

The next big fish...

Barramundi: the catch of the day



Barramundi (*lates calcarifer*) is a white fish native to the tropical, estuarine waters of northern Australia and parts of Southeast Asia. A highly sought-after sportfish, barramundi is also a popular table fish that is prized for its sweet, buttery flavor and moist, meaty texture. It has the mild profile that is preferred by most consumers and is increasingly being hailed as “The Next Big Fish.” Embraced by chefs and consumers since its inception, barramundi has made tremendous inroads into the U.S. and global marketplace in the past three years, due largely to the efforts of Australis Aquaculture, the Massachusetts-based company that is sustainably raising barramundi in U.S. and Vietnam. The Company spearheaded the popularity of barramundi worldwide, and offers a line of fresh and frozen barramundi to the retail and foodservice markets.



Since its inception, Australis has been committed to sustainability—branding their product as The Better Fish® - Better Tasting, Better for You, and Better for Our Environment. The company is a recognized leader in the sustainable seafood movement through its pioneering practices in sustainable aquaculture. Its U.S.-farmed barramundi is ranked a ‘Best Choice’ by all of the leading environmental organizations, and in 2007 Australis was named the ‘Australian Sustainability Company of the Year for the Environment.’

Australis employs a number of sustainable practices that address the major criticisms levied against the fish farming industry. These include minimizing the use of fish meal and fish oil to achieve a feed

conversion ratio of less than 1:1, eliminating the risk of escape and interactions with predators and wild fish stocks, and minimizing water pollution through the use of patented water filtration and recycling techniques. Controlled farming practices and low density stocking eliminate the need for antibiotics to control disease, while hormones, colorants and other additives are prohibited. The company’s patented water re-use system results in minimal water discharge and almost no solids or nutrients leaving their facilities and strict and ongoing testing reveals no detectable mercury, PCBs or other contaminants.

As a carnivorous fish, barramundi has the rare ability to synthesize high levels of Omega-3 fatty acids even when fed a largely vegetarian diet. When raised in Australis’ innovative farming system, it produces high levels of omega-3—levels comparable to wild Coho salmon, which is unheard of for a mild-flavored white fish. This combination of no therapeutics, undetectable contaminants and high Omega-3s make Australis barramundi a very attractive choice for health conscious consumers while improving the sustainability profile of retail and restaurant customers’ seafood offerings. Says Australis President, Josh Goldman, “With the heightened concerns over seafood safety and sustainability, plus increased consumer interest in healthy and convenient products, Australis Barramundi’s mild flavor, versatility and eco-friendly pedigree offers retail and foodservice customers a unique new product to attract consumers and drive category growth.”

The company’s fresh product is raised in Turners Falls, MA where Australis operates one of the largest indoor aquaculture facilities in the world, producing 1,000 metric tons (2.2 million pounds) of fresh barramundi annually (available in whole round, skin-on fillets and live). Frozen product is sourced through the company’s contract farms and company-own hatchery and grow-out operation in Central Vietnam which is expected to produce 3,000 metric tons (over 6 million pounds) by late 2009, and 10,000 metric tons (22 million pounds) in the next 5-7 years. Australis’ frozen line is available in high-end, stand-up retail bags and bulk packs. All frozen products are IVP, skinless and boneless, and well trimmed for appearance.

For more information, visit:
www.TheBetterFish.com **UB**

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AUSTRALIS BARRAMUNDI

FRESH

The Better Fish™

Better Tasting

Experience Barramundi – Australia’s premier fish. With a succulent, delicate texture and sweet buttery flavor, chefs and consumers are praising its versatility and declaring it “the next seafood sensation.”

Better For You

Australis Barramundi is loaded with omega-3s – higher than almost any other white fish. It’s grown without antibiotics, hormones, or colorants and is free of mercury and other contaminants.

Better For Our Environment

Australis is setting the standard for sustainable aquaculture. Our revolutionary farming system makes efficient use of feed and other resources; we recycle millions of gallons of water daily and even donate our fish manure to local farmers.



“I love Barramundi! It’s a real crowd pleaser and one of the top-selling fish on my menu. I haven’t been this excited about a new fish in years!”

- Anita Lo, Executive Chef, Annisa, NYC

TheBetterFish.com

What makes Australis Barramundi so special?

- **Freshness** - We harvest and pack our fish fresh to order. You won’t find a fresher fish anywhere.
- **Control** - We meticulously control every aspect of our farming environment -- from the estuarine conditions to our patented health management and water recycling systems.
- **Consistency** - We create ideal swimming conditions so you get a fish with uniform shape and texture.
- **Quality** - We relentlessly test the quality of our fish, ensuring that our barramundi always have superb texture, high oil content, and exceptional flavor.

AUSTRALIS



THE BETTER FISH

AUSTRALIS BARRAMUNDI

FRESH



Common Names	Barramundi, Australian Sea Bass, Asian Sea Bass
Scientific Name	Lates calcarifer
Availability	Year-round; product shipped daily from Boston
Sizes (grams)	Round Fish: 400-600, 600-800, 800+ // Fillets: 3-5 oz (85-140g), 5-7 oz (140-195g)
Product Forms	Round, live, fillets (skin on) // See Frozen Fact Sheet for details on frozen
Pin Bones	None.
Product Packing	Packed fresh daily to order; 25-lb round pack // 5 and 10 lb. fillet pack.
Fresh Shelf Life	12-16 days (round), 7 - 10 days (fillet) under proper storage conditions.
Feed	Custom feed is formulated to meet the highest standards for sustainability, health and safety. Australis' feed contains no animal by-products. Only natural ingredients and sustainably harvested fish meal are used. Added krill enhances our barramundi's natural flavor.
Feed Conversion Efficiency	Barramundi can synthesize omega-3 fatty acids from grain-based oils, allowing Australis to minimize the level of fish meal and oil in our feed. Less than one pound of feed is used for every pound of product derived.
Water	Water from deep artesian wells is blended with natural salts, faithfully recreating barramundi's pristine estuarine habitat. Water quality is tested daily. Site-generated ozone continuously disinfects our water.
Source of Stock	Only hatchery-reared stocks that are certified disease free are used.
Production Method	Indoor, controlled-environment tanks. Patented filtration system continuously purifies culture water. The system is fully sustainable and traceable.
Additives	No antibiotics, hormones, colorants or other additives are ever used.
Contaminants	Strict and ongoing testing consistently reveals no detectable mercury, PCB's, or other contaminants.
Harvest Method	Fish are purged in salt water for five days prior to harvest to ensure purity of flavor. Australis Barramundi are humanely chill-killed in ice slurry, rapidly dropping core temperature to maximize freshness and product shelf life.
Food Safety	Processing and packing completed in HACCP certified refrigerated packing facility. Most fish reach market within 24 hours of harvest.

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