



Adam Marshall
Minister for Agriculture
Minister for Western NSW

MEDIA RELEASE

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\$500,000 BOOST TO PUT SPOTLIGHT ON NSW SEAFOOD

Minister for Agriculture Adam Marshall today announced 12 projects would share in a \$500,000 funding boost from the NSW Government's *Supporting Seafood Future* grants program to boost the value of the State's seafood industry.

Mr Marshall was in Coffs Harbour today with local MP Gurmish Singh and said the successful grants supported a wide range of new initiatives across regional and metropolitan coastal locations, including \$186,263 for the Coffs Harbour-based Professional Fishermen's Association (PFA).

"I'm thrilled the PFA will receive funding to allow them to develop video and social media content, run an innovative education campaign with local school students and deliver an integrated media campaign, fronted by well-known fishing and sporting personalities," Mr Marshall said.

"These projects will benefit the entire NSW seafood industry as the initiatives raise the profile of the fantastic fresh produce that we have right here along our coast.

"We currently import approximately 86 per cent of seafood eaten in NSW, so there is a huge opportunity to increase the production and consumption of local seafood and to drive economic growth in our state."

Mr Singh said he was delighted the PFA would receive a funding boost.

"The PFA is a great advocate for fisheries not only here in Coffs Harbour but across the entire State," Mr Singh said.

"That's why I'm delighted they will receive \$186,263 for five individual grant projects that will boost awareness of the industry and promote its many great products.

"If our NSW seafood businesses are able to better promote their produce, they will be able to tap into new markets and get more local seafood on NSW plates.

"They just need this support to unlock their full potential and rise to the challenge of ensuring that fresh seafood is available not just along the coast, but throughout NSW."

For more information on the Supporting Seafood Future grants program, visit www.dpi.nsw.gov.au/fishing/commercial/consultation/supporting-seafood-future

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