

Media Release

TASMANIAN OYSTERS TO LEAVE THEIR MARK WITH AMGC FUNDING

- *Tasmanian Oyster Co. develops new CO₂ based laser technology to brand oyster shells*
- *The breakthrough project increases the value of Australian shellfish across global markets by enabling provenance tracing, right through to a consumer's plate*
- *Successful commercialisation of technology to add \$7 million in revenues to the local oyster industry*
- *Tasmanian Oyster Co. anticipates \$3.5 million in additional revenues from the project and in the process create up to 25 new Australian jobs*
- *Project's commencement possible following co-funding grant of \$223,225 from the Federal Government's Advanced Manufacturing Growth Centre (AMGC)*

Tasmania Oyster Co. (formally Shellfish Culture), with the assistance of a co-funding grant from the Federal Government's Advanced Manufacturing Growth Centre (AMGC), will develop a new, game-changing laser etching system to identify and trace its products across global markets

The technology aims to differentiate Australia's highly prized Pacific oysters, which are some of the few able to be consumed direct from the ocean due to pristine growing environments, from the highly farmed items that make up 80% of the world oyster supply. To achieve this, Tasmania Oyster Co. has developed a new CO₂ based laser etching process that allows the company to etch a brand mark (logo) on the oyster's shell, providing customers with peace of mind concerning the quality and provenance of the product.

Simon Rechner, Project Manager at Tasmanian Oyster Co. said, "Probably one of the biggest challenges is being able to distinguish our product from others, either here or in export markets. AMGC helped us expand our thinking to export markets,

"We think Australian oysters are some of the best in the world, but being able to market overseas is very difficult. An oyster sold in Singapore, Japan and Australia, without something on it to say where it comes from, could be from anywhere – our new technology changes that and gives us a great opportunity post-COVID to grow our brand," said Rechner.

It is estimated the solution will increase the "product to price density" by \$5 per dozen oysters sold, add \$7 million to the Tasmanian oyster industry through the new authentication and marketing possibilities, and provide a \$3.5 million increase in revenues to Tasmanian Oyster Co. through an estimated 25% growth in exports.

Managing Director of AMGC, Dr Jens Goennemann said opportunities for Australian manufacturers lie in competing on value not cost and brand Australia is in high demand right now.

"What Tasmanian Oyster Co. will do is add value to their product through the adoption of advanced technology, while also being able to highlight the country of origin for their products," Dr Goennemann said.

"In developing this new technology Tasmanian Oyster Co. will also streamline shellfish processing, open up the greater export potential for their products and, possibly, even exports of the new technology," said Dr Goennemann.

Tasmanian Oyster Co.'s new technology will be rolled out to Tasmanian oyster growers, helping them present "a united front" in export markets. It will then be offered to growers in other states within the \$112 million Australian oyster market and possibly other shellfish lines.

Successful completion of the project is expected to generate an additional twenty Australian jobs across the engineering, manufacturing, sales and service disciplines in the long-term.

For further details of the project, partner organisations and funding arrangements visit - <https://www.amgc.org.au/project/automation-of-oyster-packaging-and-certification-of-provenance/>

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About Tasmanian Oyster Co.

Tasmanian Oyster Co. (TOC) is the brand of Shellfish Culture Ltd which was founded as a co-operative in 1979 by the early pioneers of the Tasmanian Pacific oyster industry. Through its 40 plus year history, the organisation has matured into a confident unlisted public company now operating a vertically integrated Pacific Oyster production system across land and sea based hatchery, nursery and farm facilities at a number of sites in the pristine waters of southern Tasmania.

TOC's focus on industry research and development has created close working relationships with government and educational research bodies. This focus now extends to advanced manufacturing, creating value for the industry and ensuring consumers can make the choice to buy Tasmanian oysters grown in exceptionally cool, clean, nutrient-rich waters as some of the best in the world.

<https://www.tasmanianoysterco.com.au/>

About Advanced Manufacturing Growth Centre (AMGC)

The Advanced Manufacturing Growth Centre (AMGC) is an industry-led, not-for-profit organisation established through the Australian Government's Industry Growth Centres Initiative. AMGC's vision is to transform Australian manufacturing to become an internationally competitive, dynamic and thriving industry with advanced capabilities and skills at its core.

Through the delivery of its world-leading research, Manufacturing Academy, workshops, and ground-breaking projects, AMGC aims to develop a highly skilled and resilient local manufacturing sector that delivers high-value products – via the integration of innovative technology – to domestic and international markets.

<http://www.amgc.org.au>

Industry Growth Centres

The Australian Government targets sectors of competitive strength and strategic priority through the Industry Growth Centres Initiative. The Industry Growth Centres Initiative is strategic, sector based approach to growing our industries and creating jobs by focusing on areas of competitive strength and strategic priority. This approach supports economic growth and job creation for all Australians.

The six Industry Growth Centres address barriers to productivity, competitiveness and innovative capacity to support the growth of the Australian economy.

For more information: www.industry.gov.au/industrygrowthcentres

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