

Development of the Eyre Peninsula Retail and Food Service Seafood User Guide

Ms Stacey Fallon

EP Food Development Officer

Regional Development Australia Whyalla and Eyre Peninsula

89 Liverpool Street, Port Lincoln SA 5606

Phone: 08 8682 6588 Email: Stacey@erdb.org.au



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1.0 NON TECHNICAL SUMMARY

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Development of the Eyre Peninsula Seafood Retail and Food Service User Guide

PRINCIPAL INVESTIGATOR: Ms Stacey Fallon

ADDRESS: Regional Development Australia Whyalla and Eyre Peninsula
89 Liverpool Street
PORT LINCOLN SOUTH AUSTRALIA 5606
Telephone: 08 8682 6588
Email: stacey@erdb.org.au

OBJECTIVES:

The Eyre Peninsula Retail and Food Service Seafood User Guide's key objectives include:

1. To develop a set of accurate and informative educational tools delivering against trade requirements.
2. To develop a uniform and coordinated educational program that features 11 seafood species available on the Eyre Peninsula including Southern Bluefin Tuna, Mussels, Pacific Oysters, Spencer Gulf Prawns, Yellowtail Kingfish, Sardines, Suzuki Mulloway, Marinescale, Abalone, Deep Sea Trawlfish and niche seafoods.
3. To develop materials that communicates the appellation of Eyre Peninsula seafood.
4. To develop highly synchronised technical and creative communications.

OUTCOMES ACHIEVED TO DATE

Increased awareness and dissemination of correct and consistent information on a range of seafood species

The Eyre Peninsula Retail and Food Service Seafood User Guide, simply titled “*Seafood of Eyre Peninsula*”, features 12 seafood species including Southern Bluefin Tuna, Southern Ocean Rocklobster, Sardines, Pacific Oysters, Angasi Oysters, Spencer Gulf King Prawns, Blue Mussels, Southern Calamari, Snapper, King George Whiting, Wild Abalone and Yellowtail Kingfish.

The User Guide has provided a consistent and accurate format on the 12 featured species under the following headings:

1. Introduction - Provenance, integrity and product attributes of the seafood harvest
2. In The Beginning – Farming Method, Sustainability, Seasonality, Quality
3. The Middle Man – Methods to Market, Handling and Storage, Fresh vs Frozen
4. The End User – Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
5. Photographic Masterclasses
6. Seasonality Chart

Education for all trade staff, not just senior management or chefs

The Eyre Peninsula Retail and Food Service Seafood User Guide will be published as a 72 page guide with 40,000 copies printed. In addition to the hard copy, the Guide will be available on www.seafoodfrontier.com.au in a PDF format to allow unlimited access by trade customers for training purposes. The electronic version will have the capacity for stakeholders to download individual species to support menu planning and promotions.

The Guide is designed to allow components of the tool to be extracted for specific purposes. For example all photographed masterclasses will be designed in a postcard format for distribution at seafood retail counters.

The Eyre Peninsula seafood industry will formally launch the User Guide to South Australia’s food industry in November 2011. Targeting Executive Chefs, Restaurant Managers, Retail Managers and Seafood Wholesalers who are responsible for staff training, the launch will feature a series of masterclass presentations by growers. A presentation on the application of the Guide for trade customers including additional tools available to support in-house training and point of sale tools for consumers will be the key message delivered.

Further launches will be held in Sydney, Brisbane and Melbourne in 2012.

The Guide will be distributed as an attachment to the cover of ‘Food Service Magazine’ for the November 2011 edition to over 13,100 trade and consumers. A national distribution strategy will ensure all trade customers receive “Seafood of Eyre Peninsula” with reference to the website to

access copies for in-house training purposes.

Increase the value of the Eyre Peninsula basket of seafood by 10% by 2014

A key focus of the Eyre Peninsula Seafood Retail and Food Service User Guide is educating trade on the available cuts to encourage 100% use of the fish to increase profitability and minimise wastage. Additionally, it is noted there is a genuine lack of a strategic educational seafood training program nationally. Through the investment made by the Eyre Peninsula seafood community through the development of the Guide and the educational programs proposed in 2012, together with assisting trade's business profitability, it would be expected the region's seafood would be deserving of a price premium.

The value of Eyre Peninsula seafood will be monitored through data collection available through the Brand Eyre Peninsula membership program.

Increased understanding by the Eyre Peninsula Seafood Industry on value chain requirements

Following a direct market research program, which highlighted the key elements required by trade in developing a seafood training tool, these findings were presented to seafood industry stakeholders.

It became apparent, in some instances, there was a genuine lack of knowledge and direct communication from the Eyre Peninsula seafood industry's to the end user. An unexpected benefit of the Guide will be the stakeholder's increased understanding of the key messages required when presenting product to the market, whether it is a wholesaler, chef or retailer. A professional, direct and effective presentation is essential and is underpinned by the local growers understanding of customer needs and support requirements.

Traditionally, fishermen have invested heavily in the catching and processing of the harvest while neglecting the importance of investing in sales, marketing and education. This inactivity has resulted in loss of market position to imported products and reduced price points. The Guide will be a key initiative in reversing this trend.

2.0 ACKNOWLEDGEMENTS

The Eyre Peninsula Retail and Food Service Seafood User Guide is supported through funding from the Australian Government via Fisheries, Research and Development Corporation's Tactical Research Fund and the South Australian Government via Food SA.

Financial and staff resources were provided by Regional Development Australia Whyalla and Eyre Peninsula.

Further financial and in-kind support was provided by the following industry stakeholders:

1. Spencer Gulf & West Coast Prawn Fishermen's Association
2. South Australian Oyster Growers Association
3. Southern Bluefin Tuna Industry Association
4. Australian Southern Exporters
5. Kinkawooka Shellfish
6. Boston Bay Mussels
7. Cleanseas Tuna
8. Port Lincoln Fresh Fish Co.
9. Streaky Bay Marine Products
10. Northern Zone Rocklobster Association

RDA Whyalla and Eyre Peninsula engaged John Susman, Director of Fisheads Seafood Strategy to project manage the Guide with outstanding support from Anthony Huckstep (Editor, Food Service Magazine), Randy Larcombe (Randy Larcombe photography) and Karen English (Eleven Across Design).

3.0 BACKGROUND

The Eyre Peninsula seafood industry formed Brand Eyre Peninsula in 2006, a collaborative market development program aimed to increase sales and market position in the domestic and export market. Integral to the brand is the education of the species' attributes to all key stakeholders of the value chain including seafood wholesalers, retailers, food service and media. Market development initiatives have communicated to the owner, head buyer or executive chef of the business, however the program has failed to address staff training (particularly restaurant front of house staff and retail counter staff) who are critical in assisting customers make informed decisions when selecting / purchasing seafood.

Australian and export clients have consistently requested a training toolkit suitable to in-house training programs, emphasising a sector guide as critical to ensuring efficient staff training. Once developed, this tool would be distributed to over 500 existing clients to support immediate education and sales targets. The development of the User Guide has an extensive level of support from its current client base.

Regional Development Australia Whyalla and Eyre Peninsula (formerly the Eyre Peninsula Regional Development Board) undertook a "Seafood Mapping" program which identified key project priorities for each seafood sector. The consultation involved association executive officers and leading businesses. The "user guide" was identified as a Top 5 priority for all sectors interviewed.

4.0 NEED

The Eyre Peninsula seafood industry has actively pursued an innovative market development program focused on introducing the grower to the end user to ensure greater communication through the value chain. The program has successfully increased dialogue with business owners, head buyers and executive chefs, however it has failed to address staff training needs for restaurant front of house staff and retail counter staff – stakeholders who are critical in assisting consumers make informed decisions when purchasing seafood.

The Eyre Peninsula program has lacked a consistent, multi species training tool to support in-house training – a necessary tool to fully exploit the market opportunity for the region’s harvest. Research of existing “seafood user guide” tools in Australia has found minimal and often inconsistent information on the species from Eyre Peninsula in a best practise format for all aspects of the value chain - from water to plate.

The development of the Eyre Peninsula Retail and Food Service Seafood User Guide will exploit the lack of knowledge and appreciation for the range of seafood species to be included. The notion of developing an “Appellation” which can be developed across sectors and species would be an Australian (if not world) first – this concept would include a best practise approach to all aspects of the value chain from water to plate. It would include the design, development and implementation of an information programme which can communicate the benefits and advantages of the products by species whilst being specific to both retail and food service markets. One of the key elements of the campaign will be the development of a toolkit which provides the various stakeholders in the value chain – from producers to consumers – the necessary understanding and skills to fully exploit the market opportunity for the harvest. This would be undertaken by species and by market sector, with a focus on the nuances between them. Research of existing “seafood user guide” tools in Australia clearly demonstrate no comprehensive, multi species user guide specifically designed for retail and food service exists with the required components detailed below:

1. Provenance, integrity and product attributes of the seafood harvest
2. Farming Method, Sustainability, Seasonality, Quality
3. Methods to Market, Handling and Storage, Fresh vs Frozen
4. Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
5. Photographic Masterclasses

The User Guide will be the training guide benchmark and has the potential to expand to an Australian guide, inclusive of all seafood species.

This project has revealed an additional need. In consultation with key Eyre Peninsula seafood stakeholders, there were gaps in fishermen’s understanding of trade perceptions and information needs due to the lack of communication with the end user. Establishing an educational seafood guide will allow the fishermen to develop a direct, consistent message to all trade partners – a message that is relevant to the audience.

5.0 OBJECTIVES

Key objectives of the Eyre Peninsula Retail and Food Service Seafood User Guide include:

1. To develop a set of accurate and informative educational tools delivering against trade requirements

The Guide provides a consistent format for each product under the following headings:

1. Introduction - Provenance, integrity and product attributes of the seafood harvest
2. In The Beginning – Farming Method, Sustainability, Seasonality, Quality
3. The Middle Man – Methods to Market, Handling and Storage, Fresh vs Frozen
4. The End User – Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
5. Photographic Masterclasses

The success of the Eyre Peninsula Seafood User Guide is ensuring the training tool is 100% accurate and reflects the combination of industry's scientific research, decades of fishing experience and trade partners experience and input. An extensive audit of materials available on the featured species was found to be sporadic and often contradictory, particularly in the handling and usability of seafood.

The Project Managers felt it was important that the Guide have an end-user focus and sought the insights and opinions in particular from Chefs, Restaurateurs, Hoteliers and Retailers of seafood. Opinions were captured from across the spectrum of the market, however, in view of the premium nature and pricing of the products from the Eyre Peninsula, the focus of the investigation has been on operators within the premium restaurant and retail sectors.

Direct interviews were conducted with 58 restaurants/chefs, 14 retailers, 16 foodservice distributors and 5 media representatives. The research secured from the interviewed trade partners ensures the Guide addresses trade requirements particularly in the areas of:

- a/ The Middle Man – Methods to Market, Handling and Storage, Fresh vs Frozen
- b/ The End User – Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
- c/ Photographic Masterclasses

The Eyre Peninsula Seafood User Guide is a balance between the key messages the Eyre Peninsula seafood industry wants to communicate to the market AND the knowledge and capabilities of the region's trade partners and their requirements.

The Eyre Peninsula Seafood Retail and Food Service User Guide will be distributed through multiple channels with a particular focus on the value chain stakeholders.

2. To develop a uniform and coordinated educational program that features 11 seafood species available on the Eyre Peninsula including Southern Bluefin Tuna, Mussels, Pacific Oysters, Spencer Gulf Prawns, Yellowtail Kingfish, Sardines, Suzuki Mulloway, Marinescale, Abalone, Deep Sea Trawlfish and niche seafoods.

The Eyre Peninsula Seafood Retail and Food Service User Guide, simply titled “The Seafood of the Eyre Peninsula” features 12 seafood products including Southern Bluefin Tuna, Spencer Gulf Prawns, Pacific Oysters, Angasi Oysters, Wild Greenlip and Blacklip Abalone, Southern Rocklobster, Mussels, Sardines, Southern Calamari, Yellowtail Kingfish, King George Whiting and Snapper.

In developing the Guide content, the project managers experienced mixed feedback with growers having ‘differing opinions’ in various components of the Guide. This project has required stakeholders to agree and commit to industry standards to ensure a consistent and accurate message is delivered to trade. This inconsistency has been a common weakness of the region’s seafood industry in previous sales and marketing programs and has created confusion in the value chain. Difficult questions were discussed on issues including the peak growing seasons, sustainability and correct handling. Contentious discussions ensued and a final statement and agreement was met. This component of the project is integral to the overall Eyre Peninsula program and has established a new benchmark in all future sales, marketing and educational initiatives. The Eyre Peninsula seafood industry has a renewed confidence that the content and overall message is correct and represents the individual species accurately.

Dispelling of myths relating to seafood is featured clearly in the Guide in a break out box of ‘Fordies tips’. As stated by Australia’s leading mussel grower “I’ve been eating unopened mussels every day over the past 11 years and I am healthy and living proof that the product is suitable for all consumers”. The fishermen live and breathe their industry and this Guide is direct from the people who know the product intimately.

The User Guide provides a flexible format for all value chain partners to extract components of the tool for a variety of purposes to increase consumer confidence in seafood, resulting in an increase in seafood consumption. The photographic masterclasses can be designed in a postcard format for retail sales distribution (ie. oyster shucking masterclass postcard can be provided with a dozen oysters) and flavour descriptions can be incorporated in menu design and descriptions. The sector introduction facts (provenance, seasonality) could be posted in the back of house as a guide to wait staff prior to service (a quick reminder). In summary, the Guide’s flexible format allows for a multitude of options in developing greater consumer knowledge and confidence in Eyre Peninsula’s premium seafood. Retail sales and restaurant wait staff are an integral partner in communicating an accurate message and in developing consumer confidence.

The Guide will be formally introduced to the Eyre Peninsula seafood industry, in its entirety, on October 25th. This session will outline the key elements of the Guide and a User Guide ‘101’ discussion of how industry stakeholders can maximise the Guide through a targeted distribution program.

The Guide will be formally launched in Adelaide on October 31st to 120 trade representatives including seafood wholesalers, chefs, retailers and media. This launch will feature a series of seafood masterclass demonstrations as illustrated in the Guide and a presentation on the usability of the Guide for value chain partners. A similar launch will be conducted in Sydney in late November with further presentations planned in Brisbane and Melbourne in March / April 2012 to coincide with the new season launch for Oysters and Southern Bluefin Tuna.

The Guide will be strategically distributed to 13,100 trade as an attachment to the cover of the November edition of 'Food Service'. An additional mail out will be completed in November to all other seafood users including large supermarket franchises and export clients including wholesalers and food service.

The Guide will be extensively distributed in a hard copy format and will be available on www.seafoodfrontier.com.au as an entire document or individual species. This electronic version will allow trade staff to freely access the information for in-house training at all times.

3. To develop materials that communicates the appellation of Eyre Peninsula seafood.

The Eyre Peninsula Seafood User Guide communicates a very strong appellation message to all seafood users. Each product section highlights:

1. Provenance, integrity and product attributes of the seafood harvest
2. Farming Method, Sustainability, Seasonality, Quality

This communication will assist trade and consumers from being misled about product origins and attributes, prevent unfair and unethical competition from non-genuine products and protect the reputation of Eyre Peninsula's produce.

Protecting and enhancing the Eyre Peninsula brand name thus increasing demand for genuine local products, building general recognition of Eyre Peninsula seafood in local, interstate and international markets and creating 'hero' and 'leadership' products that can lift the profile of Eyre Peninsula in both Australian and international markets will be achieved through the User Guide program.

4. To develop highly synchronised technical and creative communications.

The Eyre Peninsula Seafood User Guide comprises of two communication components for each product featured.

All individual species feature technical information including:

Technical:

1. Methods to Market, Handling and Storage, Fresh vs Frozen
2. Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
3. Photographic Masterclasses – ranging from 5 – 9 step by step images demonstrating the usability of the seafood product.

The technical sections provide real content (the nuts and bolts) and direction for chefs, restaurant managers and retailers with extensive detail which have multiple application usages.

Creative:

The Guide features a stunning range of motivational images of the region and its premium products. The Project Managers and creative team felt it was imperative to provide high quality motivational images ranging from environmental, fishermen portraits and product images which underpin the brand values (pristine, luxurious, sustainable, premium, pioneering) and to allow the reader to make an emotional connection with the Eyre Peninsula and its produce.

Traditional training manuals are technically focused with pages of extensive information and often not user friendly. The User Guide has a comprehensive mix of technical and motivational information in a 'simple to read' format to ensure a balance and make a statement "the most stunning seafood training guide in Australia".

6.0 METHODS

Regional Development Australia Whyalla and Eyre Peninsula engaged project manager, John Susman, to undertake the initial research. Market research is a key element in ensuring the User Guide content was relevant to the needs of all value chain trade partners including chefs, retailers and wholesalers.

The project team completed extensive consultation with trade partners and industry stakeholders when researching the content requirements and suitable design format for the User Guide. Individual appointments were conducted with 58 restaurants/chefs, 14 retailers, 16 foodservice distributors and 5 media representatives with a survey for each stakeholder and key topics prioritised. Existing marketing / training tools were presented to the trade with a request to critique the positives and negatives of each tool. This feedback formed the basis of the development of the Eyre Peninsula guide.

7.0 RESULTS / DISCUSSION

The Eyre Peninsula Seafood Retail and Food Service User Guide involved 9 project components.

Component 1 – Secure final budget

Performance Indicators – 11 seafood sectors and PIRSA commit \$86,500 to the “User Guide” Program

The Seafood Guide secured funding support from both the South Australian Government and the Eyre Peninsula seafood industry. Cash funding support (incl. GST) was sourced from the following stakeholders:

Australian Government via Fisheries, Research Development Corporation	\$82,500
South Australian Government’s Food SA agency	\$29,700
Eyre Peninsula Seafood Industry	\$44,990
Regional Development Australia Whyalla & Eyre Peninsula	\$2,750

A further cash contribution has been committed to the Port Lincoln and Adelaide launch of the Guide:

Eyre Peninsula Seafood Industry – Port Lincoln launch	\$2,275
Eyre Peninsula Seafood Industry – Adelaide launch	In-kind seafood only
Regional Development Australia – Adelaide launch	\$6,050
Total cash investment for the EP Seafood User Guide	\$168,265

Key expenditure items of the project included:

1. Project Management Fees
2. Photography and associated costs
3. Graphic Design & Publication Costs
4. Distribution – Food Service Magazine attachment & Mail Out

The budget achieved a financial partnership across all government levels with FRDC’s Commonwealth Government contribution, Food SA’s South Australian Government contribution and Regional Development Australia Whyalla and Eyre Peninsula (all three tiers of Government). The success of this project is clearly the established partnership of Government agencies and the Eyre Peninsula seafood industry, without all stakeholders involvement, this project would not have been achieved.

Component 2 – Establish 2 projects teams - retail and food service sector

Following consultation with trade including seafood wholesalers, retailers and food service, it was recognised the content required from both end users was consistent, therefore separate project teams was not required. The project manager continued dialogue with selected retail and food service partners in all stages of the program to gain feedback and recommendations and also review the draft of each seafood sector. This inclusive process ensured the tool's relevance to trade was at the forefront in the development of the User Guide.

Component 3 – Immediate audit of all industry information available

Performance Indicators –Existing tools to be utilised to minimise duplication and ensure consistency of information

The Project Team completed an audit of all existing industry information currently available to minimise duplication and identify information gaps. The project manager presented examples of existing tools to the project team with extensive discussions held on all elements to ascertain the strengths of each tool.

Examples included:

- Well Red – The Essential Resource of Australian Red Meat: MLA
- Discovering Dairy Produce and People in Australia – New Dairy Culture: Dairy Australia
- Salmon Buyer's Guide: Roche Animal Nutrition and Health, USA
- Seafood Handbook – A Comprehensive Buying Guide for the Food Service Industry: Palmas Seafood Distributors
- Seafood and Health 2010 Calendar: Seafood Services Australia
- Seafood Handling Guidelines: Sydney Fish Markets
- Huon's Connoisseurs Guide to Salmon: Huon
- Australian Seafood Users Manual: Queensland Government and FRDC
- Cleanseas Product Guide
- The Guidebook to New Zealand Commercial Fish Species
- Simply Salmon – recipe book: Regal Salmon
- Collection of seafood company brochures

A clear visual concept of the Guide was established by the Project Manager and the design team and a draft template was developed with the 'usability' of the Guide being a priority. Extensive discussions were held on the physical delivery of the Guide with particular focus on the positive and negative aspects of hard copy distribution and electronic distribution. It was agreed the initial distribution required a hard copy tool with the Guide being easily accessed on www.seafoodfrontier.com.au. Social media was explored with an agreement to establish a 'social media strategy' once the Guide is established to compliment the initial hard copy distribution.

Component 4 – Project team assesses gaps and finalises investigation

An information audit was conducted of available materials from both within and external to the seafood category, along with a review of existing stakeholder, industry and associated agencies directly involved with seafood businesses on the Eyre Peninsula.

The findings from this research was used as the basis of the design of the information which was determined to be of importance to the target audience. Topic headings included:

1. Provenance, integrity and product attributes of the seafood harvest
2. Farming Method, Sustainability, Seasonality, Quality
3. Methods to Market, Handling and Storage, Fresh vs Frozen
4. Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
5. Photographic Masterclasses
6. Seasonality Chart

Component 5 – Audit commences direct with trade (retail and food service)

Performance Indicators – 20 direct interviews conducted with food service businesses and 10 direct interviews conducted with retail businesses

The project team undertook to research the available material and information regarding the species across a range of sources.

The Project Managers felt it was important that the Guide have an end-user focus and sought the insights and opinions in particular from Chefs, Restaurateurs, Hoteliers and Retailers of seafood. Opinions were captured from across the spectrum of the market, however, in view of the premium nature and pricing of the products from the Eyre Peninsula, the focus of the investigation has been on operators within the premium restaurant and retail sectors.

Direct interviews were conducted with 58 restaurants/chefs, 14 retailers, 16 foodservice distributors and 5 media representatives including:

Restaurants/Chefs

AZUMA Japanese Restaurant
Pilu At Freshwater
The Old Brewery
Japanese Restaurant Ju-Rin
Masuya Restaurant
MUSASHI
Sushi Fusion
Glebe Point Diner
Martin-Bosley
The Cellar Restaurant & Catering

Retailers

Claudios
DeCosti
Nicholas
Shellharbour Square
Peters
Musumeci
Steve Costi
Penrith Seafoods
Royal Seafoods
Fish Pier

Distributors

Martins
Foodlink
DeCosti
Clamms
Ocean Made
Red Funnel
Partridges
Sealanes
Westmore
Angelakis

Carrington Place
Becasse
Epoque Belgian Beer Café
Heritage Belgian Beer Café
Assiette
Fish Market Sushi Bar
RockPool Bar & Grill
The Manse Restaurant
Bistro Dom
Redoak Boutique Beer Café
Bodega
Bungalow 8 Sydney Harbour
European Bier Café
Letoile Restaurant & Bar
Kingsleys Steak & Crabhouse
Jordons Seafood Restaurant
Sassellas Bar and Bistro
Coast Restaurant
Rockpool Consulting
Alchemy Restaurant
ezardal adephi
The Waitng Room
RockPool
Lucio's Restaurant
Benzin
Arte e Cuncina
Garfish
Vue Du Monde
The European
The Albert Park Hotel
Chin Chin
Black
Bella
Montpellier Eating House
Coda
Aria
Summit
Cloudy Bay Fish CO
Spiedo
Four in Hand

Claringbold
Angelakis
Fishy Affair

Saltys
Cappo
Noosa Seafoods

Component 6 – Communication Plan developed

Performance Indicators – Brief completed with design team

On completion of the audit and market research, the working group met for a full day workshop to review findings as presented by Project Manager, John Susman, review best practise materials and confirm the Guide's audience, content, distribution (both hard copy and electronic), branding, budgets and timeframes.

The photographer, graphic design and project manager continued communications on a weekly basis to confirm Guide structure, content, specie details etc. A formal communications plan was not developed, instead the design team communicated regularly by email and teleconference in preparation for photo shoots (including masterclass steps) with individual briefs provided as required. The 'Masterclass Shot List Concepts' is attached.

Component 7 – Collection of descriptive and emotive images secured

Related Objective – To capture highly synchronised technical and creative communications

The Project Manager engaged Adelaide based, award winning photographer, Randy Larcombe to undertake the photography brief. The photography was completed over 3 sessions to coincide with weather and product availability (peak condition preferred).

Session 1 - held on the Eyre Peninsula, a range of environmental images and fishermen portraits was secured.

Session 2 - held in a studio in Adelaide and secured a galley of product hero images, 11 seafood masterclass series and the cover photo.

Session 3 - Held in Port Lincoln to photograph sardines and prawns as this product was not at its premium during the studio session. A ½ day session was also held in Streaky Bay to capture an abalone diver and marinescale processor.

Component 8 – Develop user guide content

Performance Indicators – 11 seafood species specifications completed

The content was managed by John Susman (Director, Seafood Strategy) and Anthony Huckstep (Editor, Food Service Magazine) based on existing information available and extensive discussions held with the Eyre Peninsula seafood industry and government agencies. Multiple drafts were circulated to industry to ensure accuracy.

During the process of collating the content for the Guide it became quite apparent that there were numerous variations in some elements of the Guide. Seasonality, sustainability and handling / storage practises were viewed with differing opinions amongst the Eyre Peninsula seafood industry with industry standards quite often 'blurred'. This project has revealed, in some areas, a genuine lack of understanding of understanding of the value chain and will require independent work to strengthen these gaps.

Component 9 – Eyre Peninsula Retail and Food Service Seafood User Guide graphic design

Performance Indicators – Eyre Peninsula Retail and Food Service Seafood User Guide completed

Adelaide based graphic designer, Karen English (eleven across) was contracted to design the Guide with support from Anthony Huckstep and the working group. The Guide features Brand Eyre Peninsula “Australia’s Seafood Frontier” and successfully reflects the professionalism and values of the region’s seafood industry.

8.0 BENEFITS AND ADOPTION

The User Guide will benefit the following:

1. Eyre Peninsula Businesses - over 100 businesses will be able to utilise the guide for client training purposes which will provide strong economic benefits (increased sales and price for premium products. This Guide will provide an opportunity for smaller seafood companies, with limited budgets, to establish a sales / marketing tool with other leading seafood brands. Without the shared resources structure and Government support, the Guide would be unachievable in financial terms.
2. Retailers / Restaurateurs - retail management and counter sales staff and food service chefs and wait staff will increase product procurement, sales and consumer awareness through a comprehensive training program. Sales staff will have additional confidence in selling local seafood.
3. Australian and overseas consumers will enjoy increased health benefits through increased seafood consumption
4. Sundry service providers including post harvest businesses (packaging, logistics, sales & marketing services) will benefit from the flow on effects through increased value chain efficiencies with benefits extending beyond the catchers and growers
5. Australian and overseas consumers will have a raised awareness of the seafood from the region which will increase the identity and branding of the Eyre Peninsula for regional tourism.

9.0 FURTHER DEVELOPMENT

It is imperative the Eyre Peninsula seafood industry ensures “The Seafood of the Eyre Peninsula” is embedded in the seafood training programs of all retailers, food service and wholesalers. An initial 40,000 printed copies will be distributed to existing and potential customers, however the key challenge will be ensuring all staff (front of house, back of house, retail sales staff and all value chain partners) not only have access to the guide, but actively review the information on a regular basis to ensure a consistent message is achieved long term.

Traditionally, local growers have been resistant to conducting in-house training programs including product presentations and seafood masterclasses due to limited time available away from the business, a lack of confidence in public speaking and the old school thinking of “someone else should promote my product OR it will sell itself”.

For “The Seafood of the Eyre Peninsula” to be truly successful in ensuring a consistent message is delivered to the consumer and a return on investment is achieved, the Eyre Peninsula seafood industry must commit to a ‘seafood masterclass roadshow’ to the Australian capital cities and directly present their product, together with the Guide, to achieve the goal of all trade partners utilising the tool adequately.

It is proposed this roadshow will be conducted in 2012.

10.0 PLANNED OUTCOMES

The planned outcomes achieved to date include:

1. An increased awareness and dissemination of correct and consistent information on 12 seafood species. As directed by trade partners, provenance, product attributes, farming methods, sustainability, seasonality, product quality, value chain, handling and storage, appearance, aroma, flavor, texture and culinary application has been successfully documented in one consistent format for each featured product – and to a very professional standard.
2. The commencement of clients' staff seafood training in South Australia through the User Guide tool. Further masterclass training sessions and Guide launches will be completed in 2012.
3. A new level of understanding by the local Eyre Peninsula seafood industry on what requirements and information is required by value chain stakeholders. The consultation process revealed a direct message from the trade to the seafood industry on the strengths and weaknesses in existing communication and marketing tools and the large gaps in information. The guide has addressed those gaps. In gathering information on the 12 seafood sectors, growers were forced to admit there were so many information gaps and together with the project managers, some content areas were developed from scratch.

11.0 CONCLUSION

The Eyre Peninsula Retail and Food Service Seafood User Guide, titled “The Seafood of Eyre Peninsula” is a 72 page publication featuring 12 seafood species from the Eyre Peninsula including Southern Bluefin Tuna, Blue Mussels, Sardines, Pacific Oysters, Prawns, Angasi Oysters, Wild Abalone, Snapper, Southern Calamari, King George Whiting, Yellowtail Kingfish and Southern Ocean Rocklobster.

The Project Team ensured the Guide would have an end-user focus and sought the insights and opinions of Chefs, Restaurateurs, Hoteliers and Retailers of seafood. In view of the premium nature and pricing of the products from the Eyre Peninsula, the focus of the investigation was on operators within the premium restaurant and retail sectors. Direct interviews were conducted with 58 restaurants/chefs, 14 retailers, 16 foodservice distributors and 5 media representatives

Available in both hard copy and electronic formats (www.seafoodfrontier.com.au), the Guide successfully provides an accurate interpretation of the featured species with a best practise approach to all aspects of the value chain from water to plate. Individual species are highlighted under the following categories:

1. Introduction - Provenance, integrity and product attributes of the seafood harvest
2. In The Beginning – Farming Method, Sustainability, Seasonality, Quality
3. The Middle Man – Methods to Market, Handling and Storage, Fresh vs Frozen
4. The End User – Recovery Rate, Appearance, Aroma, Flavour, Texture, Moisture, Culinary Application
5. Photographic Masterclasses
6. Seasonality

A critical element of the program is ensuring the Guide is strategically distributed to ensure effective use by the end user – a beautiful publication gathering dust on a shelf is not considered an effective tool. The project team identified a printed document as being essential for the initial distribution of the Guide to ensure the trade partners utilise the tool immediately.

The Eyre Peninsula seafood industry will formally launch the User Guide to South Australia and New South Wales’s food industry in November 2011. Targeting Executive Chefs, Restaurant Managers, Retail Managers and Seafood Wholesalers who are responsible for staff training, the launch will feature a series of masterclass presentations by growers.

The Guide will also be distributed as an attachment to the cover of ‘Food Service Magazine’ for the November 2011 edition to over 13,100 trade and consumers. An additional national distribution strategy will ensure all trade customers receive “The Seafood of Eyre Peninsula” with reference to the website to access copies for in-house training purposes.

In the extensive consultation process undertaken by the project managers, in some sectors there is a genuine lack of knowledge and direct communication from the Eyre Peninsula seafood industry’s to the end user, visa versa. The Seafood User Guide will provide the stakeholders greater confidence in delivering the key messages required when presenting product to the market, whether it is a wholesaler, chef or retailer.

Sectors have also been required to review, update and consolidate industry product standards to ensure a consistent message is delivered to the market.

The Eyre Peninsula Retail and Food Service Seafood User Guide will be an economic performer in ensuring the value of the seafood industry increases 10%. An essential focus of the Guide is highlighting the culinary capabilities of the seafood and ensuring the end user utilises 100% of each product. This awareness will encourage chefs and retailers to experiment with alternative cuts and increase the economic performance of each seafood purchase. With a collective investment in seafood education and reduced wastage, the Eyre Peninsula seafood industry has the capacity to re-assess price points to increase business profitability.

“The Seafood of Eyre Peninsula” is an Australian benchmark in seafood training and marketing for all value chain partners. The Eyre Peninsula seafood industry has traditionally invested heavily in harvesting and processing with limited funding supporting education, sales and marketing programs. With the first release to be held in October 2011, “The Seafood of Eyre Peninsula” will confidently reposition the 12 species in the Australian food scene and be an industry benchmark for seafood education.

APPENDIX 1 – INTELLECTUAL PROPERTY

No intellectual property restrictions.

APPENDIX 2 - STAFF

Principal Stakeholder Manager

Stacey Fallon

EP Food Development Officer

Regional Development Australia Eyre Peninsula

M: 0427 826 587

E: stacey@erdb.org.au

Project Manager

John Susman

Fisheads Seafood Strategy

M: 0414 688 855

E: js@fisheads.com.au

Project Editor / Design Team

Anthony Huckstep

Food Service Magazine

M: 0411 308 574

E: AnthonyHuckstep@yaffa.com.au

Design Team / Graphic Designer

Karen English

Eleven Across Design

M: 0416 234 467

E: karen@elevenacross.com.au

Design Team / Photographer

Randy Larcombe / Suzi Ting

Randy Larcombe Photography

M: 0412 101 101

E: production@randylarcombe.com.au

APPENDIX 3 – SHOT LIST CONCEPT

SPECIE	SELECTION	HANDLING/STORAGE	PREPARATION
Oysters	<ul style="list-style-type: none"> shot of 3 main grades of pacific – bistro, plate, standard shot of a group of "perfect" oysters of the same grade hero shot of a single oyster 	<ul style="list-style-type: none"> shot of oysters being scubbed shot of oysters packed in damp cloth shot of oysters being stacked in 8c Fridge in sealed Tupperware container 	<ul style="list-style-type: none"> refer to the attached user guide we did for Kinkawooka and let's select the 3 key type shots!
Kingfish	<ul style="list-style-type: none"> Shot of the perfect fish Close up shot of head/eyes/gills Shot of the perfect fillet 	<ul style="list-style-type: none"> Shot of gill/gut process Shot of wrapping in wrap Shot of storage on tray 	<ul style="list-style-type: none"> Shot of removing fillet from frame Shot of removing rib cage/trim from fillet Shot of portioning fillet
Mussels	<ul style="list-style-type: none"> Shot of pack/s of mussels Shot of mussels out of pack Close up of closed mussel 	<ul style="list-style-type: none"> Shot of mussel in unopened pack in <2c fridge Shot of mussels being rinsed under tap in colander Shot of mussels being stored under damp cloth 	<ul style="list-style-type: none"> Shot of mussels being placed into pot on stove Shot of mussels being stirred in pot Shot of a cooked mussel being removed from pot individually – whilst others uncooked remain in pot
King George Whiting	<ul style="list-style-type: none"> Shot of the perfect fish Close up shot of head/eyes/gills Shot of a range of sizes 	<ul style="list-style-type: none"> Shot of gill/gut process Shot of scaling Shot of whole fish wrap/storage on tray 	<ul style="list-style-type: none"> Shot of whole fish dressed (i.e. scissors removing fins) Shot of Fillet being prepared Shot of V-Cutting fillet
Snapper	<ul style="list-style-type: none"> Shot of the perfect fish Close up shot of head/eyes/gills Shot of a resilient flesh – i.e. a finger touching the shoulder? 	<ul style="list-style-type: none"> Shot of gill/gut process Shot of scaling Shot of whole fish wrap/storage on tray 	<ul style="list-style-type: none"> Shot of filleting part 1 _ initial cut from shoulder to tail Shot of filleting part 2 – removal of fillet from rib cage Shot of dressing/v cutting fillet
Calamari <i>Requires a slightly different sequence due to the amount of preparation steps</i>	<ul style="list-style-type: none"> Shot of "perfect" calamari Shot of clear eyes Shot of white, creamy skin, no broken flesh, no purple discolouration 	<ul style="list-style-type: none"> Shot of removing the head Shot of removing the quill Shot of removing gut 	<ul style="list-style-type: none"> Shot of removing skin Shot of removing/trimming wings Shot of cleaned tentacles, wings, tubes
Sardines	<ul style="list-style-type: none"> Shot of "perfect" sardine Shot of close up of belly Shot of close up eyes/gills 	<ul style="list-style-type: none"> Shot of removing head Shot of gutting Shot of packing trunks on paper towel in Tupperware container 	<ul style="list-style-type: none"> Shot of dressing trunk Shot of filleting trunk Shot of removing rib from fillet
Southern Bluefin Tuna	<ul style="list-style-type: none"> Shot of whole fish Shot of whole loin Shot of chu Toro, O'toro and Akimi grades 	<ul style="list-style-type: none"> Shot of cutting loin into hamachi block Shot of wrapping block in Japanese rice paper Shot of storing in container in ice 	<ul style="list-style-type: none"> Shot of removing saku from hamachi Shot of Otoro cutting Shot of akami cutting
Abalone <i>Requires a slightly different sequence due to the amount of preparation</i>	<ul style="list-style-type: none"> Shot of perfect blacklip and greenlip whole abalone – plump, shiny etc Hero shot of cleaned abalone 	<ul style="list-style-type: none"> Shot of shucking Shot of gutting Shot of trimming frill 	<ul style="list-style-type: none"> Shot of cleaning foot Shot of cleaning whole abalone Shot of slicing for sashimi

Southern Rock Lobster	<ul style="list-style-type: none"> • Shot of hero rock lobster top • Shot of hero lobster – underside • Shot of "liveliness" – i.e. springing tail/legs? 	<ul style="list-style-type: none"> • Shot of storing under damp cloth in box in <5c coolroom • Shot of placing lobster in freezer to humanely kill • Shot of cutting in half /cleaning 	<ul style="list-style-type: none"> • Shot of tying wood spoon to tail of whole lobster • Shot of placing into boiling water • Shot of removal of lobster into ice
Spencer Gulf King Prawns	<ul style="list-style-type: none"> • Shot of 2 hero single prawns – 1 cooked, 1 green • Shot of a range - U6,U8, U10, 10-15, 16-20 • Shot of box of prawns 	<ul style="list-style-type: none"> • Shot of box in freezer at -18c • Shot of frozen prawns on a rack in a Tupperware container with clean kitchen towel covering • Shot of packed prawns in fridge 	<ul style="list-style-type: none"> • Shot of twisting head off and removing tract from green prawn • Shot of removing shell from green prawn • Shot of removing shell from cooked prawn

APPENDIX 4 – EYRE PENINSULA SEAFOOD USER GUIDE

The completed “The Seafood of the Eyre Peninsula” guide is attached.

APPENDIX 5 – FINAL REPORT DISTRIBUTION LIST

The Librarian

CSIRO Division of Marine Research

GPO Box 1538

HOBART TASMANIA 7001

The National Library of Australia

Legal Deposit Unit

CANBERRA ACT 2600

Commonwealth Fisheries Research Advisory Body

Katie Scutt

Executive Officer

PO Box 7051

CANBERRA ACT 2610

NSW Fisheries Research Advisory Body

Rhonda Farlow

Executive Officer

51 – 55 River Street

MACLEAN NSW 2463

Northern Territory Fisheries Research Advisory Body

Mr Dick Slack-Smith

Executive Officer

GPO Box 3000

DARWIN NT 0801

Queensland Fisheries Research Advisory Body

Mr Simon Harmon

Executive Officer

C/O QDPI Fisheries and Aquaculture

GPO Box 46

BRISBANE QLD 4001

South Australia Fisheries Research Advisory Body

Ms Kylie Kastelan

Executive Officer

14th Floor, 25 Grenfell Street

ADELAIDE SA 5000

Tasmania Fisheries Research Advisory Body

Ms Di Smith

Private Bag 49

HOBART TAS 7001

Victoria Fisheries Research Advisory Body

Ms Renee Vajtauer

C/O Seafood Industry Victoria Inc.

484 William St

WEST MELBOURNE VIC 3003

Western Australia Fisheries Research Advisory Body

Mr Neil McGuffie

C/O Western Australian Fishing Industry Council

PO Box 55

MOUNT HAWTHORN WA 6915

Australian Southern Bluefin Tuna Industry Association

Mr Brian Jeffriess

PO Box 1146

PORT LINCOLN SA 5606

Seafood Co-operative Research Centre

Mr Len Stephens

Managing Director

PO Box 26

BEDFORD PARK SA 5042

Regional Development Australia Whyalla and Eyre Peninsula

Mr Jim Pollock

Chairperson

89 Liverpool Street

PORT LINCOLN SA 5606

Primary Industry & Resources South Australia

Mr Ian Nightingale

Chief Executive Officer

25 Grenfell Street

ADELAIDE SA 5000

Food SA

Catherine Barnett

Chief Executive Officer

PO Box 124

GLENSIDE SA 5065