

# AUSTRALIAN WILD ABALONE™ 2014



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## Welcome to 2014!

*Wishing you all the best for what we trust will be an exciting 2014, and luck and good fortunes in the Year of the Horse!*

*The main market for our abalone products (China) has been very challenging in recent times but I am confident that the AWA™ Platform is rapidly developing into a solid foundation for future educational/promotional initiatives. Persistence and patience are required however, as it will take time, ongoing industry investment and effort for the AWA™ Platform to gain traction in the market and deliver improved returns to Australian abalone stakeholders.*

**Dean Lisson. Executive Chairman, Abalone Council Australia Ltd**

The Australian Wild Abalone™ team are busy finalising plans for this year, but before we update you on our initial thoughts for 2014, here's a debrief of the Discover Australian Wild Abalone™ event held in Hong Kong in November last year.

## Australian Wild Abalone Launches in Hong Kong!



On the 19th November 2013 the Australian Wild Abalone™ program was introduced at the VIP event 'Discover Australian Wild Abalone™' held in Hong Kong. The event was supported by ten AWA™ exporting companies who provided product displays and provided detailed information to the attendees on the attributes of Australian

wild harvested abalone.

Over **150 people** attended this event held at the Four Seasons hotel - a fantastic turnout! Attendees included AWA™ importing companies and their customers, chefs and food and beverage managers from Hong Kong, Macau and Southern China, government and industry representatives as well as the Hong Kong media.

## Discover Australian Wild Abalone Event Program



The trade seminar kicked off with the very first screening of the Australian Wild Abalone video, this is now available on our website and on our [AWA YouTube channel](#) - [check it out!](#)

The video was followed by presentations from Dean Lisson, Executive Chairman of the Abalone Council Australia Ltd and Jayne Gallagher, Manager Product and Market Development at the Australian Seafood CRC, who spoke about the program, the attributes of the Australian wild caught abalone product and the AWA™ brand protection technology. The sustainability and environmental credentials of the fishery and its expert management through collaboration between the government and industry was summarised in a video of interviews with Australian scientists Dr Patrick Hone and Professor Colin Buxton. This video is also available to watch on the AWA™ YouTube channel [here!](#)



These presentations were concluded with words of support for the program from Dan Tebbutt from AUSTRADE Hong Kong and Mr Shi from the Chinese Cuisine Association, Beijing.

Guests were then invited to sample several abalone dishes from a menu designed especially for the event, and watch the Head Chef of the Four Seasons Hotel prepare and cook dishes at a cooking station set up in the event hall. The VIP guests then had time to speak with the Australian exporters, have a closer look at some of their products, make new contacts and build up business relationships.

The Hong Kong Discover Wild Abalone™ event was a fantastic success; we received great feedback from the attendees and those involved in the program. Moreover, the guests left with a better understanding of our wild caught product (sustainability, catch methods, environmental integrity and health benefits) and why this program is so important for the industry, supply chain and the consumers.

***“I was truthfully pleasantly surprised by the numbers and extremely pleased to see the event was supported better than I thought would have been by our importers...we have to get our message to the masses, particularly the young new consumer who is more likely to be interested in environmental issues.”***

***“While we can compete as fiercely as needed in the market, unity in promotion can sometimes be of benefit to all of industry....”*** Wayne Haggar, Lonimar Pty Ltd

***“I think the event as a whole, and especially the video, worked well to demonstrate a number of selling points of our product in a compelling way – that it is wild caught, sustainable, Australian, traceable, safe to eat, good for health, etc. This gives our importers a ready list of selling points to in turn mention to their customers. At the same time, educating the end consumer is important and so it was good to have media there as well.”*** Darwin Hansen, Tasmanian Seafoods

The AWA™ team would like to thank everyone who contributed to and/or attended the event last year and to those involved in making the Australian Wild Abalone™ videos. Thank you!



Photos from the Hong Kong event!

## Discover Australian Wild Abalone™ Media Coverage

FOOD

### HUNTING AUSTRALIA'S DELICIOUS WILD ABALONE

Abalone, the unique culinary treasure from the sea, has been beloved by Chinese for centuries. The mouth-watering little mollusks can be found all over the world. But Australians claim that the most succulent abalone of all are those caught wild off their shark-infested coastline.

www.wildabalone.com

For more than 20 years now Australia has been exporting abalone to Hong Kong and the mainland, and abalone has been established in traditional Chinese cuisine for centuries as a unique culinary treat in special occasions.

The challenge for Australia's wild caught abalone exporters and their Hong Kong and mainland partners has been to introduce this industry to a new generation of consumers – busy seafood lovers who are seeking new and exciting food experiences, consumers who enjoy experimenting with interesting ingredients. And so this is the impetus behind the recent launch in Hong Kong of the **Discover Australian Wild Abalone™** Program.

The **Discover Australian Wild Abalone™** Program has the support and endorsement of the world and was recently endorsed by WWF Hong Kong as a sustainable seafood brand and seal of quality for their product. Australia's top wild caught abalone exporters have designed the Australian Wild Abalone Program as a way of ensuring that consumers can be confident that they are purchasing products that are certified safe and sustainable by the Australian Government – and that they are processed into consumer products through innovative & superior ambient packaging.



#### WHERE DO AUSTRALIAN WILD ABALONE LIVE?

Australian wild abalone are extremely sensitive about the environment in which they live – this is why we should be careful with a high salt content, there also needs to be regular water movement and a healthy abalone supply of seaweed.

Australian wild abalone is harvested directly from the ocean floor (never farmed) – so the abalone receive the highest level care. Experienced divers harvest the wild caught abalone with a keen eye for the most quality abalone for delivery to the processing producers.

All Australian wild caught abalone is farmed from government managed fisheries. Each fishery has a fishery management plan that includes a range of measures designed to sustain the fishery as a sustainable level. Compliance with the fisheries management plan is monitored with documentation required at all points in the chain to ensure that only quality fisher products are processed and offered for sale.

Though abalone grow in many places around the world, the best quality and most succulent abalone grow near the 40 degree south latitude. In the waters, Australian coastline usually provides an ideal growing environment for wild abalone – wild and free coastal waters with seaweed abundance.

There are several of these free coastal waters which collectively produce a 4.5m tonnes of wild caught abalone, which from March April 4200 tonnes last year. The majority of this product is exported to the mainland in Hong Kong and China.

Thanks to the density of our coastline, abalone are large numbers inside with a hard ear shaped shell and a muscular foot. Abalone (which Australia's only abalone) then allow water up to depths of 50 metres. Of course the price of abalone has increased to the extent that at least 20 can be found in the clear waters of the coast of southern Australia however only four abalone species are

Not only have we received positive feedback from the attendees of the Discover Australian Wild Abalone™ trade seminar, but it has stirred up the Hong Kong and Chinese media also! The positive media coverage received after the launch provided advertising with a value estimated at **HK\$400,000, (AUD\$60,000)!** This included articles in 'The Peak Hong Kong' magazine - with a circulation of 20,000, the Grocery Trade Magazine (with a readership of over 26,000) and a feature in the Southern China Morning Post with a circulation of an impressive 102,000, combined with a string of online food blog posts and social media updates.

Please contact [helen@australianwildabalone.com.au](mailto:helen@australianwildabalone.com.au) for a full media report from the event.

## AWA™ 2014 Program of Events!

# 2014

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There are a lot of activities happening in China over the next 12 months as the Abbott government ramps up its efforts on a Free Trade Agreement with China. The AWA™ team is working with Austrade, Department of Foreign Affairs and our embassies in China and Hong Kong as well as with other industries, such as Wine Australia, to develop a comprehensive program of events that will help get the message out about Australian Wild Abalone™. We expect to get a draft program out by the end of February.

### China - dates to remember for 2014!

**1-6 February** Spring Festival Golden Week Holiday

**31 May - 2 June** Dragon Boat Festival

**6-8 September** Mid-Autumn Festival

**2-7 October** National Day Golden Week Holiday

### AWA™ Program – A bit of background



*Based on extensive market research in China the Abalone Council Australia Ltd (ACA) and the Abalone Association of Australasia Inc. (AAA) have developed a Australian Wild Abalone™ (AWA) certification mark and market education program. It is supported with funding by the Australian Seafood Cooperative Research Centre (SCRC) and the Australian Fisheries Research and Development Corporation*

*(FRDC).*

*The aim of the AWA™ certification mark and market education program is to differentiate and create preference for Australian wild harvested Abalone. This is particularly important in an increasingly crowded and competitive international market place. . Facing increasing competition and driven by declining returns, the AWA™ program is focused on the opportunities presented by the economic, political and social changes in China.*

*The AWA™ team are working on helping the entire supply chain to build confidence with the Australian Wild Abalone™ customers, so they feel secure that they are purchasing a premium quality product - a product harvested sustainably by experienced divers from the cool clean waters of southern Australia, processed and packaged according to the most stringent Quality Assurance and food safety guidelines and can trust the quality of the products supplied with the AWA™ Certification Mark.*

*The AWA™ Supply Chain Education Program started in China and Hong Kong with a series of educational seminars. In June, September and November 2013, the project team visited Beijing, Shanghai, Shenzhen and Hong Kong to brief abalone importers and their customers about the AWA™ program and what participating in the AWA™ initiative could mean for their businesses and clients.*

*This education program together with customer focussed promotional activities are aimed at getting a better return to everyone involved in the Australian wild caught Abalone industry To find out more go to [www.australianwildabalone.com.au](http://www.australianwildabalone.com.au)*

## Keep up to date...

Keep up to date with the AWA™ Program by:

- Contacting us on t:+61 3 6231 1956 or [admin@australianwildabalone.com.au](mailto:admin@australianwildabalone.com.au)
- following the latest news items on our website [www.australianwildabalone.com.au](http://www.australianwildabalone.com.au)
- Liking the [Australian Wild Abalone Facebook page!](#)



**We'll be in touch soon with our program of events for 2014!**

**Australian Wild Abalone™ is supported by**

