

Queensland Seafood
Industry Association

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MEDIA RELEASE

Thursday 24th February 2011

TIME TO BUY MORETON BAY SEAFOOD

A PROMOTION campaign for Moreton Bay Seafood hits the water today.

Queensland Seafood Industry Association (QSIA) President Michael Gardner said the campaign highlighted the abundance, top quality and economical price of Moreton Bay seafood.

“This is a joint campaign by the Queensland Government - though Fisheries Queensland and industry - represented by the QSIA and the Queensland Seafood Marketers Association (QSMA),” Mr Gardner said.

“Some experienced fisherman say they don’t recall a time when prawns were more abundant in the Bay,” he said.

“Being marine animals, the prawns have moved out of the rivers into Moreton Bay because of the recent rain and have been available in big numbers, so fishermen are bringing in good catches”.

“Our fishermen have suffered serious disruption to their fishing operations because of the weather over the past couple of months”.

“Fishing families have seen their income suffer and some are doing it tough and the same goes for people all along the chain, in seafood processing factories, wholesalers and retailers, and in all the other local businesses that depend on the seafood industry.

“This advertising campaign reminds everyone that, right now, there is an abundance of top quality seafood available at very reasonable prices.

“Putting seafood on the table right now is a great way to provide your family with a healthy meal, and at the same time help fishing families get back on their feet”.

Mr. Gardner said he wanted to thank Fisheries Queensland for their involvement in the campaign, helping to support one of the States most important primary industries.

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