



NATIONAL SEAFOOD INDUSTRY ALLIANCE

THE COUNTRY OF ORIGIN OF THE **SEAFOOD YOU EAT** SHOULD NEVER BE A MYSTERY.



WHY IS SEAFOOD LABELLED WITH COUNTRY OF ORIGIN IN A FRESH FISH SHOP BUT NOT IN A RESTAURANT?

At the supermarket and fresh fish shop, by law, all seafood has to be labelled with what country it is from. But when you go out to dine, there is no obligation by law to label where the seafood you are about to order, and eat, comes from.

Why is this so?

Simply, because there's an exemption regarding country of origin labelling on cooked or pre-prepared seafood in the Australia New Zealand Food Standards Code.

There is no logical argument as to why for almost a decade consumers have had the right to know the country of origin when they shop for seafood at the supermarket, but not when they dine out or get take-away.



Why does it matter?

Australians love their seafood and next to freshness, the country of origin¹ is the second most important influential factor in choosing what seafood they buy.

Twenty years ago almost all the seafood we ate was from Australia, so many people assume it still is.

Today, the fact is more than 70% of the seafood we eat is imported.

Australian consumers want to buy Australian products if they can and many are prepared to pay more for Australian seafood.

Australians are prepared to pay more for local seafood because they:

- Trust the quality of Australian seafood;
- Make the connection that it supports jobs for Australians;
- Value the contribution the fishing industry makes to the national economy;
- Value the nation's commitment to good fisheries management to ensure the Australian seafood harvest is sustainable; and
- Appreciate the reasons why Australian seafood costs more to produce.

Consumers make a value call to buy Australian seafood every day at the supermarket.

Tourists, particularly those attracted by the "Restaurant Australia" campaign, want to eat Australian seafood.

It's a value call you can't consistently make in the food service sector until country of origin labelling is introduced.

The Australian fishing industry believe consumers have a right:

1. To know the country of origin of the seafood they choose to eat from a menu; and
2. Be confident that if they are paying for Australian seafood, they are eating Australian seafood.

1 http://www.ntsc.com.au/wp-content/uploads/NTSC_NTSeafoodLabellingLaws_Report_ONLINE.pdf

Australian fishermen salute the food service sector

Australian fishermen recognise the crucial role chefs, restaurateurs, caterers and owners of fish and chip shops play in delivering seafood - Australian or imported - to the community. They also acknowledge the many food service enterprises already proudly promoting Australian seafood on their menu, which not only traces the journey the seafood has taken from boat to plate, but also empowers their customers to make truly informed choices about the seafood they eat.

THE ORIGIN OF SEAFOOD DOES NOT HAVE TO BE A MYSTERY.



THE SOLUTION: By simply removing the exemption on cooked and prepared seafood, Australia wide, every consumer **will always know the country of origin of seafood** throughout the supply chain from boat to plate. **No gaps, no mystery.**

The National Seafood Industry Alliance **asks Members of Parliament** to support the one and only recommendation of the Commonwealth Government's Senate, Rural and Regional Affairs and Transport References Committee Report: Labelling of seafood and seafood products.

3.63 The committee recommends 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.

The National Seafood Industry Alliance **asks seafood consumers** to register your support for the Senate Committee's recommendation on the on-line petition at www.seafoodforaustralia.com.au

Members of the National Seafood Industry Alliance

