



GERALDTON
FISHERMEN'S
CO-OPERATIVE

Rock Lobster Exporters

the BROLOS Catcher

September 12, 2016

Issue No. 124

From the Chair



GFC is pleased to announce our Loyalty Bonus for the first half of the season of \$3.50/kg for all qualifying fishermen. For those holding less than 25,000 shares, \$0.50/kg of this bonus will be paid as shares up to the 25,000 cut-off.

This brings our beach price plus bonus payments to \$70.33/kg from January 15th through to June 30th 2016, putting your cooperative at the forefront of the industry once again.

In recent weeks, it has been apparent that it's not just GFC fishermen who were waiting for this announcement. Most enquiries came from non-GFC fishermen, keen to go back to their processor and try and extract something similar. In every case, these fishermen explained that their average beach price was already slightly behind GFC's. This demonstrates that while GFC's primary responsibility is to

maximise return to members, we also play a wider role in supporting returns to all fishermen, no matter who they supply. A strong cooperative supports members, and keeps industry payments honest for all.

It is important to note that GFC has achieved this strong performance while continuing to invest in your future through the development of our Baiyun and Welshpool facilities, as well as via our strategic direct entry marketing initiatives in China.

GFC fishermen can expect details of their bonus payments and money in your account by October 7th.

John Ritchie, Chairman

A Grand Trip to China

It is our great pleasure to announce that GFC's first China Tour was a smashing success. After a whirlwind journey through four cities in eight days our intrepid travellers arrived home safe, sound and with a much more complete understanding of their Co-op's place in the world's biggest and most dynamic seafood market.

The trip included many unforgettable experiences. Prime amongst these was the opportunity to meet one of GFC's most firmly established Chinese customers, visit his factory, then have dinner with his family. Arrangements had been made for a shipment of GFC lobster to arrive at the factory and be unpacked during the visit. Everyone was amazed to see how strong and healthy our lobsters were after the arduous trip via Hanoi, Nanning and across China.

Throughout the tour we travelled to several seafood



Above: Fred Rodriguez, Eddie Fernandes and Frank Rodriguez get up close with the seafood at the Jin Yun Seafood store at Yantian Harbour.

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Above: Brotherly love on tour, Bruce and Ernie Ayling relax on the final night after a busy week in China.

Below: The full tour group prepares to head into the FISHEX China International Seafood & Fishery Expo.

markets across China and saw lobster species from around the globe ready for sale. To the delight of every tour participant your lobster arrived in China healthier and more robust than any other we saw. GFC's ability to supply the Chinese market with such high quality lobster—looking like it had just been plucked from the Indian Ocean—was a reminder to us all of the outstanding efforts GFC fishermen put into supplying your Co-op with the best possible product.

Another highlight of the trip was the opportunity to attend the FISHEX China International Fishery & Seafood Expo. In Guangzhou's gargantuan convention centre the Brolos blue and gold stood out spectacularly amongst a sea of international seafood. At the expo everyone quickly turned from observers, to a small army of Brolos ambassadors, overcoming language and cultural barriers to promote GFC lobster to customers from across southern China. GFC's presence at the expo was focused on promoting our direct sales capabilities, as we are now supplying to the hotel and restaurant door. The Brolos stand was awarded "Best Product" for the expo, just reward for the efforts of the GFC marketing team.



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Above: GFC lobster took centre stage at our Guangzhou Welcome Dinner with representatives of the Australian Consulate in Guangzhou.

Below Left: James Cockman, keen fan of soy sauce, is headed home with a small memento from China. (Photo by Emma Cockman)

Below Right: Emma & Wayne Boys and Jo-Anne & Rocco Masiello toast the GFC Office in Guangzhou. (Photo by Emma Boys)



Throughout the tour participants had the opportunity to see how GFC's strategic plan is unfolding in China. The trip would not have been complete without visits to GFC's bonded warehouse facility at Baiyun Airport in Guangzhou and to your GFC office in central Guangzhou. During their visit to the warehouse the group had the opportunity to explore this vital new part of GFC's value chain, meet with the warehouse managers and see your lobster on its journey to the Chinese consumer. In the office we heard from Jump Online, who are working with your Co-op to create new opportunities for lobster sales through ecommerce.

The tour was also an opportunity for our members to try an astonishing array of Chinese cuisine. Our attendees were very well fed with daily meals featuring an exotic assortment of international lobster species, chicken heads, abalone, goose feet, sea cucumber, 100-year eggs and much, much more. One memorable bus journey even saw the more adventurous members of the group sampling cockroaches... which we unanimously agreed were disgusting.

The tour was jam packed with opportunities for Co-op members to see and experience the Chinese market for themselves. From visits to wet and dry markets, to dinners and presentations from GFC's key partners in China, there's no doubt that tour participants have returned with a deeper appreciation of what your Co-operative is doing to develop this amazing market.

Perhaps the very best part of the tour was the new relationships that were forged. GFC members from



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each fishing zone—representing the entire span of the Western Rock Lobster Fishery, from Augusta in the south to Kalbarri in the north—had the opportunity to get to know each other, form friendships and build bonds that will last far into the future.

Most rewarding for GFC staff was to see our members' excitement and pride when seeing the amazing things we are regularly so privileged to see. Thanks to everyone who joined us and helped make the tour such a memorable and rewarding one for us all.

Remember, this is just the first of GFC's China Tours and the next is not that far away. Over the coming weeks we will be speaking to the many members who have expressed their interest in attending future trips. If you are interested in joining a tour, but haven't let us know yet, please get in contact with Matt Harrison by email matthewh@brolos.com.au or by calling (08) 9435 8935.

To see more pictures from the tour [click here](#) and like us on Facebook.



Above: Fishermen Eddie Fernandes and Fred Rodriguez appreciating the unique sights of China. (Photo by Eddie Fernandes)

Below: Seeing top quality GFC lobster unpacked in Quanzhou, after an epic 36 hour journey from Australia, was a major highlight of the trip.



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Clockwise from top left: Even a delayed flight couldn't dampen the spirits of our intrepid travellers (Photo by Wayne Hosking); Geoff and Kathy Webb show off some strong and healthy GFC lobster, freshly unpacked after a 36-hour journey from Australia to China; Jeff Cockman celebrates his birthday by conquering the 100-year egg; Sub Greco and Ross Ayling celebrate a highly successful trip at dinner on the last night; Anne-Marie and Peter Bailey enjoy a fantastic lunch at Yantian Harbour.



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AFL Footy Tipping

It's been a fantastic 2016 season for GFC's annual AFL Footy Tipping competition. With 90 participants this year's competition was the biggest and best yet!

Geraldton's Kellie Stanton took out first place and has won the \$3,000 major prize. Kellie led the pack since the season's halfway point and never looked back, finishing with a season score of 182 and a total margin of 507. Kellie is the wife of GFC director, and fisherman, Kent Stanton. Kent tells us that Kellie's tipping secret was to wait until he submitted his tips... then do the exact opposite! Well done Kellie!

Our second placeholder is Geraldton based fisherman Brendon Hancock, who wins \$1,500. Brendon has skippered the vessel Aussie Dreams for Ken Lovedee since 2014.

It was a very strong showing for the north this year with the top three being rounded out by A/B zone fisherman Russell Mankelow who wins \$500. Russell has been in the fishing game for over 20 years and is an owner, skipper and shareholder with GFC.

Thanks to everyone who participated in this year's competition. We will be back in 2017 and we're planning an even bigger, even better GFC footy tipping competition next year!



Above: GFC's Carolyn Najar presents Footy Tipping winner Kellie Stanton with her \$3,000 prize.

Below (Top): Second prize winner Brendon Hancock.

Below (Bottom): Third placeholder Russell Mankelow.

Rank	Tipper	Total Score	Total Margin
1	Kellie Stanton	182	507
2	Brendon Hancock	181	473
3	Russell 'Russo' Mankelow	181	525
4	Kel 'KJB' Brown	181	601
5	Clay 'You Can Do It??' Bass	180	527
6	Vince Vimini	180	527
7	Paul Hewitt	180	541
8	Tony 'Digby' Dempster	180	579
9	Greg Emery	179	478
10	Paul 'Rigel' Starling	179	562
11	Tilani Bass	179	598
12	Cindy 'Crayze' Lissiman	178	469
13	Carolyn 'Mousey' Najar	178	520
14	Bruce 'Westcoast' Zimmerman	178	538
15	Anne 'AnnieB' Burford	178	549
16	Jerome 'Gale Force' Teakle	177	522
17	Brad 'BJ66' Jordan	176	551
18	Wayne Hosking	176	585
19	Tony Cull	176	642
20	Ivan 'Zoral' Zoranich	175	490



FISHEX China Expo 2016

GFC took part in the FISHEX China International Fishery and Seafood Expo in Guangzhou's Canton Fair complex in August which conveniently took place at the same time as GFC's inaugural Member Tour.

Guangzhou is GFC's 'home town' in China, housing our China office and Baiyun warehouse facilities, so it was important for GFC to put on a good show. And a good show it was.

The highlight of the show was the visit by the China Tour group on the opening day. The small army of China Members quickly turned from observers to ambassadors. The tour t-shirt, inclusive of the GFC logo on the front and a giant lobster on the back, was like a magnet to expo visitors. Tour participants quickly overcame vast language and cultural barriers to promote GFC lobster to customers from across Southern China. Representatives from GFC's Marketing & Business Development team, specifically General Manager Matt Rutter, Tina Dao and Lara Yao wished that the tour participants could stay for the whole three days – they could not have hoped for a better promotion.

The GFC Exhibition certainly made waves at the expo, winning the coveted award for Best Product. Tina and Lara should be commended for all the work they did before and during the show to make this happen.

Aside from winning the Best Product prize, the expo was a reminder of just how much the Chinese consumers love our product. This was particularly evident at the end of the second day when the team put a sign up inviting expo-goers to a free sashimi tasting at the end of the day. By the time the tasting began the line extended 70 meters through the expo hall and when the sashimi came out there was literally a stampede. The GFC Team was nearly run over in the rush and security guards had to step in to help contain the hordes. A lesson for the future: build better barricades when giving out free Brolos lobster in China!!

Top: Reg and Jerome Teakle stand proudly in front of the Brolos blue and gold.

Centre: GFC's exhibition drew a keen crowd of spectators, GFC members and Chinese customers alike!

Bottom: GFC's Joanne He and Lara Yao.



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