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10 September 2020

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Sydney Fish Market (SFM) is a working fish market trading in approximately 13,000 tonnes of seafood each year. Approximately 85% of SFM's supply is sourced nationally with the remainder coming from overseas – predominantly from New Zealand.

Every weekday, SFM trades approximately 100 different seafood species and up to 500 across the course of a year. From a base of over 300 registered buyers, approximately 150 fishmongers, wholesalers and restaurateurs purchase from our auction each day.

In addition to our auction operation, SFM also manages SFM ~~055H6~~

According to

Research conducted by the federal Department of Industry, Innovation and Science in 2015 found being able to identify country of origin was either “important” or “very important” to 74% of consumers surveyed<sup>3</sup>.

Furthermore, 86,000 consumers have signed petitions<sup>4</sup> calling for seafood to be labelled in food service.

The current economic and social climate suggests that buying Australian made is now even more of a priority as Australian consumers want to support local industries and have confidence in the quality, safety and environmental impact of their purchase. Although there is a growing commitment to buying Australian, it’s hard to do so if you don’t know where your food comes from.

Many customers are willing to pay a premium for local produce such as seafood. This premium is essential for Australian seafood producers who struggle to compete with their imported equivalent due to high local production costs. Furthermore, Australia’s strong fisheries management regimes help ensure that our country’s seafood supply remains sustainable whereas imported seafood is in some cases subject to very little management.

## 2 – Inability of wait staff to provide adequate seafood provenance information

We challenge the assumption that diners can obtain accurate information about seafood provenance from wait staff. While this may be feasible in high end (b) (7)(c) 700031 607DD2037 (2870812943.864781040088)

### 3 – The perceived barriers to implementation

We are of the belief that the barriers to implementation of seafood labelling in food service are low and/or outweighed by the benefits to consumers, the seafood industry and the food service industry.

Frequently cited barriers include availability of provenance information, cost of implementation and potential vilification of imported product. Our responses to these claims are outlined below:

**A** **6** **in** Food safety regulations mandate that traceability information is

**Cb**

The push for country of origin labelling of seafood in food service has continued for many years without resolution – despite numerous senate inquiries, petitions and research pieces strongly demonstrating consumer