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ABOUT THE INDUSTRY DEVELOPMENT PLAN

The Victorian Open Water Murray Cod Aquaculture Industry Development Plan is seen as a crucial next step in progressing the establishment of this new industry for the region. The Plan provides guidelines for requisite investment, infrastructure, capability, networking, production targets, research and development, risk mitigations, seasonality, processing, product development, marketing, promotion, logistics and distribution.

The Plan also identifies strategies requiring development, collaboration and investment for the long term growth as a sustainable industry sector to assist the future development of the industry.

Among the key strategies are:

- Attraction of additional open water growers;
- Achieving scale and reliability in the supply of advanced stocker fish;
- Rapid increases in production volumes through the recruitment of new open water growers;
- Development of processing capability so that a range of end-use products can be taken to market;
- Development of "purpose formulated" Murray Cod feed rations and an improved feed manufacturing capability;
- Commercialisation and ongoing development of the selective breeding program;
- Product diversification to include portion control, longer shelf life packaging and other value-adding, and
- Commencing work on new target markets at least 8 months in advance.

Victorian Open Water Murray Cod Aquaculture Industry Development Plan

Launch and Information Sessions

LAUNCH EVENTS

Open water Murray cod aquaculture is an outstanding prospect for developing sustainable diversification ventures in Northern Victoria. It is a highly marketable fish species, possessing a number of qualities that appeal to increasingly health conscious market segments. Find out more how you can participate in this emerging industry.

You are invited to both events

SWAN HILL

Monday 23rd November 2009

Time: 11am – 2pm

Location: Andrew Peace Winery
4077 Murray Valley Hwy, Piangil
Followed by a site visit

MILDURA

Thursday 10th December 2009

Time: 11am – 2pm

Location: Restaurant Delice,
Sunraysia Institute of TAFE
Benetook Avenue, Mildura
Followed by a site visit to Thurla Farms

INFORMATION SESSION

An overview of Open Water Murray Cod Aquaculture

- The process
- Market information
- Industry Development Plan
- Research and Development
- How you can be involved

SITE VISIT

See first hand how Murray cod is grown out in dams using cage systems.

COST: \$25 for each event, includes lunch and refreshments.

TRANSPORT

Please indicate if you require transport between Swan Hill and Mildura to attend either event.

FURTHER INFORMATION

Please contact Claire Oswin,
Economic Development Officer
Swan Hill Rural City Council
Phone (03) 5032 3033 or email:
coswin@swanhill.vic.gov.au

A summary of the Victoria Open Water Murray Cod Industry Development Plan will be available at the events.



Five Easy ways to register;

Phone: (03) 5032 3033	Mail: Swan Hill Rural City Council PO Box 488 SWAN HILL VIC 3585
Fax: (03) 5032 3032	Email: coswin@swanhill.vic.gov.au
In person: Swan Hill Region Information Centre, Cnr McCrae & Curlewis Streets, Swan Hill	

I will be attending:

Swan Hill

Mildura

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Name			
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Suburb	State	Postcode	

All orders must be accompanied by full payment.

Cheque Payable to
Swan Hill Rural City Council

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