Media Release

Willem Westra van Holthe, Member for Katherine
Deputy Chief Minister of the Northern Territory, Minister for Primary Industry and Fisheries

**Buy local this Easter**

30 March 2015

Territorians are being encouraged to buy local seafood this Easter, to support the important Top End fisheries industry.

Minister for Primary Industry and Fisheries Willem Westra van Holthe said local seafood produce was among the best in the country.

“We are lucky to have such high quality seafood produce here in the Territory thanks to our pristine waters and well-managed fisheries,” Minister Westra van Holthe said.

“Consumers can be confident that Territory caught seafood is superior, meaning what they put on the table for their family and friends this Easter is the best possible product on the market.

“The Territory also has unique seafood labelling laws so consumers can be confident they are buying local, not imported seafood.

“Our seafood is so good it sells around Australia and the world, with export markets including North America, Europe and Asia,” Minister Westra van Holthe said.

Over 650 businesses across the Northern Territory are directly involved in the professional seafood industry, which employs over 1,500 people. The industry is also worth around $78 million to the local NT economy.

“The lead up to Easter would have to be one of the busiest times of the year for industry,” said Mr Ziko Ilic, Darwin Fish Market.

“We’re so lucky in the NT to harvest a large variety of seafood from prawns and crabs, to red snappers and blackjew fish,” Mr Ilic said.

“Hot demand this week will no doubt be the fresh wild caught barramundi, followed closely by king threadfin, “said Mr Ilic.

“Easter is a perfect time for all Territorians to experiences locally sourced seafood,” Mr. Ilic said.
Delicious Easter recipes can be found in the book Northern Territory Seafood, which is available at http://www.ntsc.com.au/media-centre/book

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