A promotional campaign aimed at encouraging Territorians to buy local seafood has been launched in Darwin today.

“The Territory produces Australia’s best seafood … so it makes sense for us to buy local,” Mr Vatskalis said. “What could be better than local fish or prawns on the barbie?”

The NT Government provided the NT Seafood Council with $17,500 in funding to help develop a marketing campaign to give local seafood an increased profile and greater market penetration.

The “Support NT Caught” campaign aims to raise awareness about the quality and variety of Territory seafood.

“The Territory is recognised as having some of the best in the world, with our fish keenly sought after by national and international buyers,” Mr Vatskalis said. “So when you are making your next seafood purchase, demand it’s local.

“The NT Government recognises the important role played by the commercial seafood industry and has been pleased to help fund the campaign.”

Mr Vatskalis said the “buy local” campaign will not only raise awareness about the quality and variety of local seafood, but promote those in the industry, and also make consumers aware of where they can purchase home grown seafood.

The campaign website launch comes one year after the NT Government led Australia by introducing country of origin labelling as a condition of licences to sell seafood in the Territory.

“Territory seafood comes from pristine waters and our fisheries have been given the green tick of approval as being some of the best managed in Australia,” Mr Vatskalis.

Fisheries production is worth about $143 million a year to the Territory.

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