



LOVE
AUSTRALIAN
PRAWNS™



AUSTRALIAN
**Prawn
Farmers**
ASSOCIATION

1st April 2015.

AMID BUMPER EASTER HARVESTS PRAWN FARMERS WANT TO END ON-GOING "CONSUMER CONFUSION" OVER ORIGIN OF COOKED SEAFOOD IN RESTAURANTS AND TAKEAWAYS.

Prawn farmers are working round the clock to ensure seafood lovers can savour their premium home grown prawns over Easter –up to a thousand tonnes harvested and despatched from farms in Queensland and NSW over this week.

Australian Prawn Farmers Association President, Matt West said our Aussie prawns are in peak demand especially round Easter and our production volumes are planned to satisfy that demand.

"And I urge all our politicians to take the time to ask and ensure they are buying Australian seafood this Easter".

"We need bi-partisanship in Canberra to end seafood lover's confusion over the origin of what they buy in restaurants and takeaways".

"Consumers will continue to be kept ignorant, while the current "gap" in the country of origin labelling for cooked or pre-prepared seafood sold by the food services sector remains".

APFA has written to every Senator and Federal MP - asking them not to buckle and fold when Senator Nick Xenophon draft bill to end consumer confusion gets a second reading.

"Despite the nay sayers and predictable opposition from some quarters, the simple addition of the words "Product of Australia" alongside locally produced seafood dishes on menus and chalkboards will ensure consumer demands for clarity and confidence".

"For far too long seafood lovers have been systematically misled and kept in the dark by the omission of CoOL for all cooked seafood".

"We are proud Australians producing a fine Australian product having complied with strict environmental, health and hygiene regulations".

"Consumer surveys consistently reveal the overwhelming majority of seafood lovers want to and expect to order Australian seafoods when they dine out - the addition of just three words - "Product of Australia" to menus will ensure this" Mr West added.

Enquiries: Matt West 0428 457 787.

Australian Prawn Farmers Association

P O Box 2202, WOORIM QLD 4507

Phone: (07) 3400 2002 - Facsimile: (07) 3408 3535 - Mobile: 0417 006 639

1
