



MEDIA RELEASE

17 APRIL 2018

SYDNEY FISH MARKET JOINS QANTAS FUTURE PLANET PROGRAM

Sydney Fish Market (SFM) has partnered with Qantas to achieve carbon neutral status and improve fish habitat through a combined effort to establish blue carbon markets.

SFM was inspired to achieve carbon neutrality after a group of industry representatives participating in the 2017 National Seafood Industry Leadership Program presented their vision for a carbon neutral seafood industry in Australia by the year 2030.

By joining the Qantas Future Planet offset program, SFM becomes Australia's second seafood industry organisation to become carbon neutral – following the lead of Austral Fisheries who achieved carbon neutral status in 2016.

Qantas Future Planet is the largest airline offset program in the world and involves working with other sustainably minded corporate partners to reduce environmental impacts and offset carbon emissions through globally accredited projects.

SFM has opted to invest in a carbon offset project that is helping improve the health of the Great Barrier Reef. The project is regenerating and replanting areas of native rainforest along creeks and rivers, preventing pollutants from flowing into the Reef's waters.

SFM will also contribute to offset projects in the North Kimberley that are improving the health of the land and helping prevent uncontrolled wildfires. Through the projects, Indigenous rangers use *Right Way* fire – cool fire that burns slowly and is not destructive like wildfire – to prevent uncontrolled wildfires and avoid the associated release of carbon emissions.

Sydney Fish Market General Manager, Bryan Skepper, says “Sydney Fish Market and Qantas are two iconic tourism brands so there is great synergy in us partnering on projects that benefit the environment and are of significance to the tourism industry.”

SFM and Qantas have committed to forming an advisory group to progress the development of blue carbon projects. Currently there are no certified blue carbon projects in Australia, however their establishment would see improved fish habitat through the regeneration of mangroves, wetlands and estuaries.

“By partnering with Qantas, who are world leaders in carbon offsetting, we have a real opportunity to achieve ground breaking outcomes and inspire other Australian seafood



companies to do their bit towards the industry vision to become a carbon neutral industry by 2030,” says Skepper.

More information about the Qantas Future Planet Program can be found here www.qantasfutureplanet.com.au

- ENDS -

Sydney Fish Market online:

[Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#)

FOR FURTHER INFORMATION PLEASE CONTACT:

Kelly Seagrave – Sydney Fish Market

P: 02 9004 1147 M: 0421 399 301

Email: kellys@sydneyfishmarket.com.au