



Australis Barramundi: The Sustainable Australian Sea Bass



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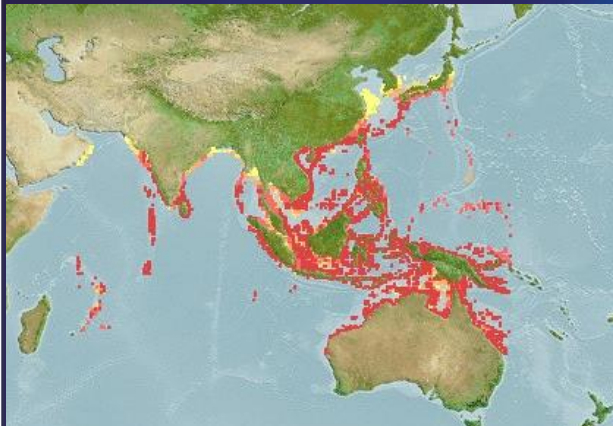
Australis Barramundi: The Future of Marine Aquaculture



Barramundi: The Sustainable Seabass®



- **Amazing Quality** - Premium white fish, high oil content
- **Hardy** – Amenable to natural farming practices



- **Dietary Flexibility** - Reduced need for fish meal and fish oil
- **Rapid Growth** – 3.5 lb harvest weight in 16 months
- **Dramatically Expands Potential** to meet global needs

Barramundi 101

Addresses Operators Biggest Seafood's Challenges



What is Barramundi?

- A type of seabass native Australia and the indo pacific.
- Versatile; Moderate oil content prevents drying.
- Australia's favorite fish!



What does it taste like?

- Clean buttery flavor with a dense texture.
- Cost effective & sustainable replacement for grouper, snapper, roughy, and Chilean seabass.



What makes it special?

- The highest omega-3's of any white fish
- 100% pure and traceable
- Consistent supply and pricing
- Worlds only "Best Choice" rated marine fish
- Great Value – Seabass at salmon prices

People Love It!

Chefs Love It!



"I never have doubts about Australis Barramundi. It's responsibly raised, and its flesh is always sweet and buttery. Bravo Australis!"

- Rick Moonen
Chef / Owner
RM Seafood & Author:
"Fish Without a Doubt"



"We are very happy to be serving Australis Barramundi. After sampling it for months, we were happy with the fish's consistency and freshness."

- Corey Lee,
Chef de Cuisine
The French Laundry



"Australis Barramundi is THE aquaculture product guests look for! It's amazing when you stand at a table discussing fish, and give a little history to Barramundi, and the guest already knows your key talking points."

- John Dober
Monterey Bay Fish Grotto



"Australis Barramundi rocks! The flavor, texture and freshness are all top notch, and it's easy to get our customers excited about it. We consider it an honor to have such a delicious and environmentally responsible fish on our menu."

- Barton Seaver,
Chef / Author Sustainability Fellow
National Geographic

Health Experts Love It!



"A super-food to eat now."

"It's rich and buttery, free of mercury, but full of heart and brain--healthy omega-3s."

- Dr. Oz



"I'm always looking for the most powerful foods to nourish people and still be gentle to the planet--and Australis Barramundi tops my list. Full of healthy omega-3 fats, it's a rich, buttery white fish that even 'non fish' folks fall in love with."

- Kate Geagan, R.D.
Author of Go Green, Get Lean.



"It's nearly impossible to beat Australis Barramundi's combination of great taste, superior nutrition, and earth-friendliness."

- Ashley Koff, R.D., author Mom Energy
and national media spokesperson



"Women who are pregnant or breast feeding are encouraged to eat fish like barramundi because omega-3 fats have been associated with improved cognitive development in infants."

- Diane Welland, MS, RD
Resident Nutritionist, Academy of
Dietetics & Nutrition

Consumer Love It! Broad Appeal / Attractive Demographics

Family Friendly:

- Mild, buttery flavor
- The fish non-fish lovers love
- "Kids love it"

Skews Female:

- 24-60 ages
- Zero Mercury
- Lean Protein
- Half calories of Salmon

Skews Wealthy:

- Trendsetters
- Well Educated
- Health Conscious

"Wow! Our family had our very first meal of barramundi and we loved it! Delicious, delicious, delicious!"

- Jacqueline, Los Angeles, CA



"I am a seafood lover and your Barramundi fish is the best! I have been telling everyone from Vermont to Rhode Island, New Hampshire to CT. Keep up the good work!"

- Janice, Littleton, NH



"We just had our first taste of your barramundi . . . I now have a new favorite fish!"

- Barbara, Anderson, SC



Barramundi Gets Tons of Great Press

The Buzz is all positive and will only build



A Uniquely Sustainable Fish

- ✓ **Best Aquaculture Practices (“BAP”)**
- ✓ **Monterey Bay Seafood Watch***
Best Choice/Green Rating
- ✓ **BSCI Social Audit Member**
- ✓ **Global G.A.P. Certified**
- ✓ **BRC & GFSI Audited**
- ✓ **Whole Foods Market Certification**



Monterey Bay Aquarium
Seafood Watch



BEST CHOICE

**WHOLE
FOODS**
MARKET

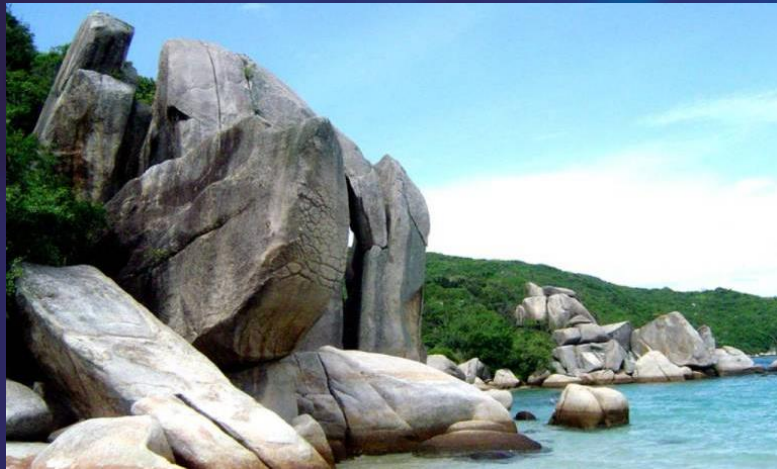
GLOBALG.A.P.



Oceanic Farming

Van Phong Bay

Produces a high quality, clean tasting fish



100,000 acres / 7.5X larger than Sydney Harbor

AUSTRALIS Barramundi

THE SUSTAINABLE SEABASS®

"What a beautifully clean-tasting
and succulent fish!"

-Chef John Sherry

"As a farmed species,
the barramundi just might be perfect."

-TIME Magazine

A BETTER FISH

A growing culinary trend, Barramundi is prized for its mild buttery flavor and moist, succulent texture. Adaptable to a wide range of cuisines and cooking methods, Australis Barramundi delivers great results every time.

A BETTER WORLD

Sustainably raised in pristine waters, free of contaminants, PCBs and toxins. Fully traceable. This is what we call "Smart Aquaculture." Take a virtual tour of our farm at <http://bit.ly/thebetterfishfarm>

A BETTER YOU™

Australis Barramundi is all-natural, raised without hormones or antibiotics. Our hand cut fillets are individually flash frozen within hours of harvest.



TheBetterFish.com



Australis is an award-winning provider of healthy, sustainable seafood that spearheaded the introduction of barramundi to global markets.

We offer a complete line of fresh, frozen and value-added barramundi products to retail and foodservice markets. Priced comparably to salmon and mahi, Australis Barramundi has a consistently clean, rich buttery flavor owing to its high oil content. Our fish are always sustainably raised and fully traceable.

COMPARISON OF AUSTRALIS BARRAMUNDI WITH OTHER POPULAR FISH

	AUSTRALIS BARRAMUNDI	Tilapia	Salmon
Mild Flavor	✓	✓	
Highly Versatile	✓		
High Oil Content	✓		✓
Clean, Salt Water Flavor	✓		✓
Rich in Omega-3s	✓		✓
Ideal Omega-6: Omega-3 Ratio	✓		
Low Fish-in: Fish-Out Ratio	✓	✓	
Guaranteed Contaminant Free	✓		

*Fish In:Fish Out Ratio is a measure used by many environmental and sustainable seafood groups to quantify the ratio of marine inputs (primarily fish meal and oil) in feed to the amount of fish produced.

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5 Key Selling Points

1. Crowd Pleaser

Mild, buttery flavor and meaty texture.

2. Bulletproof

Great results every time, even in high volume kitchens.

3. Healthy

“The Greek Yogurt of Fish.” Highest Omega 3 of any white fish and just half the calories of salmon.

4. Reliable, Sustainable

Great quality, stable pricing, highly sustainable.

5. Margin Enhancer

Seabass cache at an affordable cost.

**A BETTER
FISH
A BETTER
WORLD
A BETTER
YOU**



AUSTRALIS



THE BETTER FISH



A FRESH CATCH SINCE 1987®

Thank you!

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