

## Aussie Abalone Accounts for 50% of World Supply

### **Australian Seafood CRC Media Release No. 3**

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Australian-caught abalone now accounts for 50% of the world supply, with local producers putting plans in place to sustain the booming domestic industry for at least the next decade.

Peak industry body the Abalone Council Australia (ACA) is set to roll out a ground-breaking Strategic Plan to help manage the domestic wild catch industry between 2007-2017.

With about 300 licensed abalone operators in Australia sharing in an industry worth over \$229 million a year, the Strategic Plan aims to increase the local industry's value to over \$320 million by 2017.

It also aims to slash by 75% the illegal harvest of abalone, which currently equates to around \$23 million annually.

Chair of the ACA Michael Tokley said the Strategic Plan was the first national approach to investing in the Australian abalone industry's future.

"Through dedicated market research and promotion, continuing investment in research and development projects, open communication channels and collaboration of industry knowledge, the ACA aims to achieve its mission to create a healthy fishery resource managed for the benefit of the industry and the Australian community", he said.

"With Australia now supplying half of the world's abalone supply, we need to make sure we sustain the industry for future generations and not fish abalone out of existence like many countries have".

The development of a Strategic Plan was prompted by the results of a comprehensive industry analysis in 2005, which declared the industry was "reaching a crossroad in its history".

"Despite the fact that it is one of the most valuable fisheries in the world, and despite its market leadership position, it is not realising the true potential of the resource." Stated the report.

The establishment of an Australian abalone brand and the development of a "National Biosecurity Code of Practice" to be adopted by all wild and aquaculture abalone operators are also goals of the Strategic Plan.

Mr Tokley said it was vital for the Australian abalone industry to capitalise on its global dominance and to better understand consumer trends and market forces. Which the Australian Seafood CRC – launched in Adelaide today – will help the ACA achieve.

"The CRC will have huge benefits for the abalone industry. It will enable us to develop our industry and meet the high expectations we have set for ourselves as the world's leading abalone producer." he said.

"With a much clearer pathway set for future via the Strategic Plan, complemented by the advent of the CRC, it definitely is the most exciting time in years for the abalone industry in Australia".

**\*\*PHOTO OPPORTUNITY\*\***

Michael Tokley from the Abalone Council of Australia will display a selection of abalone at today's launch of the Australian Seafood CRC.

**Date:** Monday, August 6, 2007.

**Time:** 1.00pm.

**Where:** Australian Fisheries Academy, Dockside, North Parade, Port Adelaide, South Australia.

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**For more information and to arrange an interview (and visuals), please contact:** Michael Tokley Phone 0418 841 114 and Emily Downes ([emily.downes@seafoodcrc.com](mailto:emily.downes@seafoodcrc.com)) Phone 08 8201 7652

*The Australian Seafood CRC is established and supported under the Australian Government's Cooperative Research Centres Programme. Other investors in the CRC are the Fisheries Research and Development Corporation, Seafood CRC company members, and supporting participants.*