

Seafood Executive Program

Andre Gorissen



AUSTRALIAN
SEAFOOD
COOPERATIVE
RESEARCH CENTRE

Project No. 2012/769

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Australian Government

**Fisheries Research and
Development Corporation**



An Australian Government Initiative



ISBN: 978-1-925983-20-3

NON-TECHNICAL SUMMARY

PROJECT NO: Seafood Executive Program

PRINCIPAL INVESTIGATOR: Andre Gorissen

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NON TECHNICAL SUMMARY:

The travel grant was to attend the Seafood Executive program. The program was attended by Andre Gorissen of the Noosa Junction Seafood Market. The objective was to create a better understanding of the current and future trends in the Australian retail and wholesale seafood industry coupled with a better understanding of the issues facing the supply side from both a wild caught and aquaculture perspective. The information will be used to develop a retail, marketing and distribution strategy for the Noosa Seafood Market branded products.

OUTCOMES ACHIEVED TO DATE

The project was successful in information gathering and networking. A great deal of insight was gleaned in terms of retail trends in seafood retailing in more developed markets overseas. We gained a better understanding of the market strategy of the two major retailers in Australia. We also have a better understanding behind the supply channels of the major supermarkets and their supply chain strategy.

The ideas around sustainability were discussed and we now have a better understanding of how this will affect industry and the general impact on the retail customer.

From this we are matching a product range with potential opportunities in the market place that have been clarified.

ABOUT THE PROJECT/ACTIVITY

BACKGROUND AND NEED:

One of our companies is a seafood retailer business and manufacturer of seafood value-added product

The other is a marketer and distributor of the Noosa Seafood Market branded seafood products to over 50 high end retail food outlets in NSW and QLD.

RESULTS

Attending the program has given us a better understanding of the changing Australian and global landscape and the issues facing wild caught and aquaculture industries.

INDUSTRY IMPACT

PROJECT OUTCOMES (THAT INITIATED CHANGE IN INDUSTRY)

I believe a better understanding of the broader consumer trends, coupled with the examples of what is occurring in more developed economies overseas, then overlaid with the Australian retail environment and industry factors will provide greater clarity of potential market niches which are exploitable by smaller seafood retailers and producers.

SUMMARY OF CHANGE IN INDUSTRY

Difficult to highlight immediate changes in industry as this was a very strategic level program and short. However from a business level it has impacted on the overall business strategy and the thinking of we will move forward. It has clarified our product and place positioning and will impact on upstream and downstream relationships.

WHAT FUTURE AND ONGOING CHANGES ARE EXPECTED?

The future and ongoing changes to my business will be on a retail level and a better communication strategy from the supplier to the consumer. Increased training for staff on the importance of provenance and providing this information to customers will also occur. In essence increasing the confidence and trust the consumer has in our product.

From a product manufacturing perspective; our emphasis will be on quality, provenance and ease of use, portion size etc.

WHAT BARRIERS ARE THERE FOR CHANGES TO OCCUR?

Supply chain consistency will be the major issue as well as purchase price control and continuity of supply.

IF NOT ALREADY HAPPENING, WHEN WILL THE CHANGES OCCUR?

Immediately. Both our businesses are using the findings in their strategy development.

WHAT IS THE LIKELIHOOD THAT THESE CHANGES WILL OCCUR?

100%

WHAT BARRIERS ARE THERE TO DOPTION OF THESE CHANGES AND WHAT ACTION COULD BE TAKEN TO OVERCOME THESE?

The raw information is not readily available in a format and style that is suitable for the average trader in the seafood industry. A concise easily understood summary with a suggested outcome synopsis is required and then distributed to industry in a newsletter format would be highly regarded.

LESSONS LEARNED AND RECOMMENDED IMPROVEMENTS

WHAT IS YOUR FEEDBACK?

The expense of the program was probably the major hindrance. Although a bursary was provided for few, the general attendance was from middle management and sales people from large companies. Although involved in the industry the majority were outside the decision making arena.

ACKNOWLEDGEMENTS

I would like to acknowledge the hard work and dedication of the CRC crew both internal and external and in particular, Jayne Gallagher and Emily Mantilla. The experience and learning that I have been privy to through the CRC has been invaluable. I only wish more of the information filtered through to industry at my level.