



**VALUE ADDING ASSISTS EXPORT MARKETS
5 December 2003**

Member for Flinders, Liz Penfold commends Port Lincoln Tuna Processors for leading the way in value adding of exports from Eyre Peninsula and urges other companies to look at their products and assess the potential of value adding before producers leaves the region.

The value adding undertaken by Tuna Processors has provided up to 300 direct jobs for the people of Port Lincoln and thousands of others along the supply chain in and out of the factory from sea to shelf. In addition the wages paid to employees have helped to facilitate the prosperity that Port Lincoln is enjoying.

Efficiently packaging of their products ready for supermarket shelves around the world is the way Tuna Processors will continue to compete in the world markets.

Tuna Processors boasts modern facilities, highly mechanised and well maintained which has achieved world's best practice in a competitive market. They are backed up by fishing industries that have reached the highest level of sustainable fishing which augers well for the future.

Innovative products such as the Tuna Tempters range canned at Tuna Processors are developed by the managing director, Lindsay Guillot, they've have been world leaders and consequently copied by a number of overseas canneries however Lindsay's ingenuity will help to keep them well ahead.