



**WAFIC** FISHING  
PEARLING  
AQUACULTURE



## JOINT MEDIA STATEMENT

**Embargoed until 11 am**

25 October, 2015

### **WA prawn fisheries join global elite of sustainable fisheries**

The Exmouth Gulf and Shark Bay prawn fisheries have received Marine Stewardship Council (MSC) certification, joining an elite group of fisheries recognised world-wide for their commitment to environmental sustainability.

The combined fisheries supply Western Australia's estimated AUS\$30million annual catch of King and Tiger prawns to state, national and international markets.

Western Australian Fishing Industry Council (WAFIC) Chief Executive John Harrison said the two prawn fisheries were the first to obtain full MSC certification under the AUS\$14.5million MSC initiative developed by the State Government in partnership with WAFIC.

"This MSC initiative gives every commercial State fishery the chance to be independently assessed against the MSC's gold-standard benchmark for environmental sustainability" Mr Harrison said.

MSC CEO Rupert Howes congratulated representatives from the Shark Bay and Exmouth Gulf prawn fisheries in Fremantle today, stating that both organisations should be justly proud of achieving the rigorous standard set by the MSC.

"MSC certification offers consumers certainty that the relevant fishery is managed to world's best practice in terms of the long-term sustainability and viability of stocks as well as minimising the impact to the environment," Mr Howes said.

"The MSC blue ecolabel gives seafood lovers an easy way to identify and reward fisheries that are certified sustainable."

There are seven different operators in the Shark Bay prawn fishery, selling under the Shark Bay Wild brand. The Exmouth Gulf prawn fishery is fished by boats from the MG Kailis group and operate under the Exmouth Wild brand.

MG Kailis Group Executive Chair George Kailis welcomed the MSC announcement and said: "Not only do Exmouth Gulf prawns taste great, the community can be now be assured by MSC certification that the fishery meets world best standards for the marine environment."

WESTERN AUSTRALIAN FISHING  
INDUSTRY COUNCIL INC

L1, 56 Marine Terrace, Fremantle WA 6160  
PO Box 1605, Fremantle WA 6959

T (08) 9432 7777  
F (08) 9432 7700 E [reception@wafic.org.au](mailto:reception@wafic.org.au)

[wafic.org.au](http://wafic.org.au)

ABN 38814383345

Shark Bay Prawn Trawler Operator's Association Executive Officer Phil Bruce was similarly enthused.

“Shark Bay prawn producers are tremendously proud their fishery has gained MSC sustainability certification. It enhances the story of the Shark Bay Wild brand, which celebrates the taste, the region and the unique World Heritage listed environment from which we harvest and export quality king and tiger prawns,” he said.

Mr Howes was keen to see other WA fisheries join the ranks of fisheries that had achieved independent, third-party MSC certification across the globe. He also acknowledged the State for its world firsts in fishery certification.

“WA’s lobster fishery was the first in the world to achieve MSC certification in 2000,” he said. “The Peel-Harvey crab and sea mullet fishery, currently undergoing full assessment is the world’s first joint commercial and recreational fishery to apply.

“Similarly WA’s pearl oyster fishery is the world’s first such to seek certification to the MSC standard for sustainable fishing. WA continues to astound me with its innovative and collaborative approach to managing its marine resources.

“By meeting the worlds’ most credible standard for sustainable fishing, these WA fisheries are truly stewards of the sea that surrounds them, ensuring the oceans are teeming with life and seafood supplies are safeguarded for future generations.”

(ends)

**Media contact:**

John Duffy

Mobile: 0417 932 985

Email: [cpo@wafic.org](mailto:cpo@wafic.org)