

Australian oyster industry plans to improve industry's net profit by 10% by 2014

The National Oyster Industry's Plan aims to sustainably increase industry production to 20 million dozen, net profit by 10% and industry Gross Value of Production (GVP) to \$120 million per year by 2014.

Seafood CRC project 2009/729: "Australian Edible Oyster Industry Business Plan" delivers a common plan aimed at increasing farm profitability across all states. The plan prioritises R&D, policy and marketing actions. This will benefit states currently investing in R&D.

The plan aims to meet its target increases in production, profit and value through:

1. Total volume of the production of oysters increased by 15% to 20 million dozen.
2. Average sales price received by dozen increases by 15%.
3. Net profitability of growers increases by 10%.
4. Total value of the Australian oyster industry at farm gate to be \$120m.

The industry intends to continue genetics and breeding programs for Pacific and Sydney rock oysters to achieve: greater levels of productivity (reduced times to harvest, greater stocking densities); improved conditioning consistency; more even growth rates; and increased disease resistance (QX, winter mortality).

Reducing the cost of oyster production, particularly labour costs, will be one of the main ways the industry can reach its profitability targets.

Improving tenure security and resource sustainability will motivate business investment and growth. This objective has been actioned by the Oyster Consortium and progress information will be available at the state field days/conferences.

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