

# Australian Prawn Farmers Association

(April 2015. Volume 4)



## APFA and Ridley Aqua feed go to Canberra, Parliament House with our prawns and Sirromet wines

APFA members took 60 kg of prawns to Canberra, Parliament House on March 26, 2015, where 120 key politicians and their staff were on hand to enjoy the feast washed down with some superb Sirromet wines. Matt West hailed the event a success and thanked all those who contributed prawns, wine and time for the 2 days we were in Canberra. Senator Barry O'Sullivan, true to his word from last year's Symposium, hosted the event – giving us access to his staff, his office and Parliament courtyard

## Canberra key messages

Spencer Jolly handled the media, Matt & John targeted key messages and politicians, Nick wowed the crowd with his cooking prowess, Warren peeled prawns for the more delicate, Alistair worked the crowd and key politicians, the Ridley team were on hand to talk about sustainable feed with Richard preparing the green prawns for Nick who could not keep up to the demand for his famous chilli prawns.

Feedback from the day was that it should be an annual event and was a great way for industry to get its key messages across to influential politicians.

Sirromet kindly donated wines for the event and their Verdelho was very popular.

where the function was held. ABC Rural Pip Courtney, Channel 9 & 7 were on hand to interview and capture moments.

Farms who donated prawns and their staff were: Australian Prawn Farm – Matt West, Pacific Reef Fishery – John Moloney, Gold Coast Marine Aquaculture – Nick Moore. Alistair Dick from Proaqua, Warren Lewis from Aqua Marine Marketing and a Ridley contingent – Dr Richard Smullen, Dr Matt Briggs, Dr Sunil Kadri who were joined by the Ridley CEO and Claudine Ogilvy.

APFA delivered three key messages:

We offered a solution to regulatory and development impasse and sought funding to undertake a Stewardship Action Plan for the industry.

Sought support for draft CoOL legislation introduced into Parliament by Senator Xenophon the same day we were there.

Highlighted the sustainable feed being commercialised by Ridley and that some of the prawns being consumed on the day had been fed the special diet.



**Nick Moore at the BBQ.**



**Richard Smullen preparing the prawns**



**Some of the media with Minister Greg Hunt and Ron Boswell**



Matt West, John Moloney with Senator Richard Colbeck. Note the new smart black APFA shirts. Matt and John had a lengthy conversation with Senator Colbeck about our industry issues and the push for CoOL

## Executive and R & D Committee meet to develop 5 year Strategic R & D Plan.

November 6 and 7<sup>th</sup> the APFA Executive and R & D Committee met to discuss strategic issues, risks and priorities short (next 12 months) and long term (5 years) to ensure development, growth and viability of the industry. Each member was required to fill in a questionnaire prior to the meeting and the results were as follows:

### Next 12 months:

Marketing	25%
Regulations & Access	18%
Disease & Biosecurity, APFA viability, Social licence to operate equal	11%
Industry development	7%
CoOL, Genetics, APFA communications, Value adding, QCA inquiry equal	4%

### Over next 5 years

Genetics	30%
Farm Efficiency	22%
Nutrition	17%
Disease & Biosecurity	9%
Social licence, Staff training, Marketing, Farm Profit, Waste Management all equal	4%

The next steps from this process:

The Chair of the R & D Committee Tony Charles attended a recent annual R & D FRDC planning workshop; has met with CSIRO about the potential to establish a central breeding hub; has liaised with Biosecurity Queensland for a revised broodstock translocation policy; has reviewed the barramundi farmers strategic plan and would now like the APFA R & D plans issues and risk to be more clearly articulated into potential projects with funds allocated against each project; has conversed with proponents of the Research Council (ARC) Industrial Transformation Research Program (ITRP) Unleashing the Tiger advanced breeding program to see if other farms would be interested in taking part; has followed up on current research projects to ensure milestones are up to date; collaborated with key industry farms to develop a project submitted to the Rural Research & Development for Profit Program with partnership with the FRDC for precision prawn feeding project and evaluated several proposals to undertake a prawn provenance project for the industry.

With the Seafood CRC coming to an end June 2015 APFA has to maximize R & D funds and ensure projects and funds are done for the benefit of industry and that will address risks and issues identified at the November meeting.

## Other Snippets

**The APFA Valuation Model** is now being hosted by CSIRO free of charge for two years (thanks to Dr Nigel Preston for allowing this to happen). APFA Executive and R & D committee encourage all farms to use this model for your own benefits as well as providing aggregated data that will pin point industries R & D priorities. The on line model is currently being tested by the Executive and by the end of this month members will be sent a link and passwords to access the model.

**APFA Website** – through the use of a small amount of remaining funds with the Seafood CRC a small project was done to revamp the APFA website. It now looks more modern, is being continually updated with the latest media releases, captures stories relevant to industry members that include radio interviews and TV coverage. If you have a story at any time relevant to APFA and it is not featured please send it through.

Part of the new website will shortly include an **algal database** that will be interactive forum style where you can upload your own photos and compare to current species or compare with other farms. Access to this section will be restricted to members only and will be finalized shortly.

**APFA research paper database** – thanks to the Seafood CRC and the University of Sunshine Coast another small project recently gathered all research papers relevant to prawn farming since the year 2000 and placed them all in one library or database. It is an easy to use system and papers can be searched by title, author or key words. To date some 300 research papers have been uploaded. Access to this library will be restricted to members only. Members will be shortly sent instructions on how to access and view research reports.

**Farm efficiency** – APFA have been working with ERGON. One of the top three production costs on farms is energy use. ERGON have spent time at one of our farms and recorded all electrical equipment and uses. This is currently being formatted into baseline data and advice will be offered to the farm and industry members for potential to halve energy usage. It appears that quick gains can be made through power factor correction, updating equipment such as pumps (some are around 30 years old and not as efficient as modern equipment), better refrigeration equipment and more efficient ways to aerate. This year's symposium will heavily feature energy efficiency for industry.

**People capacity building** – APFA met recently with a Professor from University Queensland who have offered us the services of a PhD student. The scope prepared for the student and the focus of her research paper will be: Understanding the impacts of runoff into the GBR and how much APFA members contribute to that. While the policy of the GBRMPA is no assimilative capacity for the reef to take any more nutrients, what is there is a material change of use – eg convert a cane farm to a prawn farm. Past research suggests that our nutrients are absorbed into the estuarine environment 2klm downstream, therefore any change of use or new development on an estuarine system should not impact the GBR area. The student will be supervised and mentored by Matt West and Helen Jenkins.

## APFA

P O Box 2202

Woorim, QLD 4507

Physical address:

C/O Bribie Island  
Research Centre

144 North Road

Woorim QLD 4507

Phone:

(07) 3400 2002

0417 006 639

E-Mail:

Helen.jenkins@apfa.com.au

Web Site:

[www.apfa.com.au](http://www.apfa.com.au)

## Love Australian Prawns

The Love Australian Prawn (LAP) campaign is now in its second year. APFA and its members continue to be staunch supporters of the campaign.

At the end of this newsletter is the February activity report. A lot has happened and keeps happening.

In addition to an Australia Day and Valentine's Day video, small videos were done for St Patricks Day and Easter. The APFA website has copies of these under Marketing / Campaigns.

The LAP management committee will meet face to face again on 7<sup>th</sup> May in Brisbane.

Worth noting that \$355,743.27 has been collected (incl of GST) for the second year campaign.

## Country of Origin Labelling update

CoOL Draft legislation was introduced into parliament on March 26<sup>th</sup> 2014. APFA have been actively campaigning to have recognition of Australian or Imported for cooked seafood on menus in restaurants and take away outlets.

A Senate inquiry into Seafood Labelling had only one recommendation:

### Recommendation 1

**3.63 The committee recommends that the exemption regarding country of origin labelling under Standard 1.2.11 of the Australia New Zealand Food Standards Code for cooked or pre-prepared seafood sold by the food services sector be removed, subject to a transition period of no more than 12 months.**

We understand that the process from here will take about 6 months of debating. APFA has written to every Parliamentary Representative and Senator urging bipartisan support and heavily focused on this issue at the recent Canberra function.

### SUBMISSIONS

APFA contributed to 20 inquiries during 2014, attended several face to face Senate inquiries to give evidence and provided follow up material where required.

Copies of all submissions can be found on the APFA website under the Resource section.

*Have you checked out the APFA web site lately. It has a new look and is being regularly updated.*

*Comprehensive details on initiatives and contact with Governments are constantly updated. Click on the Media section or see posts on the home page.*

### From the President – Matt West.

Enormous thanks to all those who came and contributed to the recent Canberra function. To the farms who donated prawns and staff time and costs to attend I thank you. To The marketers and feed companies and Sirromet winery I thank you all for your support and confidence in allowing us to showcase our industry to key politicians who otherwise cannot visit farms and gain firsthand knowledge of what we do.

We were encouraged and hopeful that our requests on the day will be forthcoming and that what we can achieve with funding and support at a Federal level will be beneficial for current and future members.

The APFA Executive and R & D Committee are committed to see this industry prosper now and in the future and I encourage all of you to come along to this year's Symposium, attend the General Meeting and AGM, take part and have input to the Australian Prawn Farming industry.

### Annual Ridley Aqua feed Prawn and

**Barramundi Farmers Symposium** will take place at Sea World on 30-31<sup>st</sup> July 2015. Registrations have been issued. Special accommodation rates have been confirmed for \$140 per night (incl breakfast for 1) or \$160 per night (incl breakfast for 2). If you require an accommodation booking form or assistance with registration please phone Helen Jenkins on 0417 006 639.

### VALE ELIZABETH HERBST.

It is with much sadness that we note the passing of one of our industries great supporters Elizabeth Herbst.

The funeral service was attended by a very large crowd amongst who included dignitaries, industry fraternity, families and friends who all paid respect and tributes to the wonderful life of Elizabeth and her mourning family.

## Love Australian Prawns Management Committee Update

26 February 2015



This paper details activity conducted since the last update provided.

Activities that have occurred are:

- Woolworths Calendar produced and distributed
- Woolworths 'Prawn Types' stickers funded with LAP funds
- Superior Sales Force store visit report received
- 'Year 2 video' produced and distributed
- Social media activation
  - Regular posts
  - Australia Day video (boosted)
  - Valentine's Day ad (boosted)
- Revised budget developed and proposed for approval at this phone conference

### Woolworths Calendar

300,000 calendars were produced and distributed. To reduce distribution costs, these were supplied to Woolworths distribution centres, who delivered them to stores as if they were a 'product' stocked by stores. This means the cost incurred by us was only the deliver to DC (approx. \$5,000), as opposed to direct to store costs (circa \$16,000).

Stores displayed these calendars both at the seafood counter, as well as in other locations throughout the store.

### Woolworths 'Prawn Types' stickers funded with LAP funds

Originally developed by Austral with Woolworths, Woolworths requested LAP fund the cost of production of these stickers (\$22,600). This was approved at the Management Committee phone conference of 21 November 2014.

There were some delays at Woolworths end, meaning stickers were not distributed until January 2015, however they are now appearing in stores

### Superior Sales Force store visit report received

Superior Sales Force visited 331 stores and distributed materials. SSF were asked to:

- Distribute the materials
- Put them up where possible
- Explain the campaign
- Ask managers to diarise to put up the Australia Day / Valentine's Day posters just prior to these events
- Gain feedback on the materials
- Plus note their feedback on materials

Results of this were as follows:

- Materials left in 287 stores (many stores closed since previous list – now removed. Others closed on day visited, only 4 rejected)
- Posters put up in 183 stores
- 153 stores (48%) still had materials from previous year
- Stores rated materials as follows:
  - Very Good: 261
  - Average: 32
  - No Good: 4

Some database issues were identified (i.e., store closures, residential addresses provided previously) – these are being addressed for the next round of deliveries.

### 'Year 2 video' produced and distributed

The Year 2 video was produced, along with a flyer that was mailed to Queensland licence holders. The flyer copy was also included in the NSW PFA magazine.

This video has now been viewed 232 times, and we have received contributions of \$7242.83 from Queensland fishers to the campaign.

### Social media activation

Regular posts on the site have been managed by Emily Mantilla of the Seafood CRC. Since 1 November 2014, 7a posts have been made on the Facebook site

Two of these have been 'boosted', using targeted boosts (seafood lovers / fishermen) – these being the Australia Day video (seafood lovers + people in the fishing industry) and Valentine's Day ad x 2 (older and younger versions done, with targeting by age & relationship status)

The Australia Day video achieved a reach of 45,634 people, with 9375 views of the video.

The 2 Valentine's Day ad's achieved a reach of 33,260 people, with 8,973 views of the video (note most of these would be in the News Feed, as video was designed to be viewed there). These ads also had a 'click to find a retailer' prompt, and 33 people acted on this prompt.

We now have 650 'likes' on the Facebook page.

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**Group photo with Senator Barry O'Sullivan. Canberra March 26, 2015.**



**Senator O'Sullivan's staff helping out at the wine bar.**

