



CHRISTMAS FACT SHEET

120,000 DOZEN OYSTERS, 200 TONNES OF SNAPPER, 170 TONNES OF PRAWNS ... AND A PARTRIDGE IN A PEAR TREE!

Sydney Fish Market (SFM) around the clock trade will commence this Christmas at 5am Tuesday, 23 December and will continue right through the night until 5pm on Christmas Eve, Wednesday, 24 December.

After an incredibly successful 2008 financial year with a 3.2% increase in total quantity traded compared to the previous year – the first volume increase in 12 years (as listed in 2008 SFM Annual Report), SFM is preparing for a booming festive season with Christmas sales predictions including:

- **120,000 dozen Oysters** - laid end to end, they would cover the distance from roughly Sydney to Katoomba.
- **200 tonnes of Snapper** - the equivalent cost of approximately 10 times the Prime Minister's annual salary.
- **170 tonnes of Prawns** - the equivalent weight of approximately 34 elephants.

How to get to SFM

- The best way to travel to SFM is via Metro LightRail and it will be operating continuously throughout the 36-hour trade. Jump on and off at our very own Sydney Fish Market Stop.
- NSW Police Service will be on point duty to assist with traffic in and out of SFM during the 36-hour trade.
- Additional car parking attendants will be on duty to ensure the smooth flow of the car park.
- \$3.00 flat rate (maximum 2 hours).
- **Additional parking available at Sydney Secondary College Blackwattle Bay Campus, entrance via Pyrmont Bridge Road (\$3 flat rate also applies). 2 minute walk to SFM.**
- Casual berthing at SFM's Pontoon Wharf is charged at \$5.50 per hour (incl GST) for a maximum of 2 hours.
- RTA have imposed special event clearways in and around SFM to ensure optimum travel flow.

Seafood's not all we have on offer!

SFM is a one stop shop for all your Christmas needs. Pick up all your fresh fruit and veggies for Christmas Day at the Waterside Fruit Connection or those freshly baked goods from Gregory's Hot Bread. Stop for a coffee or tea at the Fish Market Café and don't forget to grab your wine and beer for your Christmas celebrations from Fishermen's Fine Wines. Need that special accompaniment to your meal? Visit the Blackwattle Deli or Pyrmont Quality Meats. Looking for the perfect gift to fill your Christmas stockings? Visit Rosie's Gift Shop.

Sydney Seafood School gift certificates are available online for any dollar value and can be printed out immediately from your computer – no more waiting for the post!

Purchasing

- When selecting fish or crustaceans, look for seafood that is intact, has good colour and lustre, a pleasant fresh sea smell, firm flesh that springs back when pressed and bright pink-red gills.
- **Don't forget your esky!** - Seafood should be kept cold at all times. Ask your fishmonger to pack your purchase with ice or take an esky or chiller bag along when purchasing seafood.

- Unwrap your seafood when you get home and either put in an airtight container or in a bowl and cover with cling film. Do not leave wrapped in paper.
- Mussels – make sure your fabulous Blue Mussel is closed when tapped or squeezed gently to indicate that it is still alive and very fresh. Please note, as AQIS does not allow live product to be imported into Australia, the New Zealand Greenlip Mussel is poached and will be open when purchased.

Storage

- When you get home, remove the wrapping and refrigerate in a covered container or plate. A small bag of ice placed on top of the seafood can help to reduce the temperature. You can store fresh seafood at 0 - 4° c for up to 2 - 3 days.
- **Live crustaceans:** Place live product in a container and cover with damp butcher's paper or a tea towel and place in the crisper (the warmest part of the fridge 5C).
- **Killing:** This can be done by freezing for 1 hour or immersing in an ice slurry, 50% ice and 50% water, this slows down the metabolism and sends the animal to sleep. The RSPCA recommend freezing as the kindest method of killing.
- Commercially frozen seafood is often of a higher quality than seafood that is frozen in a domestic freezer. Commercially frozen product is usually processed close to the point of harvest, using blast freezers that freeze in a fraction of the time. **Thaw any frozen products overnight in the refrigerator.**

HOW MUCH SEAFOOD TO BUY FOR YOUR CELEBRATION

SEAFOOD	PER PERSON
Whole fish	350 – 550g
Fillets	150 – 220g
Cutlets	175 – 300g
Prawns	Approx 300 – 400g
- Small	51 – 70 prawns per kg
- Medium	31 – 50 prawns per kg
- Large	20 – 30 prawns per kg
Blue Swimmer Crab	1 per person – 300g
Mud Crab	1 for 2 people – 1.2kg
Oysters	Estimate 4 – 6 oysters per person
Smoked Salmon	Approx 100g per person
Octopus/Squid/Cuttlefish	Approx 250g per person

VOLUMES OF PRODUCT THROUGH SYDNEY FISH MARKET'S RETAILERS

In previous years, SFM has been visited by in excess of 80,000 – 100,000 in the days leading up to Christmas. Below are the estimated volumes and prices for Christmas at SFM for 2008.

SPECIES	2006	2007	2008 estimated volume	2008 estimated prices	Average weight	Cost
Prawns	120t	150t	170t	Wild: \$35 - 42 Farmed:\$25 - \$35	1kilo	\$35 - \$42 \$25 - \$35
Lobster	50t	60t	50t	Eastern Rock: \$70 - \$90	700g	\$49 - \$63 ea
				Southern Rock: \$60 - \$75	750g	\$45 - \$56 ea
				Western Rock: \$45 - \$60	450g	\$20 - \$27 ea
Oysters	90,000doz	110,000doz	120,000doz	Sydney Rock: \$15 -\$18 Pacific: \$12 - \$16	1doz	\$15 - \$18 \$12 - \$16
Atlantic Salmon / Ocean Trout	55t	80t	110t	\$14 - \$17	4kg	\$56 - \$68
Smoked Salmon	8t	10t	15t	\$25 - \$35	250g	\$6.25 - \$8.75
					500g	\$12.50 - \$17.50
				Premium: \$40 - \$70	250g	\$10 - \$17.50
				500g	\$20 - \$35.00	

Snapper (whole)	40t	200t	200t	\$13 - \$19	S 650g M 2kg L 3kg +	\$8 - \$12 \$26 - \$38 \$39 - \$57
Blue Swimmer Crabs	30t	60t	80t	Green: \$15 - \$25 Cooked: \$20 - \$30	300g	\$4.5 - \$7.5 \$6 - \$9
Morton Bay & Balmain Bugs	10t	10t	10t	\$35 - \$45	250g	\$8.75 - \$11.25
Farmed Barramundi	45t	80t	100t	\$14 - \$18	550g 1.5kg 3kg +	\$7.70 - \$9.90 \$21 - \$27 \$42 - \$54
Octopus	25t	30t	45t	Baby: \$9 - \$12 Large: \$10 - \$18	45 pces/kilo 2 - 5 pces/kilo	\$9 - \$11 \$10 - \$18
Ling	15t	30t	40t	\$26 - \$30	300g	\$7.80 - \$9.00
Blue Mussel			10t	\$8 - \$12	1kg	\$8 - \$12
Farmed Yellowtail Kingfish			40t	\$14 - \$18	1.0kg 2.5kg	\$14 - \$18 \$35 - \$45

FOR FURTHER MEDIA INFORMATION PLEASE CONTACT:

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