

TRADE & MARKETING SESSION – *Tradus marketamus sessies*

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Brisbane/Adelaide/Melbourne

The Trade & Marketing Session split over two days of the Conference promises you exciting information into a diverse range of international and domestic issues relevant to the Australian Aquaculture seafood sector.

A talented array of speakers will present on topics covering issues from organic Salmon to orgasmic Oysters; from global opportunities to domestic bliss; from trade and marketing access to eco-labeling credentials; from Processing on the floor to Passion on the Plate, and then there is more!

Seafood is the world’s largest traded food commodity and Australia is a small player – so we have to punch above our weight! How can we do that? It needs the whole industry to work together and to be creative. With the fuel crisis worsening, the dollar strengthening, and other important issues having impacts it is clear that change is inevitable. Seafood businesses have to be flexible, have to look outside the square to keep their marketing edge so do not miss the valuable insights that you will pick up in these fascinating sessions .

On the international scene we have speakers from USA, Spain, Ireland, France, UK, South Africa and Tasmania. Yes speakers are flying in from all sides of the globe to be with us in downtown Brisbane and share their knowledge and experience with you all. Just to show that the Conference organisers show no care for the bottom line and that it is you, the conference participant who are the most important, they have engaged at great expense that well known duo, Stormy Wave and Ben Dover, who will (on the Tuesday session) guide a

Year	Value of Adlr	Value of Adlr to USD	Cost of Petrol per litre
1972	1	1.1	0.10
1980	1	0.85	0.33
1990	1	0.78	0.57
2000	1	0.65	1.03
2008	1	0.96	1.70
2014#	0.90	1.10	4.50
2020#	0.50	1.20	9.50

This table has nothing to do with what we are talking about but gee its interesting!#Predictions by B. Dover

number of special guests including Bob “Shuck me now” Cox, Peter “Lunch Man” Horvat, Brett “Shiny aren’t they” McCallum, Grace “To be sure, to be sure” O’Sullivan, Julii “Humpty better Doo” Tyson and straight from the US Presidential Campaign, our favourite Washington man, John Connelly, through a challenging session that will help set (back??) the industry’s market development agenda for the next few years.