



**Minister Steve Whan**  
Minister for Primary Industries  
Minister for Emergency Services  
Minister for Rural Affairs

# MEDIA RELEASE

Monday, July 5 2010

## Seafood lovers urged to buy local

New website information designed to inspire consumers in NSW to buy and enjoy local seafood was launched by Minister for Primary Industries, Steve Whan today.

It includes tips on buying, transporting and storing seafood, as well as a calendar detailing which NSW seafood is “in season” at different times during the year.

Minister Whan said he hoped the site would inform consumers about local seafood and encourage them to make the switch to NSW seafood.

“By choosing NSW seafood, the public can be assured of some of the best seafood in the world, a premium quality product that is fresh to eat and enjoy,” he said.

Minister Whan said the website includes:

- Tips on buying, transporting and storing seafood
- A calendar detailing which NSW seafood is “in season” during the year
- Profiles popular wild caught and cultured NSW species
- Information on the health benefits of regular seafood consumption
- Simple recipes.

“Environmentally conscious consumers will be pleased to know the seven major wild harvest commercial fisheries operating in NSW have undergone world class environmental assessments, ensuring they are managed sustainably now and into the future,” he said.

“Sustainable Aquaculture Strategies are also helping to promote viable and sustainable aquaculture based on industry best practice.

“By buying local, consumers can be assured what they are eating is safe and clean as our seafood industry is required to comply with strict food safety laws from the point of capture right through to purchase.”

Minister Whan said the NSW seafood industry generates over half a billion dollars of economic activity each year.

“Buying local seafood helps maintain this important industry and supports regional economies and employment,” he said.

The site is an addition to the Industry & Investment NSW website and is available at [www.dpi.nsw.gov.au/fisheries/info/nsw-seafood](http://www.dpi.nsw.gov.au/fisheries/info/nsw-seafood)