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Promoting NT Seafood

The Territory Government has given the Northern Territory Seafood Council (NTSC) $17,500 in funding to develop a marketing plan for locally produced seafood.

The Minister for Fisheries, Kon Vatskalis, said the plan will ensure local seafood has an increased profile and greater market penetration.

“Territory seafood is highly sought after and regarded as some of the best in Australia,” said Mr Vatskalis.

“The value of fisheries production is worth about $143 million ever year while the aquaculture industry generates around $31 million.

“Importantly, our export fisheries have been given the green tick of approval by the Australian Government as being managed in an ecologically sustainable manner.”

Mr Vatskalis said the Northern Territory Seafood Council (NTSC) is the peak representative body for the commercial fishing industry, representing more than 200 businesses.

“It is vital for the peak body to be able to create a marketing plan to promote the benefits of NT seafood, and improve the industry’s image, credibility and influence in the broader community,” said Mr Vatskalis.

“The Northern Territory Seafood Council (NTSC) will employ a local consultant to develop the plan with feedback from its board.”

The plan is expected to be finalised by mid-2009.

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