



# Drakes.

## South Australian Southern Rock Lobster Partnership between Ferguson Australia and Drakes Supermarkets

- *Ferguson Australia and Drakes Supermarkets have partnered together to give its customers a \$50 per kilo off gift this Christmas on any South Australian Southern Rock Lobster purchased*
- *Ferguson Australia and Drakes Supermarkets aim to get South Australian Southern Rock Lobster back on the Dining room Table this Christmas and New Years*
- *Drakes Supermarkets will be the leaders in offering SA Rock Lobster this year with stock being available in stores as of the 1<sup>st</sup> of December 2020*

**Under embargo until 00:01 AEST Tuesday, 1 December 2020**

**South Australia, 1<sup>st</sup> December 2020** — Southern Rock Lobster will be made affordable once again in Australia thanks to 2 proud family owned businesses Ferguson Australia and Drakes Supermarkets.

South Australian shoppers over the last 30 years have not had the opportunity to buy Southern Rock Lobster at what we would call an affordable price. From today, the general public can find South Australian Southern Rock Lobster at all 43 outlets of Drakes Supermarkets in South Australia, making Drakes the first major retailer to sell Southern Rock Lobster this Christmas Season.

### **South Australian Southern Rock Lobster**

The Southern Rock Lobster is an amazing marine animal that supports a very successful commercial fishery creating important employment and income for rural coastal communities in south east Australia.

There is a total supply chain industry based on this species that generates significant export income for Australia.

Southern Rock Lobster (*Jasus edwardsii*) is only found in the waters of southern Australia and New Zealand.

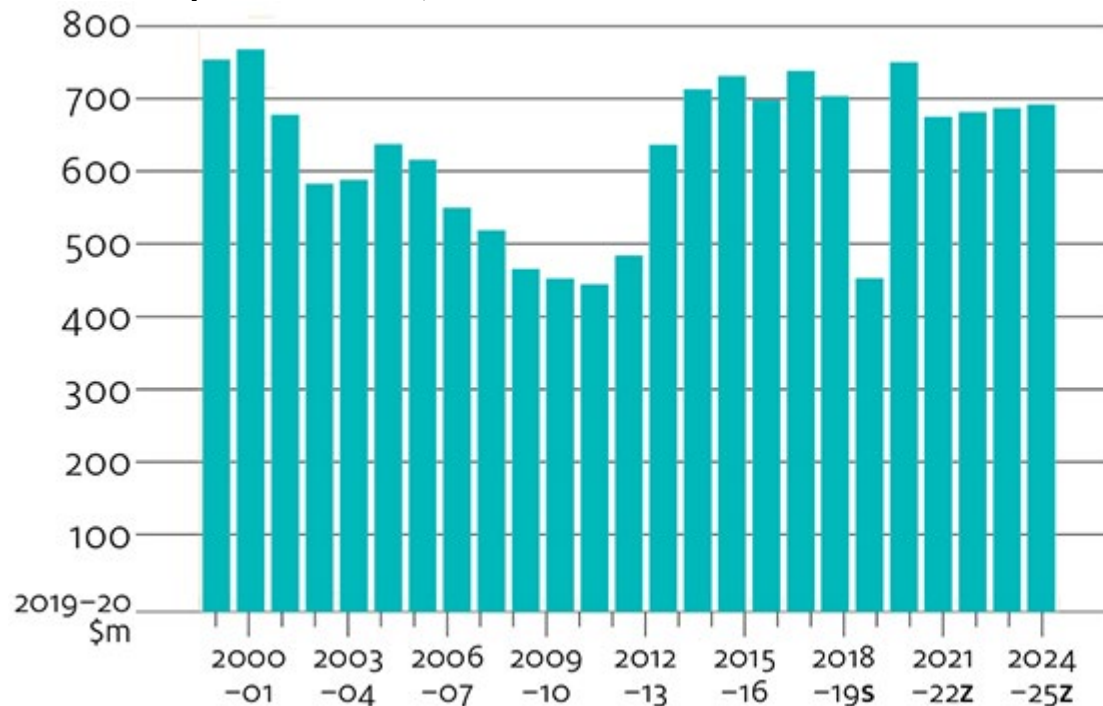
A Southern Rock Lobster is usually at least 5-6 years of age before it reaches the minimum size and can be legally harvested. They can live beyond 20-years of age and grow in excess of five kg although size is not always good indicator of age (many of the oldest lobsters are also very small).

Southern Rock Lobster has become regarded internationally as one of, if not the, premium fine dining seafood experience, deserving its title as the 'the Finest in the World'.

### Other findings from the research include:

- The COVID-19 outbreak is anticipated to reduce export demand and beach price for rock lobster in the short term. Rock lobster is typically exported as a high unit value live product. In 2018–19 China was the destination for approximately 94% of Australia's \$752 million of rock lobster exports. The outbreak of COVID-19 is expected to have a significant impact on the rock lobster industry in the short term as a result of reduced demand and limited opportunities for alternative markets.
- Over the medium term the value of rock lobster production is projected to rise. Australia's major rock lobster fisheries are output controlled through total allowable catches and production volumes are assumed to increase only moderately. Growth in the value of Australian rock lobster production value is projected to be driven largely by higher export unit values.
- Global lobster supply is expected to be constrained by limitations on the volume of wild-catch and relatively small global aquaculture production. This will tend to result in price increases in response to higher global demand because supply may not be able to proportionately respond to increased demand.

### Rock lobster production value, 2000–01 to 2024–25



Sources: ABARES

- Assuming normalization of market conditions in the medium term, import demand from Asia, particularly from a growing middle class in China, is anticipated to increase over the medium term. However, competition from Canadian exporters is expected to limit upside price potential. Over the projection period, the value of lobster exports from Canada is projected to remain high and will continue to compete with Australian rock lobster exports to China (Fisheries and Oceans Canada 2018).

*"We are extremely excited to be partnering with Drakes Supermarkets to showcase our award-winning South Australian Southern Rock Lobster,"* **said Andrew Ferguson, Managing Director of Ferguson Australia.**

*"We are thrilled to be working with our long-time supply partner Ferguson Australia this Christmas. It has been a very tough year for all Australians, and we wanted to give back to our loyal customers with a gift this Christmas. What better way than to make this Christmas something special by sharing an amazing SA Rock Lobster with your family on Christmas day,"* **said Roger Drake, Managing Director of Drakes Supermarkets.**

*"I know what I'm going to be serving at Christmas this year!,"* **said John-Paul Drake, Director of Drakes Supermarkets.**

*"As an industry leader we are always striving to provide our customers with a better shopping experience. We couldn't be more excited for our customers to be finally able to purchase South Australian Southern Rock Lobster this Christmas at much more affordable price,"* **said Tim Cartwright, General Manager Fresh Foods at Drakes Supermarkets.**

South Australian Southern Rock Lobster (RRP \$125kg AUD with a \$50 off per kilo gift bringing it to \$75kg) will be available in the Delicatessen and Seafood departments at Drakes Supermarkets in South Australia. For the full list of stores stocking South Australian Southern Rock Lobster, check the [Find your nearest Drakes Supermarket](#) tab on the Drakes Supermarket website.

**ENDS**

#### **About Ferguson Australia**

Ferguson Australia is a third-generation family owned seafood company established in 1969. The business is 100% Australian owned and operated by the Ferguson family who are based in South Australia. The family manages many facets across the business, including Ferguson's fishing fleet, export, international offices, and Australian retail / wholesale trade. The family's history in the fishing industry has helped the business to become recognized as an industry leader in the Australian commercial fishing industry mostly due to the family's commitment to marine research and innovative sustainable fishing practices. The family business has also gained international recognition as an award winning and innovative seafood processor and exporter.

#### **About Drakes Supermarkets**

Drakes Supermarkets is a family owned and operated grocery retailer of over 65 stores nationally. Over the last 45 years, they have become Australia's largest independent grocery group employing over 6,000 people. Drakes Supermarkets remain committed to supporting local suppliers, manufacturing, farmers, and the local community.

**For further information or interview requests with Roger Drake, John-Paul Drake or Tim Cartwright, please contact:**

Digital & Media Manager: Vy Hookway

+61 488 070 446

[media@drakes.com.au](mailto:media@drakes.com.au)

Andrew Ferguson

Ferguson Australia

+61 418 819 403

[Andrew@fergusonaustralia.com](mailto:Andrew@fergusonaustralia.com)