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Tasmanian Salmon Growers Association + Tasmanian Farmed Salmon Alliance + Tasmanian Hospitality Association + Tasmanian Chamber of Commerce and Industry + Seafood Industry Australia

## MEDIA RELEASE

### TASSIE SALMON FARMING SUPPORT GROWS - WE'RE ALL HERE FOR TASSIE SALMON

- The importance of the Tasmanian aquaculture industry to Tasmanians has grown
- The salmon industry has maintained strong support from the Tasmanian community
- Tasmanians want more information from the industry
- This is proof that Tasmanians value fact over fiction
- More Tasmanian businesses are supporting the industry

Independent EMRS polling undertaken in November shows the importance of Tasmania's aquaculture industry has grown and salmon farming has maintained strong support across the state.

In the six months since the last independent poll in May/June, 75% of people polled rated the aquaculture industry as important or very important (up by 3%).

Only 8% of people polled indicated the industry was "not important" to Tasmania (down by 1%), ranging in reasons including impact on local environment.

78% respondents did not oppose the salmon industry in Tasmania (% remained the same).

TSGA spokesperson Angela Williamson, said the industry is proud of these results and that the marginal decreases to reasons for opposing the salmon farming industry shows industry efforts in transparency and communication are cutting through:

- negative impacts on the environment dropped from 74% to 66%
- negative impacts on wildlife/wildfish/marine life dropped from 47% to 39%.

"The polling emphasises that the industry has a great story to tell and that we need to keep telling it.

"However, there's still work to do when it comes to communication and providing information. People want to know more about our industry and that's completely understandable, we're big employers and we have significant responsibilities.

"Like us, our detractors need to be held to a level of scrutiny. It's important the conversation is based on facts, not opinion." Ms Williamson said.

**What's ahead** The TSGA and partners are committed to sharing more information, busting myths and ensuring the overwhelming support for the industry across Tasmania isn't diminished by politically motivated scare tactics.

**How to show your support** Next time you are at your favourite café, hotel or restaurant, ask for Tassie salmon! #askfortassiesalmon



### Industry supporter quotes

“This industry is why our members could keep the doors open, lights on and bills being paid when many other Tasmanian businesses have been under immense pressure over the last 2 years from COVID. This industry offers our members and the state a stable and enduring employment and investment pathway with a reach deep into the rural community for over 35 years.” **David Whyte, Co-convener, Tasmanian Farmed Salmon Alliance**

“The TCCI is not surprised with the level of community support for our Salmon Industry. Tasmanians understand that we have a world best industry with worlds best regulation. They also understand that the Industry employs thousands of people and in turn supports hundreds of families and communities.” **Michael Bailey, CEO TCCI**

“One of the drawcards for people coming to Tasmania is our world class produce and salmon from the aquaculture industry is no exception. The importance of the aquaculture industry to the hospitality sector cannot be underestimated and it also creates a huge amount of jobs in our regional areas.” **Steve Old, CEO THA**

“Tasmania’s Atlantic Salmon industry represents 35 per cent of the national fisheries and aquaculture GVP. They are a key contributor to the Tasmanian economy and provide fresh, high-quality, healthy and sustainable salmon year-round. The Tasmanian Salmon industry works tirelessly to not only meet and exceed regulatory requirements, but to set international benchmarks. The clear support of Tasmanians for the industry can be seen in these results.” **Veronica Papacosta, CEO Seafood Industry Australia**

### Background

The Tasmanian Salmon Growers Association commissioned an independent poll in November 2021 that confirmed positive community sentiment for the industry.

This followed an identical poll undertaken in May/June 2021.

Again, 1000 Tasmanians from all regions of the state and age categories from 18 – 70+ years were interviewed.

The full report can be found [here](#).

### Contact

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