



GERALDTON
FISHERMEN'S
CO-OPERATIVE

Rock Lobster Exporters

the BROLOS Catcher

August 16, 2017

Issue No. 143

Brolos Pops-Up In Shanghai!

GFC fishermen are about to launch an exciting and innovative marketing initiative in the heart of lobster-loving China. In one of Shanghai's high-end shopping malls, known in English as "The Place", GFC will be running its own "Pop-Up Brolos Lobster Store" this Friday and Saturday. This event showcases your lobster via a suite of marketing and promotional activities designed to raise brand awareness and generate sales at the grassroots level. GFC fishermen will be attending the event as "special guests" to generate participation, take photos with customers, and share the Brolos story. In preparation for the event fishermen will be taught some key phrases in Mandarin to help them connect with Chinese customers.

In the lead-up to the event, we have been running a targeted Chinese social media campaign. The first post we put out generated over 30,000 views in the region, and hundreds of likes within the first 12 hours, which is well above average for that platform. You can click on [this link](#) and then right click anywhere on the page and select "Translate to English" to read one of the articles promoting the event. The Google translation is remarkably accurate but somewhat quirky, but you can get a pretty good idea of the main messages.

Other activities in support of the Pop-Up Store include a media event on Saturday, with GFC Marketing staff doing interviews with Chinese media, and a couple of GFC fishermen will help us create a video demonstrating how to cook lobster which will be shared on social media. The Australian Government has kindly sponsored the event, offering one lucky customer two return tickets to WA for a lobster fishing adventure. The GFC fishermen ambassadors will be handing out information on how consumers can learn more about GFC, and how they can even go online to order their very own Brolos lobsters, delivered to their door.

We look forward to providing you a full report on the Brolos Pop-Up Store initiative, complete with photos and video links, in the next edition of the Brolos Catcher.

Pictured: Visitors to the Pop-Up Store will be met by a suite of Brolos marketing and promotional material.





澳知鲜
澳洲岩石龙虾

Be part of the journey; follow and share Brolos on our Chinese social channels as we market lobster from the ocean to Chinese consumers' front door!

敬请关注Brolos品牌龙虾的官方微信和微博，紧跟Brolos龙虾的中国上线之旅，了解Brolos龙虾从澳洲海洋直达中国餐桌的新奇趣闻！



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weibo.com



GFC Needs You!

GFC needs your input into the development of our new 5 year Strategic Plan. Our previous full strategic review led to several very significant outcomes for GFC, including dramatic improvements in our product quality, the development of the Welshpool Live Lobster Export facility, and the creation of a China company and Chinese distribution network. The importance and potential impact of this process should not be underestimated and so here is your opportunity to get involved and really make a difference to the future direction of your Co-operative. Members and quota owners will soon receive an email with a link to an online survey. This survey will allow you to provide feedback on GFC's past performance and future direction. Surveys work best when participation rates are high, so please set aside 20 minutes to complete the survey and support your Cooperative's strategic planning process.



Market Update

Following the recent spate of inclement weather, there is a current shortage of western rock lobster on the market. In fact, it looks like GFC might be the only exporter with decent stocks of all grades for sale at the moment. As always, low supply means higher sale prices, and along with the slight weakening of the Australian dollar, this has resulted in stronger beach prices.

A quick look around the wharf reveals that a lot of fishermen are putting their gear back in the water, so it's only a matter of time before the shortage is over and the market will once again be well supplied. Taking a longer-term view, it seems that market fundamentals are sound and current prices, in Chinese Yuan, remain at historically good levels. Our outlook for the remainder of the season remains cautiously optimistic!



In further market-related news, GFC has not had a single product claim since recommencing live export exclusively from Welshpool. In fact, we haven't had any claims at all since mid-June, despite exporting several hundred tonnes over the two-month period. We recently hosted one of our leading Chinese live buyers, and it was a pleasure to show them through the new facility and to see the impact it had on them. Higher storage capacity, shorter time to market, improved product quality and survival: these are positive outcomes for clients and GFC members alike.



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CHINA TOUR 2017

13th-22nd August



Our third China Trip for members is well underway. Already, the tour group has visited GFC's China office in Guangzhou, toured the Huangsha wet markets and the nearby dry seafood markets, and been for a trip down memory lane to Yantian Harbour, where our lobsters once entered China via Hong Kong. The group has visited one GFC client and are now riding the bullet train to go and visit another. Along the way, they've attended an official welcoming function, and heard an address from Australian Consul-General Dominic Trindade. So we are keeping them very busy!

During this trip we plan to bring you more regular updates via our Facebook page, and you can go there now to see what the tour group has been up to. Just [click here](#) and stay tuned...

Pictured: Dongara's Clay Bass finds some Brolos Lobster in the Huangsha wet markets, Guangzhou.



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Marine Store

More member specials in-store!

**18 months after getting them into the store,
I've had nothing but good reports on our 12mm
extra-hard rope for float rigs!**



Co-op members who fish deep water know all too well the hassles caused by tangled ropes! This extra-hard rope will solve those issues. Head over to the Marine Store and give it a try today!

Remember, GFC Members receive 10% off this and all Marine Store purchases, and we can ship to your nearest depot.

Greg Gundlach Marine Store Manager

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