

National oyster industry plan targets consumption and quality

For the Seafood CRC project (2009/729) "Australian Edible Oyster Industry Business Plan", industry have set targets to increase yearly Australian oyster consumption by 13% to nearly a dozen per person, with an 80% quality satisfaction rating by 2014.

This project delivers a national plan aimed at increasing farm profitability. The plan prioritises actions for research and development, policy and marketing. It will enable all states working separately to invest in these important processes.

The future growth of the industry relies on maintaining existing consumers, attracting new ones and increasing oyster consumption.

To achieve this, the industry must consistently deliver an attractive product that tastes great.

It also needs to maintain premium quality standards at each production stage: pre harvest, post harvest, during transport, and in storage.

The Oyster Consortium is currently investing in a wide range of research and development projects. The latest progress information will be available at state field days and conferences.

The full 2009/729 report will be presented soon.

For more information contact: Rachel King; Ph: 0425 237 566;
E-mail: rkoyster@yahoo.com.au



AUSTRALIAN
SEAFOOD
COOPERATIVE
RESEARCH CENTRE

