



LOVE
AUSTRALIAN
PRAWNS™



AUSTRALIAN
**Prawn
Farmers**
ASSOCIATION

22nd January 2015.

**RUSH IS ON TO HARVEST TONNES AND TONNES OF PRAWNS FOR
AUSTRALIA DAY CELEBRATIONS.**

Australia's prawn farmers and Trawler operators are in overdrive this week bringing in tonnes and tonnes of prawns to ensure there are bountiful supplies of top quality prawns for Mondays Australia Day celebrations.

Gold Coast Marine Aquaculture at the mouth of the Logan River will harvest a record 30 tonnes of its Gold Medal Award winning Tiger Prawns this week to boost supplies in Brisbane and the Gold Coast.

GCMA General Manager, Nick Moore said this is a record take out from our ponds for the Australian Day Weekend festivities.

Prawn farmers elsewhere in Queensland and northern New South Wales are taking another 70 plus more tonnes of iconic tiger prawns - just in time for retail outlets Australia wide.

And seafood retailers have embraced the Australian Day opportunity to urge their customers to "Love Australian Prawns" - with the backing of the wild caught and prawn farming industries.

Australian Prawn Farmers Association EO, Helen Jenkins said the "Love Australian Prawns" marketing campaign with its message of "Let us rejoice" is proving very popular with the retail industry.

"Now in its second year the "Love Australian Prawns" marketing effort is cementing consumer preference for the premium Australian produced product.

"Seafood Retailers also have specially designed Australian Day posters to display which showcases our premium Aussie prawn's front and centre. Some major outlets still have free give away 2015 Calendars too which feature stunning photo's and prawn recipes matched to the four seasons of year," Jenkins added.

Enquiries: Helen Jenkins 0417 006 639.

Australian Prawn Farmers Association

P O Box 2202, WOORIM QLD 4507

Phone: (07) 3400 2002 - Facsimile: (07) 3408 3535 - Mobile: 0417 006 639

1
