



Ms Laura Kelly
Strategy Director
Environment Tasmania

Via Email

Dear Ms Kelly

Re: Sustainable salmon consumer guide

We refer to your request for information from members of the Tasmanian Salmon Industry in relation to certain sustainability indicators which you intend to use to rate each company's practices. Whilst we recognise that your intention is to provide improved information for consumers, we highlight the following:

- In relation to both Tassal and Petuna, both companies have attained globally recognised sustainability accreditations in the form of:
 - Tassal – Aquaculture Stewardship Council (ASC) certification; and
 - Petuna – ASC Certification and Best Aquaculture Practice Certification.

We see little benefit in creating another guide that duplicates globally established standards.

- Each of the companies is subject to stringent audit processes linked to these certifications, HACCP food safety and, when supplying retail customers, the standards set by the retail chains themselves.
- As an industry we acknowledge and support the priority established in the "Sustainable Industry Growth Plan for the Salmon Industry" released by the Department of Primary Industries, Parks, Water and Environment to maintain public confidence in the salmon industry. Within this, a key action that the industry supports is the development of a "Tasmanian Salmon Industry Scorecard" that benchmarks the industry against international good practice. This will be supported by international research and will involve consultation with key stakeholders. We would encourage Environment Tasmania to support this initiative and contribute to ASC rather than seeking to establish its own benchmarks.

Petuna and Tassal, supported by the Tasmanian Salmon Growers Association (TSGA), believe that the requested information is already in the public domain and available through ASC reporting. Whilst you may elect to reference that information, we are concerned as to how this will be applied in developing your guide to consumers. As an industry we believe there are key initiatives already in

place to assist consumers understand sustainable practice. In addition, through the Sustainable Industry Growth Plan we are committed to furthering transparency and believe Environment Tasmania would do better advised to engage in this process rather than seek to develop its own guide. Such a document is unlikely to be supported by the quality of science and data which the companies and those who regulate, certify and superintend the companies and the industry have the capacity to objectively evaluate.

We note that you intend to issue a “negative rating” in your guide if we do not provide the requested information, and whilst we respect your right to progress your guide we would hope that you will highlight our reasons for not providing the information. And if you do make comment, would you please ensure your comments are objective and factual and are not misleading or likely to mislead or deceive. We would be happy to comment upon, or give you feedback on, anything you propose to publish.

Please note we will place this letter in the public domain to ensure that we remain transparent in our dealings.

Yours sincerely

Chris Dockray



Chairman

Tasmanian Salmon Growers Association



Mark A Ryan

Managing Director & CEO

Tassal Group Limited



David Wood

Acting CEO

Petuna Aquaculture Group