alliance regarding this important matter and all are now encouraged to get behind this simple solution to provide consumers with the information they want.

“Many consumers have a strong preference for Australian seafood and at dining venues often wrongly believe their seafood to be locally sourced or at least produced in Australia. The omission of country of origin labelling on menus misleads consumers into believing the seafood they purchase has been locally produced. It is deception by omission.” Mr Turk went on to say.

A committee of enquiry recommended that the exemption regarding country of origin labelling under Standard 1.2.11 of the Australia New Zealand Food Standards Code for cooked or pre-prepared seafood sold by the food services sector be removed, subject to a transition period of no more than 12 months.

Download the seafood mystery [flyer](#)

For further information visit: www.seafoodforaustralia.com.au

Contact: Grahame Turk 0418 700 021

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