

SHE SELLS SEAFOOD AND WINS NATIONAL AWARD

From the Minister for Agriculture

Thursday, 15 April 2010

Castlemaine business She Sells Seafood has capped a meteoric rise by winning the award of Australia's best seafood business at tonight's Australian Seafood Industry Awards.

Attending the awards in Melbourne tonight, Minister Responsible for Fisheries Joe Helper joined Seafood Industry Victoria chairman John Hasker AM in congratulating business owners Frank Forster and Angie Robinson on the win.

"Since humble beginnings in 2004, this Victorian company has progressed to a full retail shopfront, loyal customer base and continues to increase turnover," Mr Helper said.

"They won Seafood Industry Victoria's award for best Victorian seafood business in September 2009, which enabled them to compete at tonight's national awards.

"To beat some of the best seafood businesses from across the country is a fantastic achievement and all involved should be congratulated."

Member for Bendigo West Bob Cameron also congratulated the winners and described the award as a great example of local innovation being recognised at a national level.

"The company has developed an impressive reputation for quality, a growing product range and friendly service," Mr Cameron said.

"She Sells Seafood is obviously selling its product well and it's great to see a Castlemaine business showing the rest of the nation how it's done."

Mr Helper said tonight's awards highlighted the importance that the seafood industry has on Victoria's economy, particularly in regional areas.

"Victoria's seafood industry employs more than 8000 people with approximately \$180 million of seafood product landing in Victoria's waters every year," he said.

"Seafood is the lifeblood of many regional Victorian communities and serves as an important contributor to the tourism industry in those communities.

"The Brumby Labor Government, through Fisheries Victoria, is proud to work with the state's seafood industry on the many challenges it faces and support it on grasping future opportunities.

"Through initiatives such as building a mussel hatchery in Queenscliff, investing in a restructure of Victoria's western zone rock lobster industry and implementing a National Abalone Health Work Plan, the Victorian Government is committed to stand by Victoria's seafood industry."

Mr Helper also congratulated other Victorian finalists at the awards night including the Victorian Abalone Divers Association for its work on the Abalone Viral Gangleoneuritis; the Queenscliff Seafood Feast's Cliff Rossack for industry promotion; Rural Training Initiatives for the National Seafood Industry Leadership Program and Lakes Entrance Fishermens Co-operative Limited in the Seafood Industry Icon award.