



A short guide to selling small sales fish fresh from the boat

Small Sales (fresh local seafood) permit holders have the opportunity to take popular fish species such as snapper, whiting, calamari and gummy shark straight from the sea and sell from their vessel – giving locals and tourists at the dock a chance to experience Victoria’s fantastic freshly caught seafood.

What Licences Do I Need to Sell Fresh Fish from My Vessel to the Public?

Getting licensed to sell your fresh local (small sales) catch is easy. You can apply online for a [PrimeSafe Retailer \(Vehicle\) licence](#).

What Are the Benefits of Obtaining a PrimeSafe Retailer (Vehicle) Licence?

You get a better return on the investments you make towards your business by being able to cut out the wholesaler and sell filleted fish taken under your Fresh Local Seafood (small sales permit) direct to the customer! Both tourists and locals are happy to pay a premium price, knowing that the catch is fresh and that the money is going into your pocket and supporting local businesses. It also authorises you to sell your Small Sales Catch to local restaurants and retailers.

How Much Does a PrimeSafe Retailer (Vehicle) Licence Cost?

For this licence you’ll need to pay a one-off application fee of \$340 and a \$680 annual payment fee, as well as the costs for contracting a third-party auditor. PrimeSafe uses accredited third-party auditors to monitor the quality assurance at seafood processing facilities. PrimeSafe provides information about accredited auditors on its [website](#).

How Long is the PrimeSafe Application Process for a Licence?

Application should be received 10 business days prior to the date you wish to commence operations.

What if I Only Want to Sell My Small Sales Permit Catch to Local Restaurants and Retailers?

If you do not want to be able to sell to the public, you will need to obtain a PrimeSafe Wildcatch licence which can be applied for [here](#). A PrimeSafe Wildcatch licence is required for seafood businesses that harvest (catch) seafood for human consumption that is landed in Victoria. Information about fees and charges for a Wildcatch licence is available on the PrimeSafe [website](#).

Where Can I Find More Information, including Food Safety Programs?

For more information about obtaining PrimeSafe licences and food safety requirements, feel free to give the friendly PrimeSafe team a call on [03 9685 7333](tel:0396857333) or flick them an email at info@primesafe.vic.gov.au. You can also check out their website [here](#) and their Frequently Asked Questions Page [here](#).