



NATIONAL SEAFOOD INDUSTRY ALLIANCE

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MEDIA RELEASE

Seafood labelling laws to be strengthened

The National Seafood Industry Alliance welcomes the Senate committee report that has called for the removal of an exemption that creates a void in the information about seafood provided to consumers when they are dining out.

“Christmas emphasises how important seafood is for Australians and the news of the Senate committee’s recommendation to remove the current exemptions to seafood labelling is certainly going to be celebrated Australia wide,” said National Seafood Industry Alliance Chairman, Mr Grahame Turk.

“The current exemption provided to restaurants and the dining sector creates a void in information for consumers and an unfair playing ground for the Australian industry.” Mr Turk said.

“By implementing the Senate Committee recommendation an effective, simple and cost-effective means of achieving a level playing field for Australian and overseas seafood producers and a more confident consumer will be achieved.” Mr Turk went on to say.

“Consumers have a strong preference for Australian seafood and the industry needs to be able to clearly see its product throughout the supply chain to ensure it is not priced out by products not clearly labelled with their country of origin.” Mr Turk stated.

“What is common amongst consumers at dining venues is that they perceive their seafood to be local or at least produced in Australia and the omission of country of origin labelling on menus has led to consumers being misled believing the seafood they purchase to be locally produced.” Mr Turk went on to say.

The National Seafood Industry Alliance (NSIA) supports the removal of the exemption to cooked seafood to ensure the consumer is able to make informed choices about their seafood and is not misled by the absence of effective labelling.

“NSIA encourages the Australian government act on the findings of this Senate committee immediately and supports the calls for venues to have 12 month to transition to the new arrangement.” Mr Turk stated.

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MEMBERS OF NATIONAL SEAFOOD INDUSTRY ALLIANCE

