



NATIONAL SEAFOOD INDUSTRY ALLIANCE INCORPORATED

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MEDIA RELEASE

Sustainable seafood beaches champion

The National Seafood Industry Alliance Incorporated (NSIA) is delighted to see Layne Beachley reach out to consumers to support sustainable seafood.

“Australian seafood is sustainable, and to have a world champion advocate for consumers to buy sustainable seafood is wonderful news for the seafood industry,” said National Seafood Industry Alliance Chair, Ms Katherine Winchester.

“Consumers are in the driver’s seat, every single purchase they make counts, and when they purchase Australian seafood they can be confident they have made the right choice,” she said.

“When you buy Australian seafood you are choosing to support well managed fisheries, sustainable Australian fish stocks and the hard working Australian’s that bring delicious seafood to our plates.

“Global tuna stocks, which are the focus of a campaign launched by Layne Beachley yesterday, are a highly migratory species and some of the stocks worldwide are facing challenges due to different standards in each country.

“Australian fish stocks are in great shape thanks to the passionate people in the industry and our best practice fisheries and environmental management – Australian seafood is the envy of the world and we are renowned for producing high quality, sustainable seafood,” Ms Winchester said.

“Each year more than a hundred fisheries scientists from across Australia work on producing a stock status report and the latest report shows our fisheries are in great shape, it also reported improvements in stock.

“We want consumers to harness their decision making power in every situation, whether it’s in a supermarket, fish monger, take away shop or restaurant, each purchase of Australian seafood is a purchase that supports sustainability.

“With over 70% of seafood sold in Australia being imported, being able to make informed decision about the seafood we buy has never been more important.”

For further information on the status of Australian seafood visit: www.fish.gov.au

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MEMBERS OF NATIONAL SEAFOOD INDUSTRY ALLIANCE

