

Australis Barramundi

The Sustainable Seabass™



BACKGROUND

What is barramundi?

Barramundi is in the perch/seabass family, and is regarded as the iconic fish of Australia. Also called Asian Seabass, barramundi is a premier species in Vietnam, Thailand and other parts of Indo Pacific where it is also native. Barramundi has been catching on as culinary trend in North America for its mild, buttery flavor and moist, meaty texture (think snapper crossed with striped bass and halibut) and is earning high marks for its health benefits and eco-friendly profile.



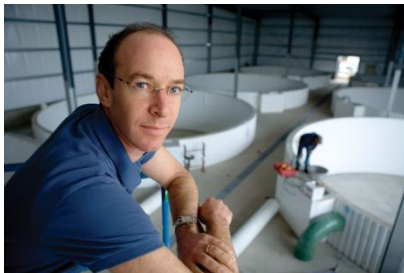
Why is barramundi called 'The Sustainable Seabass'?

Barramundi has a unique natural history – spawning in the ocean and maturing in fresh water. Because of this, barramundi are endowed with the rare ability to produce high levels of omega-3 fatty acids, even when fed a largely vegetarian diet. This means you get something unique -- a mild, white fish that is rich in omega-3s. Barramundi are also naturally disease-resistant (eliminating the need for antibiotics) and thrive in aquaculture environments. For these reasons, we call it 'the sustainable seabass'.

Is it easy to cook? Versatile?

Barramundi is a great alternative to everyday species like cod, salmon and tilapia and works beautifully with almost any fish recipe. Bake it with some breadcrumbs, sauté it with a little olive oil and citrus, or throw it on the grill with an herb marinade and you've got a healthy, delicious meal in minutes. And because it's not a 'fishy fish', it's popular with kids and anyone who prefers mild-flavored fish. Bonus? It won't leave a lingering odor in your kitchen and there are no annoying little pin bones to worry about.

Tell me about Australis Aquaculture



Australis Founder & CEO, Josh Goldman

Australis Aquaculture is raising barramundi with an eye towards the future. Founded by Josh Goldman, an internationally recognized leader in sustainable seafood, Australis raises barramundi in some of the world's most innovative fish farms in Massachusetts (indoors) and in the pristine sea waters of Van Phong Bay, Central Vietnam (where legend has it, Jacques Cousteau discovered his love for the sea). Australis' smart aquaculture practices - like conserving water, using sustainable feeds, avoiding pollution, disease and escapes, and even recycling fish waste - have been recognized by all of the major seafood guides and earned us the prestigious 'Seafood Champion Award'.

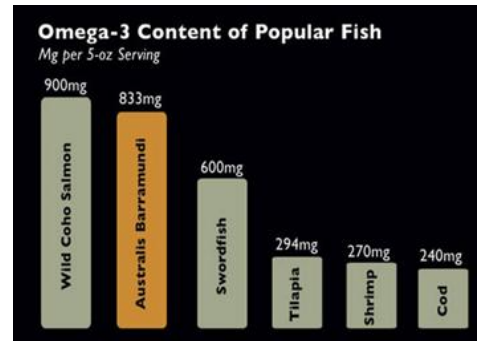
Describe Australis Barramundi's health benefits

- ✓ **Free of mercury** - Our fish are fed a mostly vegetarian diet of all-natural feed that is processed in state-of-the-art facilities under the strictest food safety standards. This combination of specialized diet, environmental controls and stringent independent testing guarantee that our fish have no detectable mercury, PCB's or other contaminants.



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- ✓ **No hormones, antibiotics, colorants or other additives** - We never use synthetic chemicals such as hormones, antibiotics or colorants. We don't have to. Our fish are naturally hardy and our clean practices eliminate the need for these kinds of additives
- ✓ **Rich in omega-3s** - Australis Barramundi has a whopping 600-800mg of omega-3 fatty acids per 5 oz. serving, which is comparable to wild Coho salmon.
- ✓ **Half the calories of salmon** – Australis Barramundi has 137 per 5 oz. portion vs. 259 for salmon. It also has only 2.5g of fat, low sodium, and 25g of lean protein
- ✓ **Ideal ratio of omega-6 to omega-3** - The average American diet is deficient in omega-3 rich foods and has more than 10X the proper amount of omega-6. Scientists recommend an optimal ratio of between 1 to 1 and 4 to 1 of omega-6 to omega-3 levels. Australis Barramundi has the ideal ratio of 1:1.



Nutrition Facts	Amount Per Serving		% Daily Value*	
Serving Size: 5 oz (142g) Servings Per Container: About 6 Packed by net weight, number of fillets may vary Calories 137 Calories from Fat 10	Total Fat	2.5g	4%	
	Saturated Fat	0.2g	1%	
	Trans Fat	0g		
	Cholesterol	76mg	25%	
	Sodium	90mg	4%	
	Total Carb.	0g	0%	
	Dietary Fiber	0g	0%	
	Sugars	0g		
	Protein	30g		
		Vitamin A 2%		Vitamin C 2%
	Calcium 2%		Iron 2%	

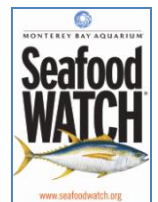
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram
 Fat 9 • Carbohydrates 4 • Protein 4

Tell me more about Australis Aquaculture's sustainable practices

Australis' greener way of farming has been recognized by leading environmental organizations, including Monterey Bay Aquarium's Seafood Watch Program, Environmental Defense, Blue Ocean Institute and many others. Australis was named a 'Seafood Champion' for sustainability by the Seafood Choices Alliance and we were awarded the Australian Company of the Year for the Environment. Our sustainable practices include:



Putting more fish back into the environment - The inefficient use of fish meal and oil is one of the biggest challenges facing the global aquaculture industry. For many species, more fish meal and fish oil is used to produce each pound of fish than comes off the farm. Barramundi eats lower on the food chain and is better at converting grains into fish protein than almost any other fish. By combining barramundi's natural advantage with our sustainable approach, we're able to put *more* fish back into the environment than we take out, achieving a food conversion ratio of under 1:1.

Using only sustainable feed - We use only natural ingredients and feed our barramundi a mostly vegetarian diet containing soy, canola, wheat and other grains, with less than 20% of fish meal & fish oil (vs. up to 50% for a typical salmon diet). We select only by-product and sustainably-harvested fish meal, so there is minimal affect on wild stocks, and our feed contains no mammalian animal products. Plus, only hatchery reared fingerlings from native brood stock are used; no reliance on capture of wild juveniles is permitted. This allows us to meet the highest standards for sustainability, health and food safety.

Conserving water - Australis pioneered the use of close-containment (land-based) farming systems that are considered 'the gold standard' for sustainable aquaculture. Our Turners Falls, MA farm is one of the largest water re-use facilities in the world where we recycle and purify 99% of our water and even donate our fish waste as fertilizer to local farmers. We brought our unique approach to the pristine waters of Central Vietnam, where we hatch and nurse our fish in land-based recirculating tanks and then grow them out in modern sea cages. The bay in which we operate is unspoiled and the water is as clean as it is blue.



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Operating in clean salt waters with minimal pollution and habitat effects – At our Vietnam facility, we operate in clean, non-polluted salt water with no mangroves or sensitive habitat nearby and minimal industrial or agricultural activity. Low stocking densities allow a significant portion of the nutrients to be assimilated via the natural biological capacity of the bay and not to the surrounding environment. Following of production sites between cycles allows any solids which may have accumulated to biodegrade naturally prior to initiating the next production cycle. We also employ very wide cage spacing and work only in deep water. In Massachusetts, our patented water re-use system results in very little water discharge and almost no solids or nutrients leaving our facilities.

Addressing disease, predators and escapes

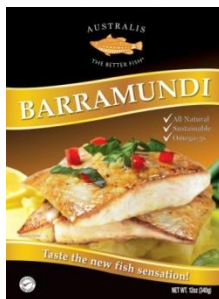
Some conventional fish farms act as reservoirs that can spread disease and attract natural predators which must be killed to avoid damaging the farm cages or causing fish escapes. Escapes of large numbers can create a significant risk of non-native species becoming established and displacing the native species.



At Australis, we tank rear our small fish, which dramatically reduces the chance of escape. We also physically cleanse our nets which reduces the need for net changing that can cause escape. We inspect our cages twice daily. Plus, we use only local strains of barramundi and will not transport live fish to areas which could allow the establishment of feral populations.

What are people saying about Australis Barramundi?

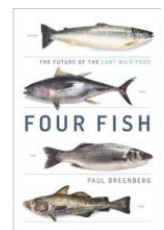
Here are just a few of the hundreds of comments we've received:



"Wow! Our family had our very first meal of barramundi tonight and we loved it! I have NEVER eaten fish without gagging over the fishy smell and strong aftertaste. Your fish was subtle and smooth. Thanks for making eating healthy a little bit easier. Not to mention helping us be a bit kinder to the environment. I lost 55 pounds and still have a ways to go. Your product will play a significant role in affording me choices beyond beef and chicken. We all know that healthy fish is good for us; the hard part has always been getting one that we can stomach. Barramundi is that and so much more. Delicious, delicious, delicious!" – Pauline P.

"We just had our first taste of barramundi, and my husband, who is a salmon-lover, remarked, 'I now have a new favorite fish!' Thank you, thank you, thank you!" – Barbie S.

"Over the years, fish farming has gotten a bad rap and some of it is deserved. But the folks on the cutting edge of taming fish— people like Josh Goldman of Australis Aquaculture— have as great, if not a greater concern about sustainability than anyone in the organic food movement. We need to get past that knee jerk dismissal of all farmed fish and start to see what works and what doesn't." – Paul Greenberg, New York Times journalist and author of *Four Fish: The Future of the Last Wild Food*



Is Australis Barramundi widely available?

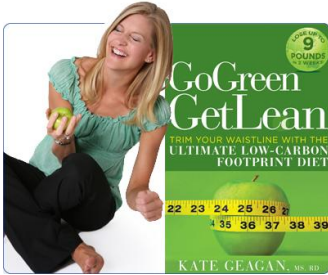
Yes. Australis Barramundi is available in the fresh and frozen seafood aisles of thousands of supermarkets (in both our branded bags and under private label) and in restaurants throughout the US and Canada. Retailers include select: Whole Foods, Stop & Shop (private label), Price Chopper, HEB, Safeway (Waterfront Bistro label, also in their Vons, Randall's & Dominick's stores), Fresh Direct, Central Market, Giant (private label), HEB, Schnuck's, Dierberg's and other fine markets.

For locations, recipes and more info, visit: www.TheBetterFish.com



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Barramundi Is Catching On



“Toss barramundi instead of steak on the grill to literally slash calories and environmental impact in half (and it’s better than salmon too—from a slimming and eco-friendly standpoint).” – Kate Geagan, America’s Green Nutritionist



“Free of mercury, but full of heart- and brain-healthy omega-3s, barramundi is a shoe-in for one of my top 5 superfoods. Bonus: the white meat is light, flaky and delicious.” - Dr. Oz



“Sick of salmon? Grill some barramundi. It has a mild, sweet flavor and a hearty 500 mg of omega-3s per 3-ounce”



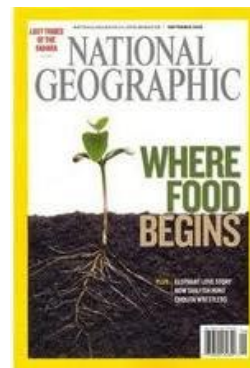
“Renowned chef and sustainable seafood champion, Barton Seaver recommends barramundi and other sustainable species to expand your fish horizons.

Choose barramundi, which has the same sweet, clean flavor as endangered red snapper...”



“End the bored-belly blues and rev up your pregnancy diet.

Rich in omega-3 fats, a critical building block for baby’s brain, barramundi enjoys a diet mostly from plants, so there’s no worry about mercury or PCB contamination.”

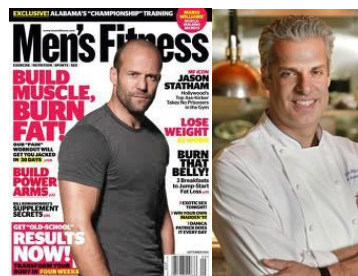


Ocean-Friendly Substitute for Grouper and Snapper? Barramundi!

“This fish has a clean sweet flavor, nearly identical to snapper in texture, is widely available and well priced for the quality of fish that it is”



Lance Armstrong’s LIVESTRONG foundation says, “Barramundi is a nutritious source of protein, omega-3 fatty acids and essential vitamins and minerals.”



You probably aren’t eating these fish, but you should be. Men’s Fitness and Chef Eric Ripert:

“Not a big fish fan? Try barramundi. This omega-3 packed fish is one of the least-fishy available.”



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