

**Media Release**

**November 5, 2007**

**WA TAKES OUT FOUR AWARDS IN NATIONAL SEAFOOD AWARDS**

Western Australia won four of the seven awards presented at the Australian Seafood Industry Awards in Hobart on Friday (Nov 2) as a culmination to Seafood Directions 2007. They had all been category winners in the 2006 WA Fishing Industry Council state awards.

**Abacus Fisheries** won the Seafood Producer and Business Award for its Blue Swimmer Crab fishery, **Austral Fisheries** the Environment Award for the Marine Stewardship Council certification of Icefish and **Catalano's** won the Research and Development Award for its retail outlet Seafood Secrets.

**Abacus Fisheries – Seafood Producer Award and Business Award**

Abacus Fisheries based in Shark Bay has taken the blue swimmer crab from a by-catch to a successful and sustainable new fishery. Peter and Sandy Jecks manage every element of the business from fishing to production, to processing and marketing.

**Contact Peter Jecks: 08 9941 2030**

**Austral Fisheries – Environment Award**

Austral Fisheries was awarded the Environment Award for gaining Marine Stewardship Certification of Icefish Fishery based in Southern Ocean around Heard and MacDonald Islands. The MSC is an independent, global, non-profit organization working to reverse the decline of the world's fish stocks by developing an environmental standard for sustainable and well-managed fisheries. Every wild capture fishery can apply to be assessed against the MSC standard and earn the right to market their product with the MSC eco-label.

**Contact: Martin Exel, Policy and Environment Officer, or Dylan Skinns, Marketing Manager - Austral Fisheries 9292 2444**

**Seafood Secrets, Booragoon - Research and Development Award**

Catalano Seafoods with its new retail outlet Seafood Secrets is pioneering a new approach to seafood retailing by presenting a wide variety of frozen and chilled seafood packaged products in a small space. A great emphasis has been placed on design and informative labeling allowing the consumer to leisurely browse the shelves. Consumer education is a key focus of the shop and Catalano's had utilized a number of different types of R&D processes to develop innovative new ideas for packaging and store design.

**Contact Paul Catalano: 9379 3044**

FOR FURTHER INFORMATION and PHOTOGRAPHS

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