



## MEDIA RELEASE

23 June 2022

### TASMANIAN SALMON INDUSTRY CONTINUES TO BE STRONG SUPPORTED BY COMMUNITY

- Total support for the salmon industry has increased.
- The salmon industry continues to be important to Tasmanians.

An independent poll has confirmed - for the third consecutive survey in a row – that Tasmania’s salmon industry is supported by the majority of Tasmanians.

National research group, EMRS, conducted the research in late May 2022, interviewing 1,000 Tasmanians from all regions, and age categories from 18-70+ years.

TSGA CEO Sue Grau said the poll reinforced that most Tasmanians recognised the importance of Tasmania’s innovative, sustainable and world-leading salmon industry.

“Total support increased over the past year – from 54% to 57% plus more than two-thirds of Tasmanians also acknowledged the importance of the industry with particular reference to our support in regional communities.

“In fact, 80% of the respondents did not oppose the salmon industry.

Ms Grau said there was a decline in the number of Tasmanians who viewed the industry as not important.

“Just 8% of Tasmanians rated the salmon industry as not important – a decline from same time last year (9%)”.

Ms Grau said it was pleasing that more people recognised the importance of Tasmanian salmon as a healthy, nutritious food source.

“We have a growing world population, a decline in wild fish stocks, and an enormous amount of ocean - the only way we can actually sustainably feed this growing population is through aquaculture, and the low carbon footprint Tasmanian salmon industry is already playing a key role.

Ms Grau also recognised that people are keen to know about the industry.

“That is understandable, we are big employers, and we have significant responsibilities as operators in our public waterways. However, it is critical that any conversation is based on facts, not opinion.

“The industry provides significant volumes of monitoring and operational data to government, industry dashboards and sustainability reports and we see the value in continued development of transparent communication, on all sides.



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Ms Grau indicated the industry would continue to engage with stakeholders who were seeking genuine, realistic improvements in farming practices.

“The Tasmanian salmon farming industry is valued at \$1 billion and spends \$500 million on Tasmanian suppliers and businesses. As a vital part of the Tasmanian economy and community, we understand the need for reasonable, appropriate policy, regulation and planning that is informed by the best science; which is exactly what is happening here in Tasmania, and this survey indicates that the majority of Tasmanians know it too.

ATTACHED

- Complete EMRS survey

END

Contact: Pene Snashall, TSGA Communications Advisory Group representative (Mob 0418 313 414) for photo opportunity

