



GERALDTON
FISHERMEN'S
CO-OPERATIVE

Rock Lobster Exporters

the BROLOS Catcher

August 29, 2017

Issue No. 143

Brolos Pops-Up in Shanghai

In the last edition of the Brolos Catcher you would have read about how GFC was ready to embark on an exciting and innovative marketing initiative in the heart of one of Shanghai's high-end shopping malls, The Place. With help from our dedicated China Tour participants we are happy to report the "Pop-up Brolos Lobster Store" was a huge success.

The event showcased your lobster during two days of marketing and promotional activities designed to raise brand awareness and generate future sales at the grassroots level. By far the biggest drawcard was having our GFC fishermen on hand as brand ambassadors helping to drive customers' interest over the two day event.

On Day 1 of the event we split the tour participants into two groups. One group had a well-deserved evening off while the others got ready to be the first ever Co-op fishermen to sell their lobster direct to the Chinese public. Excitement was building amongst the group and at 3pm Friday afternoon the shutters swung open and we were immediately met by our first customer who bought a delicious Brolos Lobster Mango Salad.

As the hot afternoon became a balmy Shanghai evening our GFC fishermen were hard at work giving out Brolos branded promotional hand fans, and taking photos with the curious shoppers wanting to know what all the fuss was about.

On Day 2 of the event our groups traded places. Those who had the evening off on Friday were well rested, ready for action and

Pictured: The Pop-up Store brought in big crowds and much excitement.



the BROLOS Catcher

filled with anticipation. We expected Saturday to be the busier of the two nights, and it didn't disappoint. From 5pm onwards the dinner time foot traffic kept building and our store became a frenzy of activity. Right in the middle of it all were our fishermen working hard to promote the Brolos brand.



**Click here to see
video from the
Pop-Up Store**

In the lead-up to the event we ran a targeted Chinese social media campaign, so in conjunction with the store itself we participated to two other promotional activities to further leverage and boost our presence on social and traditional media.

On Friday morning our resident "Master Chefs" Clay and Lani Bass, along with GFC Vice-Chairman Basil Lenzo, headed to a nearby studio to film a short cooking demonstration video showcasing their favourite Western Rock Lobster dishes. Clay and Lani knocked up some fresh lobster wrapped in bacon while Basil showed off his lobster sashimi making skills. This video will be translated and dubbed to Chinese and then broadcast across multiple Chinese social and traditional media platforms.



Above: Clay and Lani Bass star in a Western Rock Lobster cooking demonstration video.

On Saturday morning, while our China Tour participants were attending the International Seafood Expo, Basil and GFC Marketing staff attended a VIP event, giving interviews to the media. The Australian Government kindly sponsored the event, offering one lucky customer two return tickets to WA for a lobster fishing adventure.

Below: The Saturday Night Co-op Crew pose in front of the Pop-up Store.

All of these activities would not happen without a huge amount of planning by GFC and its business partners in China. You may remember from recent Brolos Catcher editions we spoke about the \$200,000 Asian Market Export Grant which GFC was awarded earlier this year. This grant is to help us develop new supply chains and markets in China, through initiatives like the Pop-up store.



A special mention must go to Gavin Lovedee who was voted "Best on Ground" for the event for his inspiring determination to spread the Brolos brand and also to the Nelly kids Abel, Mylah and Kash who certainly drew a crowd.

We'll keep you updated about future events like this one so that, most importantly, we can get all our members involved.



**SEE ALL THE PICTURES FROM
THE 2017 GFC CHINA TOUR.
CLICK HERE TO LIKE US ON
FACEBOOK.**

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Leonie Noble Wins WA Seafood Industry Award

We're very proud to report that Co-op member Leonie Noble has been awarded the prestigious Michael Kailis Leadership Award at the 2017 Western Australian Seafood Industry Awards. A trailblazer in the industry, the award recognises Leonie's outstanding leadership, innovation and dedication.

Leonie tells us that, when she entered the fishing industry, women had limited options. Leonie's many achievements are driven by her desire to break down the gender divide that was, and perhaps remains, part of the fishing industry. Leonie's efforts have empowered her, and all the women who make up our industry, to get involved and have their voices heard.

Leonie is married to GFC fisherman Austin Noble. Their family has been Lobster fishing since 1958. After originally fishing for Tropical Traders, the Nobles have been loyal Co-op suppliers and shareholders since 1990. They fish in A and B Zones, operating from Little Rat island when at the Abrolhos.

Leonie is the founder of the Friends of the Abrolhos Lobby Group, forming the group to unite fishermen's voices to make positive changes to legislation affecting the fishery and the seafood industry. Leonie was Chairperson of this group for five years and when she retired they had around 151 members. Leonie went on to join the Abrolhos Islands Management Advisory Committee (AIMAC), remaining there for five years. Leonie then joined the Depart of Fisheries in Geraldton for two years, before being appointed to the Rock Lobster Industry Advisory Committee (RLIAC).

About Leonie, WA Fishing Industry Council (WAFIC) Chairman, Mr Clayton Nelson said, "Ms Noble has been a participant in the fishing industry for the past 36 years and has come to be recognised as one of the most respected industry leaders".

"She has demonstrated unwavering commitment to the industry having been appointed to more than 30 advisory committees and Boards during this time including the RLIAC and AIMAC, often working in a voluntary capacity".



Above: Leonie Noble, recipient of this year's Michael Kailis Leadership Award

Loyalty Bonus and Pools

Pool Payments:

For members' who placed funds on the pool system from 15 January 2017 – 30 June 2017 the following payments will be made:

31 July 2017	25%
31 August 2017	25%
30 September 2017	50% plus premium

Payments will be made with the regular fortnightly catch payment which is five working days after the month end.

Members with sub lease payments due may wish to redirect the funds to their quota sub lease account to avoid interest charges, especially given the current low catch rates.

To join the pool system or redirect funds please contact member accounts on Ph 9965 9060 or email gfcfish@brolos.com.au

Bonus Loyalty Payment:

The bonus payment for the period 15 January 2017 – 30 June 2017 will be payable to loyal members with the regular 30 September 2017 fortnightly catch payment, which is month end plus five working days, on 6 October 2017.

Market Update

We've now passed the unlucky second sixth month on the Chinese lunar calendar and are eight days into Ghost Month. Ghost Month, which is the 7th month on the Lunar calendar, is generally a slower demand month. After Ghost Month, demand traditionally strengthens in the lead-up to the mid-Autumn festival (on the 5th of September, or the 15th day of the eighth lunar month) and the Chinese Golden Week (from the 1st of October).

This year the Mid-Autumn festival falls at the same time as Golden Week, meaning double the celebrations during that time. Initial feedback from customers is that they expect demand to pick up after the Ghost Festival as a result. We are quietly optimistic that this will translate into higher demand, as has been seen in three of the previous four seasons. As always however, prices will ultimately be determined by supply and demand. Here's hoping for good landings with just slightly more demand than supply so we can keep pushing those prices higher!



Footy Tipping Update

With finals footy only a few days away we are nearing the business end of GFC's 2017 AFL Footy Tipping Competition.

We know that a lot of participants will be very pleased to see West Coast in the finals after a ripper game on the weekend. The dramatic finale to the home-and-away season set up an elimination final between the Eagles and Port Adelaide under the Adelaide Oval lights on Saturday, September 9.

Since our last update there has been a big shake-up of our leader board, with A Zone fisherman Bruce Starling in the lead. Bruce and his family have been a part of the GFC fishing family since 2007. He and his brother Paul fish at the Abrolhos Islands on their boat "Regel Star". When they are over at the Islands they reside on Bushby Island, which is between Big and Little Rat Islands.

Third place is currently being held by Paul Hewitt. Paul has been a loyal GFC fisherman since 1989, fishing A/B zone and based on North Island at the Abrolhos. Paul currently skips his boat "Cheveron" and lives in Geraldton with wife Sam.

Now we now get into finals footy and as you can see from our ladder the first 3 places are still up for grabs. This will be the first year we have taken our competition right through to the Grand Final, so watch this space in a couple of weeks for the winner of the \$3,000 grand prize.



*Above: Fisherman Paul Hewitt sits in third place.
Below: Bushby Island, home base for first placeholder Bruce Starling.*



RANK	TIPPER	ROUND 23 SCORE	ROUND 23 MARGIN	TOTAL SCORE	TOTAL MARGIN
1	Bruce Starling	12	8	173	616
2	Billy Trent	12	6	172	612
3	Paul Hewitt	14	16	171	629
4	Todd Newby	14	10	170	646
5	Ryan Bowley	19	2	168	648
6	Donna Henley	14	10	167	629
7	Andrew Prosser	12	0	167	667
8	Phil Henley	16	9	167	686
9	Kris MacDonald	14	1	166	633
10	Jay Pynenburg	12	15	166	766

Lobster fishermen tie up boats in protest after meeting processors about low prices

By Sarah Betts, Ben Silcox. Source: [CBC News](#) Aug 17, 2017.

Fifty lobster fishermen in New Brunswick tied up their boats and stayed on land to protest what they call unreasonably low prices on their catch outside a processing plant in Saint Anne de Kent Thursday. Lobster fishermen, processors and union members met Wednesday to discuss the “unsatisfactory” low prices some have been paid for their catches this season.

Michel Richard, organizer of the Maritime Fishermen’s Union, said conversations prior to last Tuesday, when the current prices were revealed, suggested prices could be close to \$5 or \$5.50 per pound. But instead they’re sitting at an unfixed \$4.75 a pound per market lobster and \$4.25 a pound for canners.

“They had some explanations from one member of the processing sector citing market situations and trying to tell them that there may be adjustments on the horizon,” said Richard.

Among the protestors in Saint Anne de Kent on Thursday was Maurice Martin, a lobster fisherman from Cap St. Louis.

“We want to be paid a fair price,” Martin said. “There’s no reason we’re not [to be] paid a fair price. And the fair price is better than 4.75 and 4.25. We know it because three weeks before the fishing season starts, there’s 140,000 pieces of lobster that went directly to China. In 24 hours. They were paid top money for it.”

Fishermen in New Brunswick have protested before. In 2012, hundreds of fishermen set up blockades at three processing plants in the southeastern part of the province in response to those plants processing U.S. lobster, which was going for about \$2 a pound. Now, the union is trying to resolve the pricing issue before frustration leads to a similar action.

“We would like to state that we completely agree with the fishermen that any price lower than \$5 and \$5.50, for this year in particular, is unacceptable,” Richard said.

Richard also said the processing sector did not formally meet with the Maritime Fishermen’s Union when they came up with prices but said the opportunity is still there if nothing improves.

Fishermen have been getting paid, but none have received official pay stubs, so Richard said there is no proof of what the current prices really are.

Last year, he said, it was two weeks into the season before fishermen were told what the prices were. Why it takes so long is something Richard said the processing sector will need to explain as well.

“The fishermen were very patient [Wednesday] night and they said that this situation must be corrected because they don’t believe that they can contain the frustration of the rest of the fishermen.”

The Lobster Processors Association Of New Brunswick & Nova Scotia says they’re working with all parts of the industry right now while they go through this “fragile time in the markets,” but declined further comment, so as not to harm the negotiations.



Above: Canadian lobster fishermen bring in their catch.



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Marine Store

More member specials in-store!

GFC's Marine Store first started stocking Bamboo Charcoal Deodorising packs in October 2016. Feedback is now coming from customers who have tried this product and it's all positive!



This product works 24/7, naturally eliminating and absorbing odours and moisture.

Bamboo charcoal is porous and acts like a big sponge to naturally remove odours allergens and harmful pollutants. It prevents mould, mildew and bacteria from forming. Use it in your wheelhouse, car, caravan or any confined space where odour is an issue.

The product lasts for up to two years. To rejuvenate, just place in direct sunlight for two hours.

Remember, GFC Members receive 10% off this and all Marine Store purchases, and we can ship to your nearest depot. Email us at marinestoresales@brolos.com.au

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