

Norm Grant



Seafood Importers Association of Australia Australia



Norm Grant is executive chairman of the Seafood Importers Association of Australasia Inc. and a Seafood Experience Australia director.

In recent years, he has led regular trade missions to Southeast Asia, holding talks at the ministerial level with several of the region's governments.

From 1990 to 2006, he was publisher/editor of *Seafood Australia* magazine.





Making a Difference with Certification

Norman Grant

Executive Chairman

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Australian Market

- Australia is NOT self sufficient in seafood.
- At least 72% of our seafood is imported.
- Australians eat 40% less seafood than recommended.
- We will need an additional **1 million tons** of seafood per year - **within ten years.**
- Almost all of that will come from imports.



Market Perceptions #1

- Many Australians think we **are** self sufficient in seafood.
- Aquaculture is still not well understood.
- Red meat (beef and lamb) are traditional proteins, but chicken is best value.
- Most Australians believe that seafood is good for them.
- Most local seafood prices are too high for regular consumption.



Market Perceptions #2

- Imported seafood is not always wholesome or even safe.
- Imports hurt local businesses.
= low seafood consumption.

Reality:

- Imported seafood is at least as safe as our local seafood.
- Imports generate 2/3 of the seafood revenue and employment for Australian businesses.



Change In Progress

- Seafood 'promotion' by importers has been focused on countering negative publicity.
- Now working **with** local industry, food media, and government.
- Public perception of imported seafood is getting better - not worse.
- Many of the 'hard yards' have been made already.



What We Have Learned

- **Lesson 1:** Who believes importers or governments?
- **Lesson 2:** Who believes local producers or governments?
(No-one is safe!)

These hard lessons are awakening our recognition of the benefits of certification.



Evolution Of Certification

- Our experience to date is mostly with wild catch certification.
- MSC survived disastrous outcomes with certified fisheries, showing resilience of the process and public perception.
- Typically, supermarkets driving the move to certification.
- Failure of government to govern, proves the point.



Meeting Our Million Tonnes Opportunity

- Turning Around Public Perception
- B2B doesn't necessarily build public awareness.
- 'Missed the bus' by not using broader certification models.
- We must ensure certifications cover all the issues.



Meeting Our Million Tonnes Opportunity

Moving from 200,000 tons per annum to 1 million tons per annum

- Low (zero - 5%) tariffs.
- Our border controls are becoming more user-friendly:
 - Food Industry Compliance Agreements (FICAs).
 - New bio-security legislation.
- Increasing recognition of certification by the Australian Quarantine and Inspection Service (AQIS).
- Scope of border controls growing - certification assist and speed that.



Our Advice

- Most Australians believe seafood is very good for them.
- Million tons gap in supply = **enormous opportunity.**
- Don't spoil it by joining a 'race to the bottom.'
- If you are coming to Australia, here is what to pack:
 - **Your good brand names.**
 - **Your superior quality.**
 - **Your certifications.**
- Your best tool is **certification.**



Thank You!

