



Wild catch Barramundi Workshop to explore future options to improve fisheries

Barramundi workshop 2018

Marshall Betzel

May 2020

FRDC Project No 2017-247

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Wild catch Barramundi Workshop to explore future options to improve fisheries - Barramundi workshop 2018

2017-247

2020

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Researcher Contact Details

Name: Queensland Seafood Marketers Assoc. Inc
Address: PO Box 5910
Cairns, QLD 4870
Phone: 0417 615 619
Web: <https://queenslandseafoodmarketers.com.au/contact/>

FRDC Contact Details

Address: 25 Geils Court
Deakin ACT 2600
Phone: 02 6285 0400
Fax: 02 6285 0499
Email: frdc@frdc.com.au
Web: www.frdc.com.au

In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

Contents

Contents	3
Acknowledgments	4
Objectives.....	4
Introduction	5
Need.....	5
Methods	5
Barramundi workshop Cairns - minutes.....	6
Presentations	7
Breakout groups	8
1. QUALITY ASSURANCE group discussion.....	8
2. IDENTITY group discussion Wild Caught only or “Aus Barra”	9
3. CONTINUITY OF SUPPLY group discussion	9
Recommendations	10
Appendices	11

Acknowledgments

Fisheries Research and Development Corporation.
Northern Territory Seafood Council.

Objectives

1. Convene a Barramundi stakeholder workshop in Cairns on June 29th
2. Identify and agree causes of market failure
3. Confirm participants who will be responsible for Actions agreed

Introduction

Need

The Wild Caught Barramundi Fisheries in the Gulf of Carpentaria and the Northern Territory are currently the victims of possible market failure.

History has shown that catches have not been sufficient to allow the product to maintain its place in the domestic market. This has allowed farmed and imported fish to make inroads into what has traditionally been wild catch markets. Catches have recently improved to a level close to sustainability but stakeholders have discovered that their traditional markets are no longer available. This has caused a build up of stock and therefore a reduction in revenue. The current situation has created a reduction in quality of the product and a subsequent loss in demand. The product needs to recapture its identity as an iconic brand

Methods

A workshop was convened in Cairns to which affected stakeholders will be invited. Stakeholders were invited from NT Fishery and Gulf of Carpentaria Fishery. Representatives from Fisheries Qld confirmed attendance. An apology was been received from NT Fisheries with a request to be kept updated with outcomes. The workshop intended to address the causes of the current problems and will provide guidance from experts well versed in quality control and product placement.

Output and Outcomes

The workshop identified the root causes of the market failure through consultation with key stakeholders. This report provides a detailed action plan (see recommendations section) to address each problem identified

Extension

Selected stakeholder attendees will be tasked with actioning the outputs identified as agreed at the meeting and time frames for these actions will be imposed.

Barramundi workshop Cairns - minutes

Friday 29th June 2018

The Bolands Centre Cairns

Chair: Marshall Betzel

Present: Marshall Betzel, Jim Fogarty, Neil Moretto, Mark Ahern, Robert Pender, Eric Perez, Sue Poole, Barry Armstrong, Greg Howard, Roger Edwards, Peter Horvat, Ben Hale, Mal Keag, Tom Long, Claudien Ward, Jeff Newman, Scott Stevens, Rob Musemeci, Karen Miller

Welcome, introduction and Apologies: Tony Hurley, John Gavel, David Carracciolo, Ashley Wallis, Katherine Winchester, Peter Adams, Shawn McAtamney, Craig Van Lawick, Claire Andersen, Bruce Davey, Andrew Tobin, Neil Green,

Key Questions to be answer by the end of the day

- Who is looking after this initiative?
- Who is on-board?
- What contributions will each party make?
- What is the appropriate structure for carrying out this initiative/project should be employed (existing business/entity, Coop/Association, company etc.)?

The Problem/s

- An open forum where key problems were highlighted.
- Gulf log book catches showed an increase from 716t 2016 to 897t 2017
- NT approx. 400t 2017
- Continuity of supply
- Loss of market share in an otherwise healthy Barramundi market nationwide
- Farmed Barra increase of 8% 2017
- FRDC figures state 1 in 5 consumers choose Barramundi
- No differentiation between wild caught and competitors
- Consumer not educated about wild caught
- Reason for the price drop was that the price of Barramundi over the past few years crept too high with no consistent pricing
- Lack of portion control
- Consumer rejection due to lack of grading and inconsistent packaging.
- Lack of origin labelling

Problem statements was conceived.

1. Identity "Loss of"/branding and provenance resulting in the lack of consumer education
2. Quality Assurance/when it came to grading and size of fillet, packaging and labelling.
3. Continuity of Supply – and the issues surrounding a managed seasonal fishery

Presentations

Presentations attached as appendices to this report

Roger Edwards

Chair of the Goolwa Pipi Co. Owner and quota holder. He tried to dig for them once and only received a boot full of water. He got sacked from that job and is excelling at the purpose which drives him today, adding value back to the product and industry. Transforming and repositioning pipis from a bait based product to crowning the plates of Australia's top rated restaurants.

Ben Hale

Love Australian Prawns. 11yrs ago James Fogarty and Marshall Betzel wandered into Ben's boardroom with a challenge. The Endeavour prawn needed help competing with imports flooding the market. 5 months later the on-the-beach price had doubled and for the cost of replacing an axillary engine on one boat the fleet was returning to viability. 11yrs on Ben stills spends every waking hour thinking of ways to encourage Aussies to love their Australian prawns.

Neil Moretto

Neil has been in the Fish-X incubator program (an FRDC initiative) for the last six months, testing various new business models, packaging types, fillet sizes and branding desirability and gathering evidence from customers, stakeholders such as fishers, distributors, retailers and restaurateurs to reposition "wild caught" as a premium product that will yield consistent higher return over competitive products and reposition ourselves in the market. To establish a sustainable premium is his challenge.

Breakout groups

1. Quality Assurance
2. Identity
3. Continuity of Supply

1. QUALITY ASSURANCE group discussion

Product quality underpins saleability, demand, price achieved

Relevant factors within the wild-caught fishery (issues)

- isolated fishing areas
- net mesh size directly relevant to size of fish caught and bycatch levels – many fishers choose to use 6 1/2 - 7 inch mesh to avoid capture of large barramundi
- net clearing times dictated by tides
- at low tides water temperature can be high in tropical fishery areas
- often little access to ice
- large fish often sent into chilled fish market
- smaller fish enter frozen chain

Essentials for high quality success

- top-notch equipment - particularly freezer efficiency
- at communication

Solutions

- **Best Practice fish handling** knowledge revisited with fishers
- noted that master certs no longer contain any fishing gear or post-harvest handling content

Code of Practice for barramundi—handling guidelines

- develop quality specifications for barramundi to address the following:
- mesh size for target markets for fish
- 2 hour net clearing
- take from net directly cut for bleeding, straight into tub of seawater
- where possible use ice/water slurry 1⁰-2⁰C <12h storage
- process daily – over rib cage filleting preferable
- fillet into salt brine
- bag individual fillets – some buyers prefer not to receive additional plastic use
- -40⁰C freezer
- keep fillet cartons at this temperature
- establish a Logo for box - only used where fish meet specification

2. IDENTITY group discussion Wild Caught only or “Aus Barra”

- Branding to be developed
- The path is Unite – Fund - Implement
- Clear emphasis to be placed on two key factors, educate and promote

Consumer Education

- Chef and retailer education
- Research is key!
- Questions to ask...
- What do they want – fresh/frozen/portions/wild v farmed
- What do they need
- What do they know
- What does wild Barra mean to the consumer
- What is important to them - Australian

3. CONTINUITY OF SUPPLY group discussion

- Can't do fresh 12months – cycle products – educate
- Timing of season
- February water temp is too high
- Conflict with Rec fishermen
- Off season to encompass summer/Jan out
- Collaboration to work on standards
- Timing when fishers catch
- Weekend closures
- Better to be dispersed
- 30% storage – feather in supply
- NT – 8mths
- QLDE and W –8mths

Recommendations

We agreed upon the problems as we see them, heard from successful case studies dealing with similar issues in other fisheries and decided to move forward to develop the solution surrounding the questions asked like who are we? The consistency on quality assurance, identity and seasonal supply issues.

So we put to the floor, where to from here.

QSMA was agreed upon to look after this initiative

- First step is to undertake research into the food service and hospitality sector that includes head chefs
- A submission to be placed with FRDC, with a research proposal
- Part of our understanding is to share our data with FRDC's data collection
- This understanding of the market's needs and the further discussion of our code of practice will lead to our MVP – minimum viable product
- At this stage a creation of the working group (comprising of representatives from NT, GULF, EC) was voted on to drive these initiatives forward with key participants in the room. The only contribution at this point is involvement
- The group will reconvene via telecommunication which was the easiest form for all involved
- Timing for results is to be the end of the working season

The meeting closed at 5pm

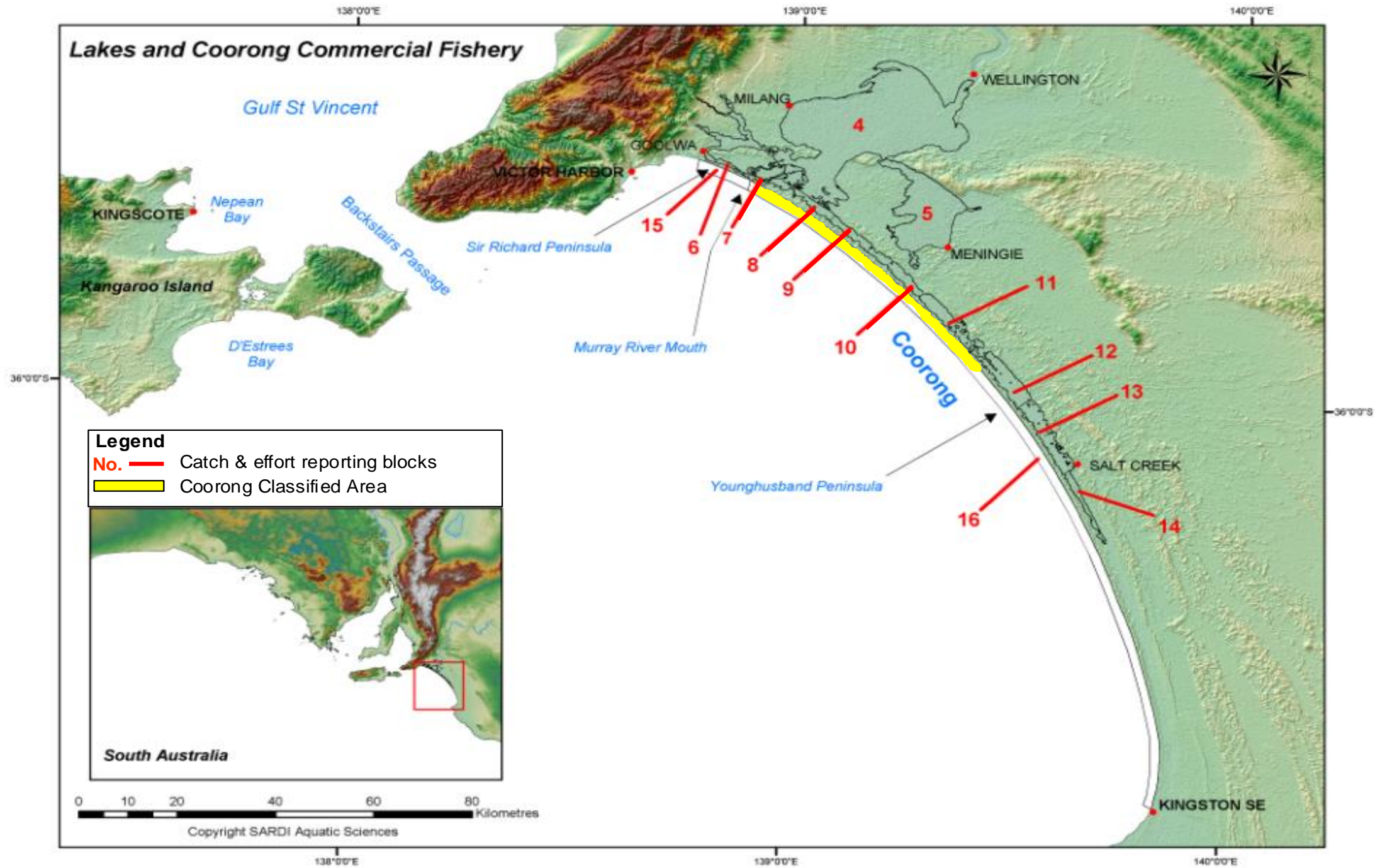
Appendix 1 - Presentations

Roger Edwards

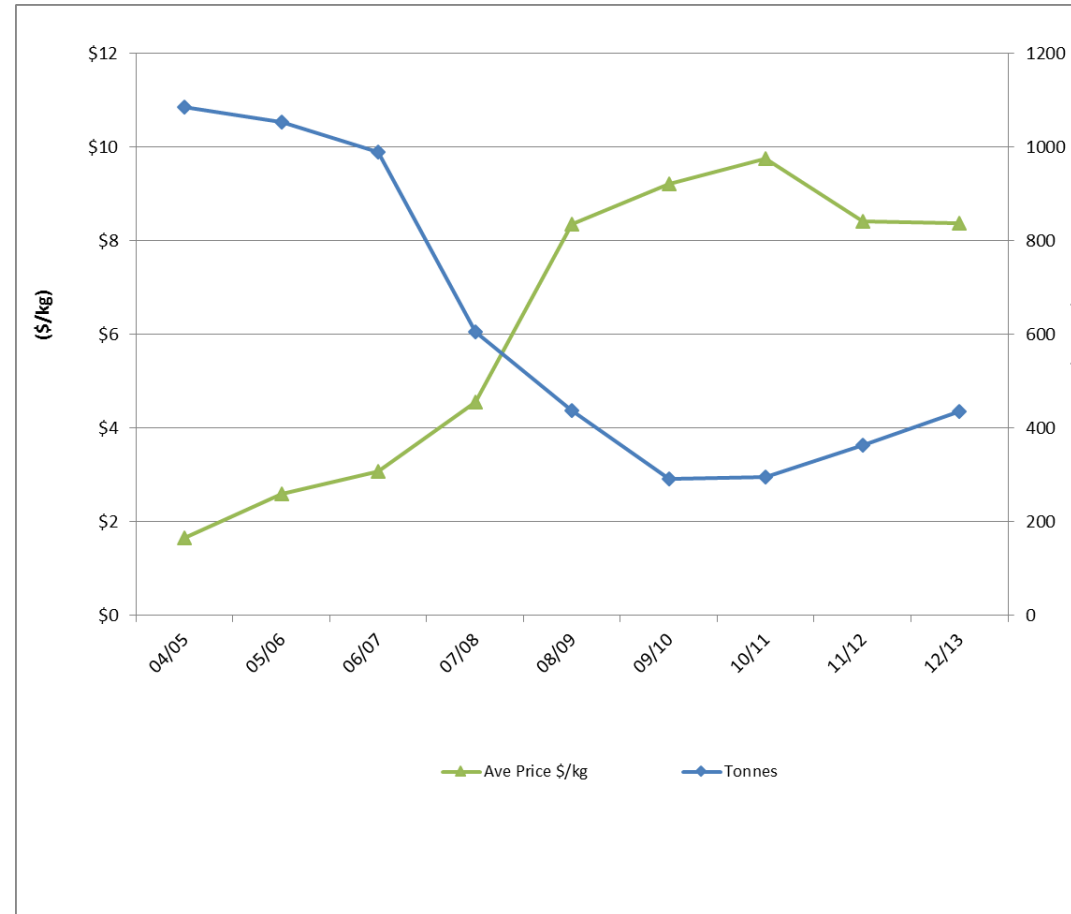
Chair of the Goolwa Pipi Co. Owner and quota holder. He tried to dig for them once and only received a boot full of water. He got sacked from that job and is excelling at the purpose which drives him today, adding value back to the product and industry. Transforming and repositioning pipis from a bait based product to crowning the plates of Australia's top rated restaurants.

“Goolwa Pipi Co – A Rake to Plate Revolution” 2010 we were in the trouble





Economics 101



Cloudy but fine

JOHN LETHLEAN THE AUSTRALIAN MARCH 30, 2013 12:00AM

after the product were catching, he says.

With three boats working several locations, Cloudy Bay harvests between 500 and 700 tonnes annually. About 35 per cent of that comes to Australia, mostly to chefs.

Because of Australia-NZ food standards, Australia is one of the company's two markets (along with India) that prohibits importation of live shellfish. It means the clams we see here have been "pasteurised": 65 seconds poaching at 65C before chilling and vacuum packing in-shell. But eat a Cloudy Bay clam in Hong Kong, or Madrid, for example, and it has been imported live.

As it stands, New Zealand clams, including Cloudy Bay surf clams, make up 30-40 per cent of the Australian market. It's expected fishery closures in Australia, leading to reduced domestic harvests, will see the NZ share increase.

Next year, Piper hopes to ramp his production up to 2500 tonnes.

He says it will only happen after frequent biomass evaluation of the fishery to make sure a conservative allowable catch target is adhered to. This happens through the agency of



Our Response

The Association:

1. “Pipi Marketing Study” – manage quality, volume, packaging for customers!!!!
2. 12 month season
3. Harvest Strategy – sustainable stocks, harvest levels to maximize industry profits (market considerations)
4. Project “Develop a business structure for a Pipi industry product development initiative”
5. Value Added Pipi Product Research & Development Project” (2013).
6. Goolwa Pipi Co formed 2014/15 – Association folded
7. 60% of the industry came together - \$1m investment in factory – 10% commitment to M.A.P – single brand
8. 2015/16 – all in - 100% of catch under a single brand
9. 2016/17 - \$2.7m capital raise – bought out 15% of industry
10. 2017/18 – 15% ROI



Are We Making Any Money?

You bet – 50% Price & Volume increase



GOOLWA
PiPiCo.

WILD CAUGHT AUSTRALIAN PIPIS



GOOLWA
PiPiCo.

FROZEN

DE-SANDED
READY TO COOK

Sustainably hand harvested
Pipis from the pristine
ocean off South Australia's
Coorong National Park.

PRODUCT OF AUSTRALIA

1kg
NET

Goolwa Pipis [Donax deltooides]

GOOLWA
PiPiCo.

LIVE & FRESH

DE-SANDED
READY TO COOK

Sustainably hand harvested
Pipis from the pristine
ocean off South Australia's
Coorong National Park.

PRODUCT OF AUSTRALIA

1kg
NET

Goolwa Pipis [Donax deltooides]

GOOLWA
PiPiCo.

SASHIMI PIPIS
RAW, SHUCKED,
DE-SANDED
SASHIMI GRADE PIPIS

300g | 16pcs

GOOLWA
PiPiCo.

PRE-COOKED
READY
TO SERVE

HOT OR COLD

Simply warm through
your favourite dish.
Sustainably hand harvested
Pipis from the pristine ocean
off South Australia's Coorong
National Park.

PRODUCT OF AUSTRALIA

400g
NET

Goolwa Pipis [Donax deltooides]

Profit is not
a dirty word



Ben Hale

Love Australian Prawns. 11yrs ago James Fogarty and Marshall Betzel wandered into Ben's boardroom with a challenge. The Endeavour prawn needed help competing with imports flooding the market. 5 months later the on-the-beach price had doubled and for the cost of replacing an axillary engine on one boat the fleet was returning to viability. 11yrs on Ben stills spends every waking hour thinking of ways to encourage Aussies to love their Australian prawns.



LOVE
AUSTRALIAN
PRAWNS

Australia Day
Father's Day
Summer
Winter
Anniversaries
Spring Racing
Dinner Parties

Recipe Development and Photography

- 30 recipes / 150 images added to the collection - themed around events, seasons, celebration occasions





Australia Day - Prawn and Snag Skewers with Green and Gold Dipping Sauces

23 Recipe & How-to Videos



Paid Facebook video promotion.	Result
Average video % watched	19.47%
3 second views	282,260
10 second views	114,076
Videos watched 25% through	100,036
Videos watched 50% through	63,682
Videos watched 75% through	54,094
Videos watched 95% through	40,067
Videos watched 100% through	27,980
Clicks through to LAP website recipes	3,550
Cost per link click	\$1.21



Here's the sweet spot
We invest 8-12c
For 30 secs - 1 min 30
of core market's attention.



Love Australian Prawns

January 3 · 🌐

There's nothing simpler than grabbing a couple of kilos of cooked prawns, whipping up a bloody mary mayo and bringing them to a BBQ - to a huge round of applause. This and 17 more great dipping sauce ideas are in our free downloadable cookbook - <http://australianprawns.com.au/.../bucket-list-prawn-dipping.../>

Boody Mary Mayo Recipe

2 kilos cooked whole Australian prawns

2 cups whole egg mayonnaise

3 tablespoons tomato juice... [See More](#)



Performance for Your Post

93,921 People Reached

53,757 Video Views

639 Reactions, Comments & Shares *i*

347 Like	287 On Post	60 On Shares
28 Love	23 On Post	5 On Shares
2 Haha	2 On Post	0 On Shares
6 Wow	4 On Post	2 On Shares
46 Comments	36 On Post	10 On Shares
210 Shares	205 On Post	5 On Shares

3,255 Post Clicks

2,224 Clicks to Play <i>i</i>	196 Link Clicks	835 Other Clicks <i>i</i>
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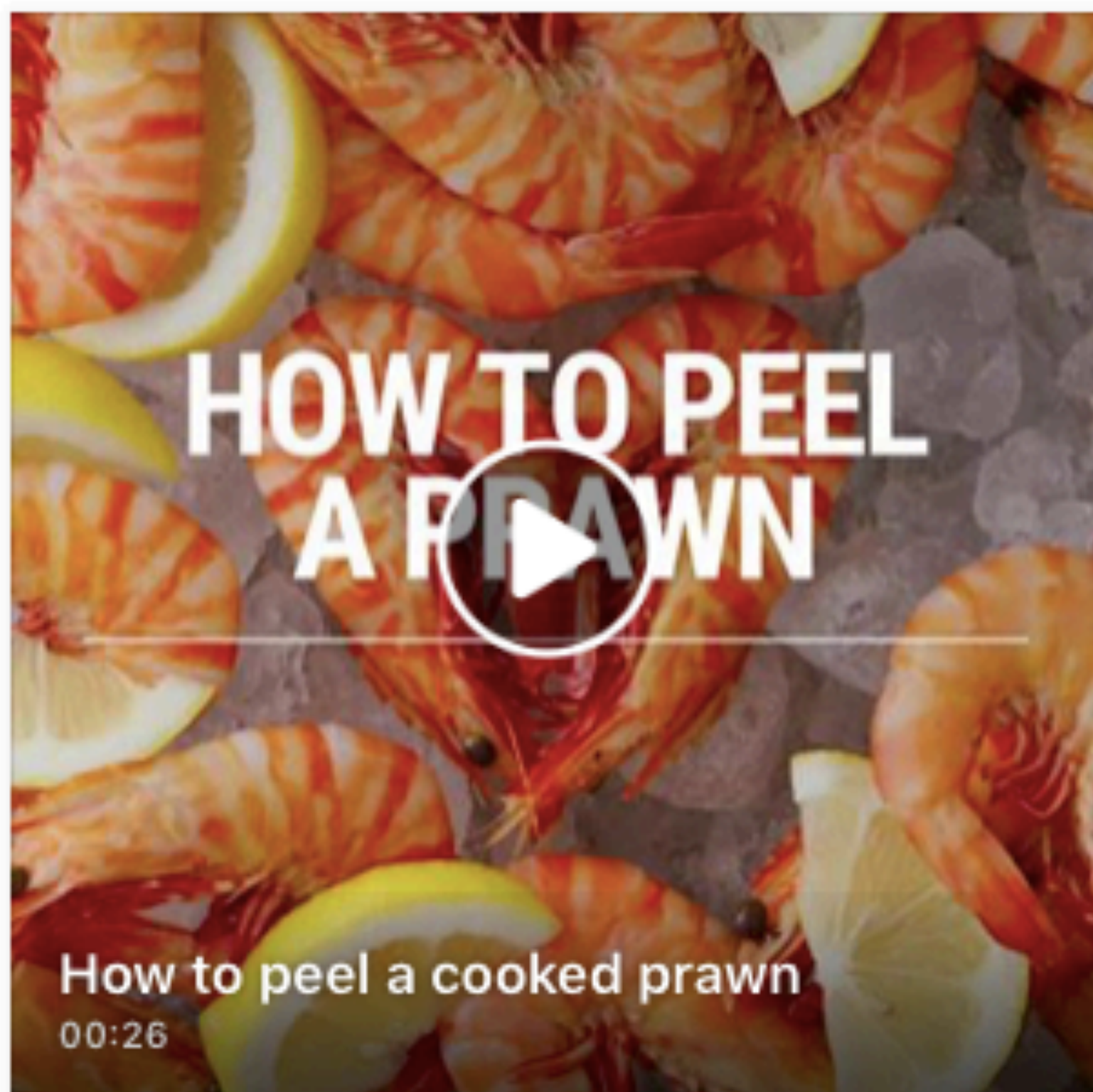
NEGATIVE FEEDBACK



Love Australian Prawns

March 28 · 🌐

The faster you peel, the more prawns there are for you. Here's how to peel and devein a cooked prawn in under 20 seconds.



How to peel a cooked prawn

Learn More

Products shown:



The Great Australian Prawn Cook...
Love Australian Prawns
\$11.95



See more at Love
8,457 Likes

Performance for Your Post

55,390 People Reached

23,215 Video Views

347 Reactions, Comments & Shares ⓘ

161 Like	151 On Post	10 On Shares
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13 Love	13 On Post	0 On Shares
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5 Haha	4 On Post	1 On Shares
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97 Comments	80 On Post	17 On Shares
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71 Shares	71 On Post	0 On Shares
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4,244 Post Clicks

3,530 Clicks to Play ⓘ	129 Link Clicks	585 Other Clicks ⓘ
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NEGATIVE FEEDBACK


5 Hide Post **0** Hide All Posts

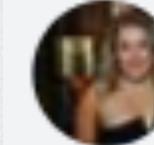
1 Report as Spam **0** Unlike Page


Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

People are responding to these videos

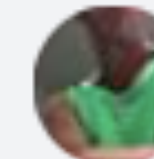
 **Bob Buys** Victoria Buys
Like · Reply · Message · 8w


 **Victoria Buys** This week if you behave 👍 1
Like · Reply · Message · 8w

 **Hannah Kelland** Want 😊 Lauren
Like · Reply · Message · 1w

 **Alana Murray** Sandra Murray yummm! 1
Like · Reply · Message · 3d

 **Scott Tonkin** Robyn Kempnich this looks easy xx 1
Like · Reply · Message · 8w

 **Darren Staker** Hazel Mosbey
Like · Reply · Message · 1w

 **Hazel Mosbey** Thumbs up Darren xxx
Like · Reply · Message · 1w

 **Jill Wills** Lyn Gail
Like · Reply · Message · 1w

 **Tina Donovan** Yes please Lyn 😄😄 1
Like · Reply · Message · 1w

 **Kellie Talbot** Ward Deb Mellor so easy ... 1
Like · Reply · Message · 2w

 **Deb Mellor** Kel that looks a Sunday arvo cook up with beer N Bubbly? Need to catch up soon
Like · Reply · Message · 2w

 **Tara FitzPatrick** I am watching this at Breakfast Time - and it is THE ONLY Thing I want to eat right now!!! Delish!!! 1
Like · Reply · Message · 2w

+ hundreds more

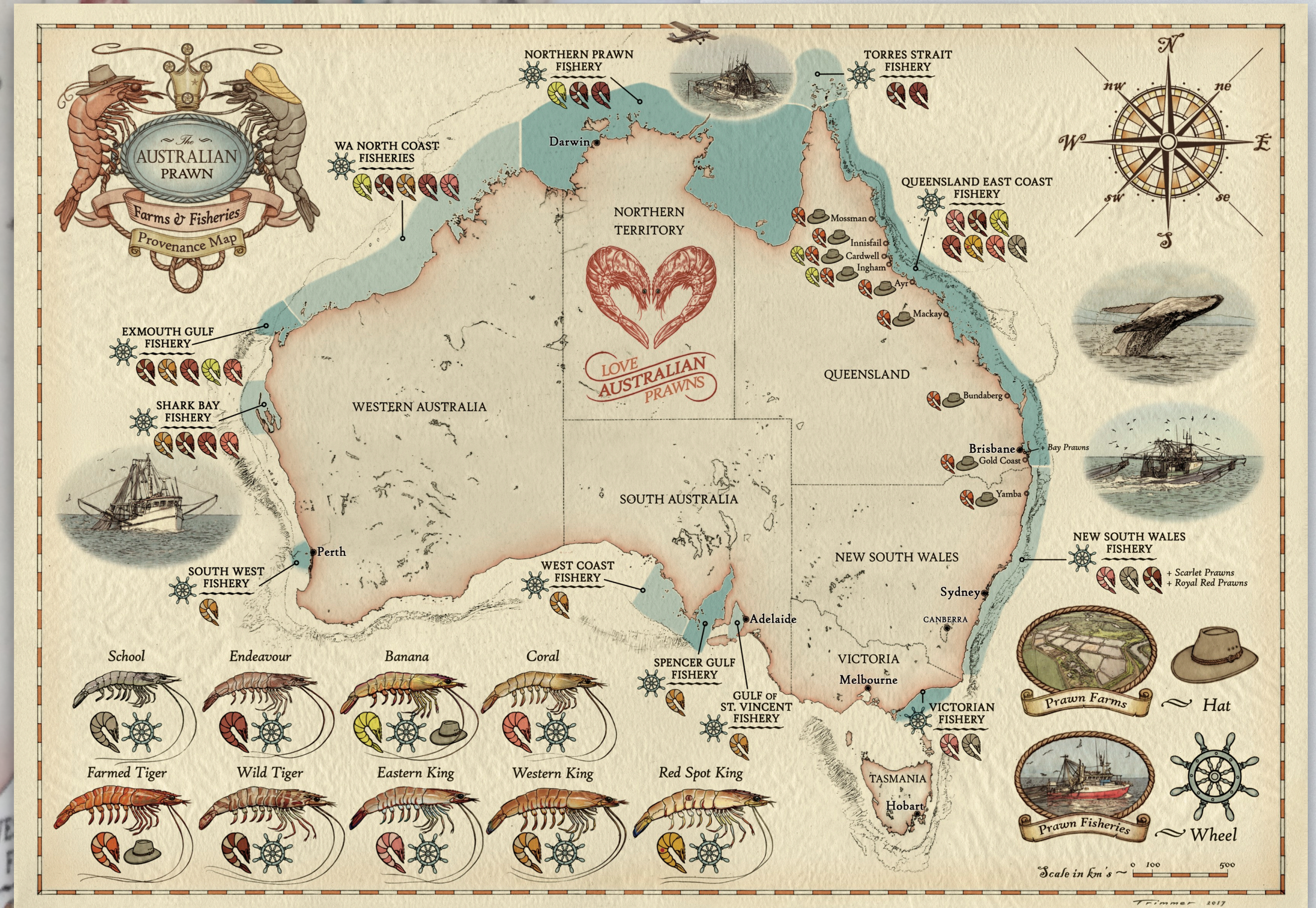
200 Caps



100 Aprons.



Provenance Map



[\[click here to view in more detail\]](#)

The Australian Prawn Story

10,000 x 8 page booklets

Fisheries and Farms
Sustainability
Storing
Handling
Thawing



400,000 16 page recipe books distributed to 425 Independent Seafood Retailers, accompanied by A4 Trade presenter updating them on 2017/18 campaign.



Welcome to the Love Australian Prawns 2018 recipe books supplied free to you by Australia's prawn fishers and farmers as part of the Love Australian Prawns campaign.

Each year we send you a range of stickers, posters and other promotional merchandise with these recipe books, but this year is a little different. There is no "one size fits all" package and many items we ship can't be used or aren't suitable for all stores.

So we've created an online store where you can choose the items you want in addition to these recipe books that you think will most help your store. We've made everything from previous years available at cost or free of charge, with a simple flat \$10 delivery fee.

Items in the store you can order right now.

- A-Frame Chalkboard Signs
- Posters for Summer, Winter and Spring
- Cabinet Stickers and species information stickers
- Recipe Book replenishments
- Recipe Book Acrylic Holders

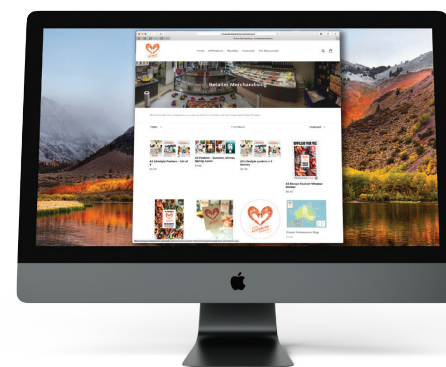
So go ahead, type this link into your browser to visit the Love Australian Prawns store <http://bit.ly/prawnstore>.

OR scan this QR code with your phone to see the merchandise available in the LAP store.



Items coming to the store very soon.

- LAP branded PVC Aprons
- Love Australian Prawn Caps
- Promotional Prawn Buckets
- Mini Counter Chalkboards
- Hand illustrated Prawn Provenance Map. A beautiful high quality map in traditional seafaring style showing Australia's major prawn species, fisheries and farms.
- "The Australian Prawn Story" a brochure that explains the prawn's journey from water to plate along with helpful hints and tips



COMING IN SUMMER - THE LOVE AUSTRALIAN PRAWNS HARDCOVER RECIPE BOOK.

With over 70 Australian prawn recipes and rich professional photography, this 100 page high quality recipe book will be available to you at cost for approx \$3.95. It should be pretty easy to sell the book in-store for \$9.95 - or whatever price you want to set. Combine a display stand (also available in store when the book is ready) and a mini chalkboard, and you can offer a cookbook as a gift with purchase or to encourage upsizing of orders - or simply to sell for a profit. Check back in the store over summer - or sign up for an email alert below so we can let you know when the book is available.

MAKE SURE YOU ARE NOTIFIED WHEN NEW ITEMS ARE AVAILABLE.

Join the Love Australian Prawns mailing list and we will email you news about the campaign and let you know when new items are added and also discount codes and specials for merchandise items.

Sign up at <http://eepurl.com/ceUHRd>

Scan this code to make sure you are on our email list. We will email you when new items become available in the LAP Store and also send you discount codes and specials.



About the Love Australian Prawns Campaign.

The Love Australian Prawns campaign aims to increase demand for Australian Prawns outside the busiest times of Easter and Christmas. It is a joint project between the ACPF (Australian Council of Prawn Fishers) and the APFA (Australian Prawn Farmers Association).

Any queries, feedback, complaints or positive news - contact **Ben Hale** from LAP (07) 5476 9997 or email support@australianprawns.com.au



30,000 bottles of wine carrying LAP brand into restaurants and bottle shops



When served in restaurants the sticker remains above the rim of the ice bucket. Also high visibility in bottle shop environment. No wastage, bottles are still in market and every one will be consumed.



50 x A-Frame Chalkboard Signs



500 x Cabinet Framing Stickers



1,000 Mini Chalkboards



100 A-frame stands

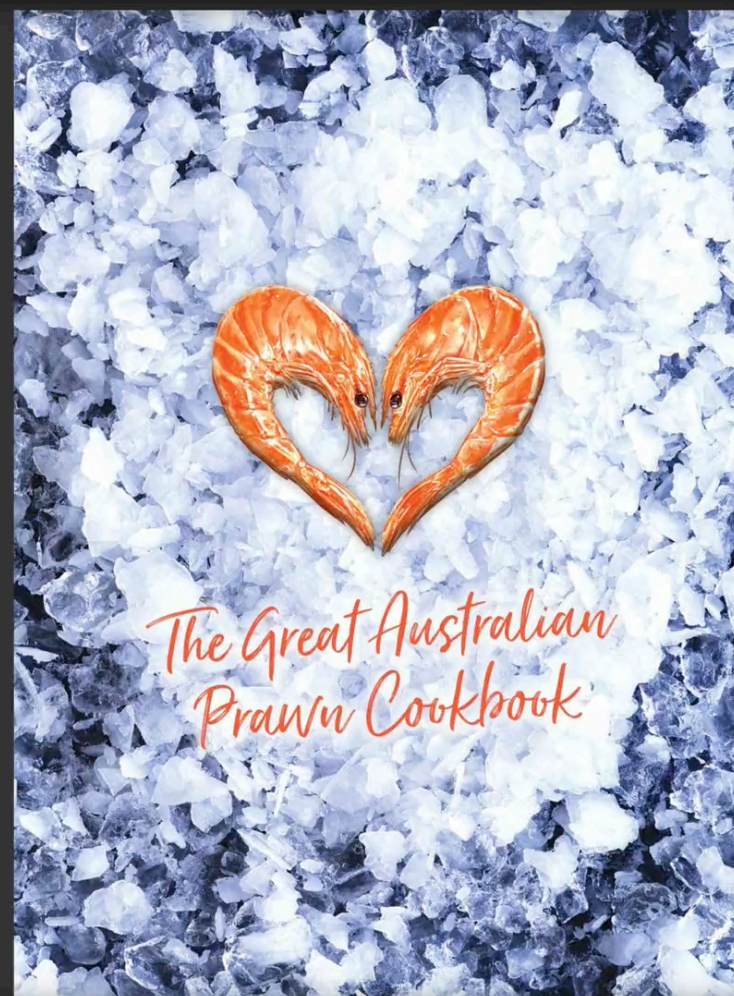


Retailer Merch /Kit



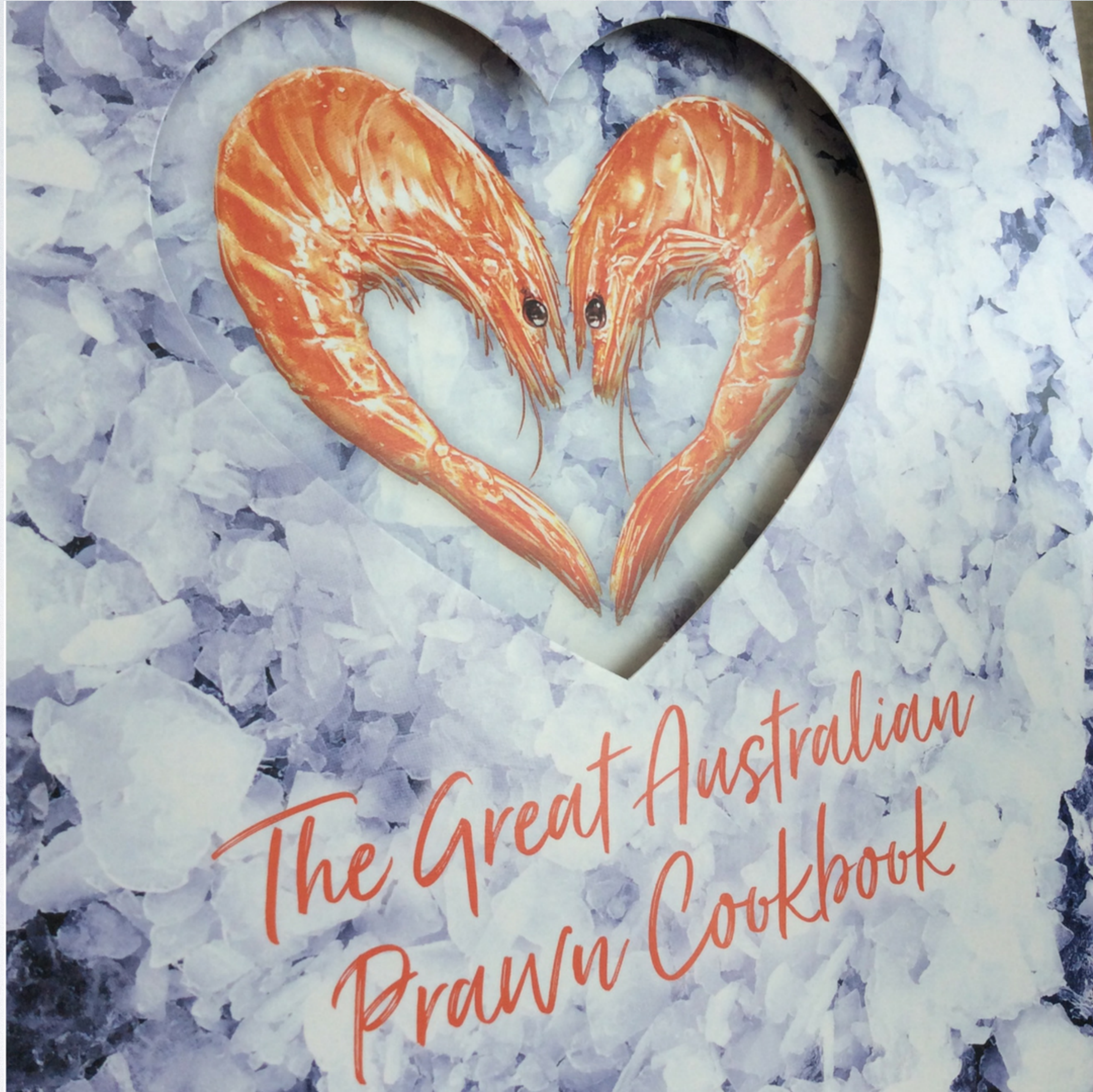
The Great Australian Prawn Cookbook

The Great Australian Prawn Cookbook.



\$11.95 with free delivery in Australia

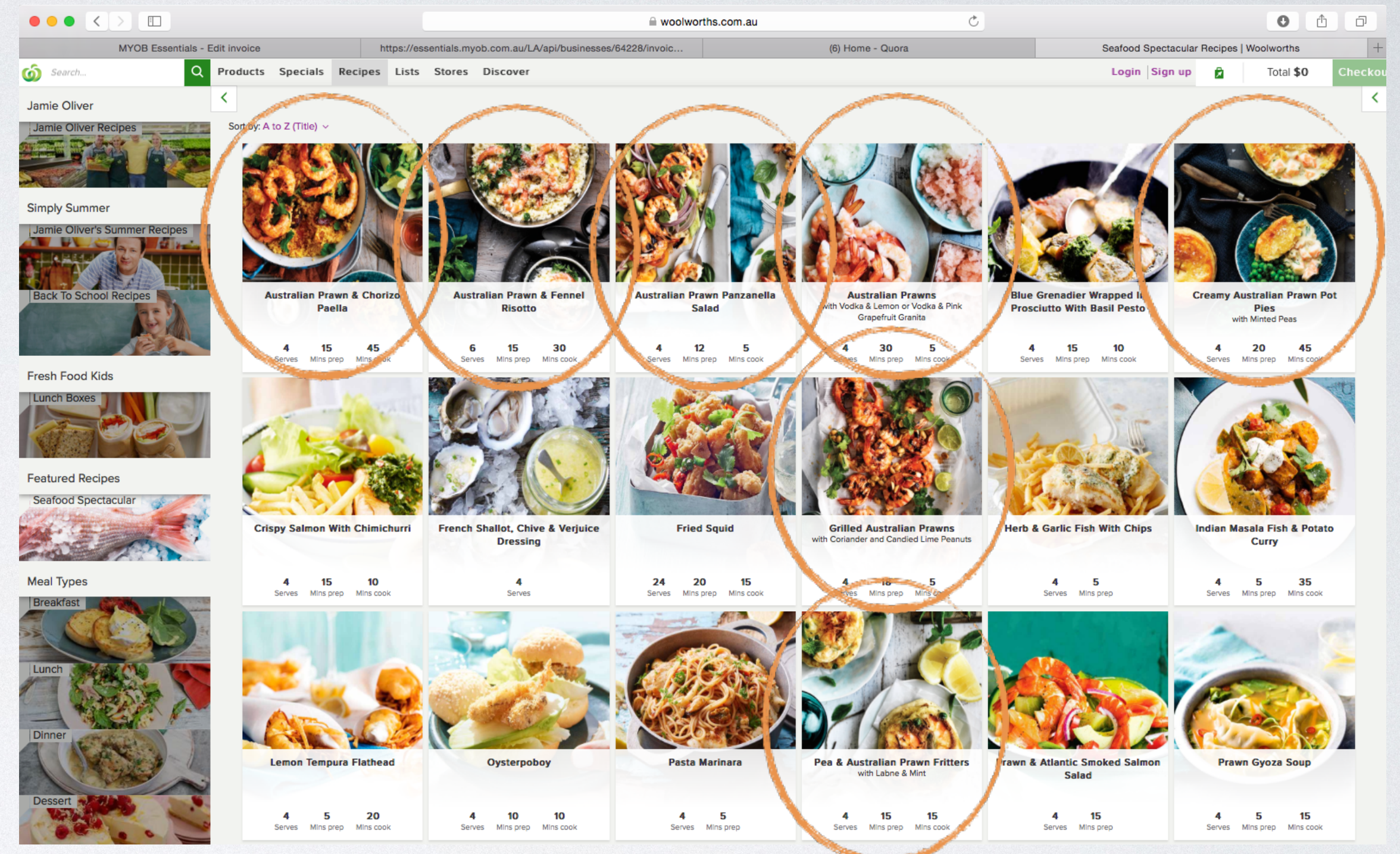
[Click to View Book](#)



2,800 Ticket toppers. 1800 for Woolworths. 1,000 to LAP store.



CATALOGUE AND ONLINE SUPPORT



The use of the Love Australian Prawns logo in catalogue has created a 20% brand awareness (in a national survey of 2,000 consumers nationwide).

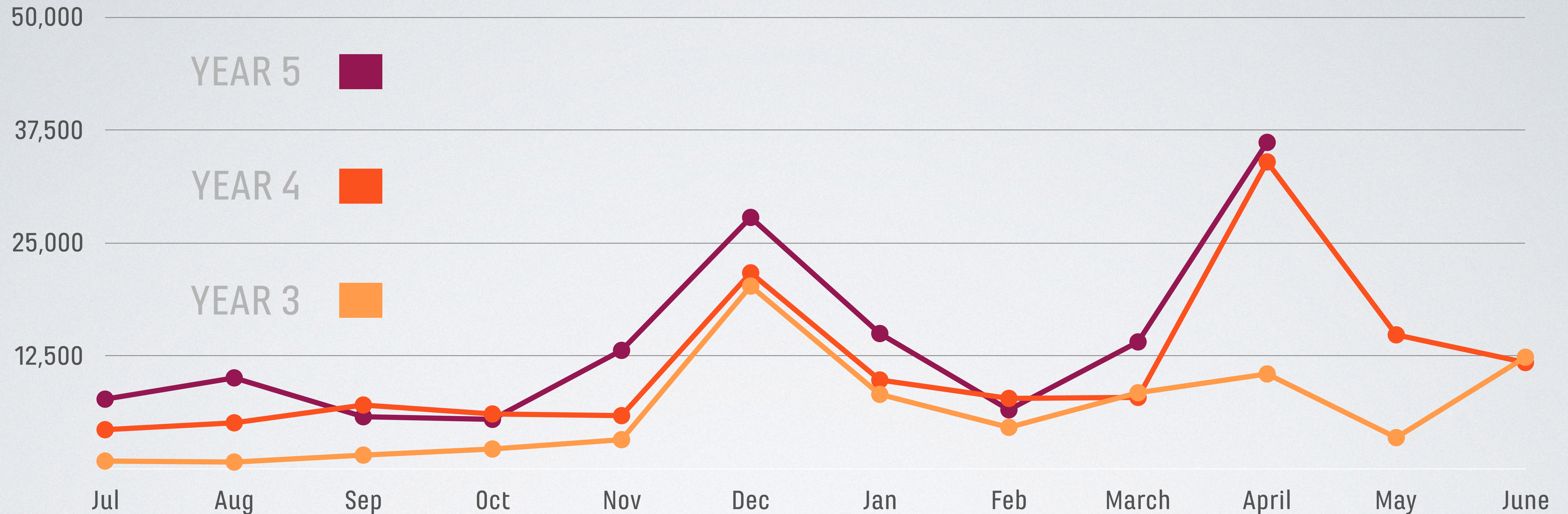
Deck of Hearts

Staff education for handling, merchandising
Seasonal recipe suggestions.

Prawn Planner concept
Approx Size 72.5mm x 125mm
Sleeve plus 12 content pages



L.A.P Website Traffic (Unique visitors/month)



Calendar Year	Unique Visitors	Total Visits
2015	29,520	38,918
2016	88,039	121,799

Calendar Year	Unique Visitors	Total Visits
2017	167,456	246,914
2018 YTD	71,369	103,164

LAP recipe book downloads

Recipe Book Downloads	2015	2016	2017	2018 TO DATE	Total	Promo Spend per download
Bucket List - 18 Prawn Sauces to die for. Released Nov 2017. Spend \$470			3,052	4,787	7,839	\$0.060
Original LAP Digital cookbook 21 Recipes [\$6500 6 Months in 2016] + in store collateral promo 2015/16	357	11,584	23,128	7,788	42,857	\$0.152
6 Spring Sauces [\$1,000 1 month Sept 2016]		3,414	3,263	982	7,659	\$0.131
Endless Summer - 50 Recipe Cookbook [In-store POS QR codes and posters. No promo \$		59	7,716	1,993	9,768	0
Prawnucopia [\$777] 840 Link Clicks in 2 Weeks		2,094	3,585	982	6,661	\$0.117
2017 Summer [\$300 2 weeks End Feb]		36	1,110	251	1,397	\$0.215
Spring Cookbook No Promo \$		15	456	201	672	0
Winter Cookbook \$3,000 2017		11	14,177	4,878	19,066	\$0.157
Total	357	17,213	56,487	21,862	95,919	\$0.109

Consumer Promo assets ready for year 6





Christmas In July



1. Rolled turkey breast with prawn mousse filling and creamy brandy egg nog sauce

INGREDIENTS

- 1kg turkey breast
- 200g cream cheese
- 200g prawn mousse
- 100g cream cheese
- 100g brandy egg nog
- 100g cream cheese
- 100g brandy egg nog
- 100g cream cheese
- 100g brandy egg nog

METHOD

Preheat oven to 200°C. Roll turkey breast, prawn mousse, cream cheese, brandy egg nog and cream cheese into a log. Roll in flour and oil. Roast for 1 hour 15 mins. Serve with roasted potatoes and brandy egg nog sauce.



2. Prawn cocktail sandwich

INGREDIENTS

- 1kg prawns
- 1kg chicken breast
- 1kg chicken breast
- 1kg chicken breast
- 1kg chicken breast
- 1kg chicken breast

METHOD

Preheat oven to 200°C. Roast prawns, chicken breast, chicken breast, chicken breast, chicken breast, chicken breast. Serve with a small bowl of green sauce.



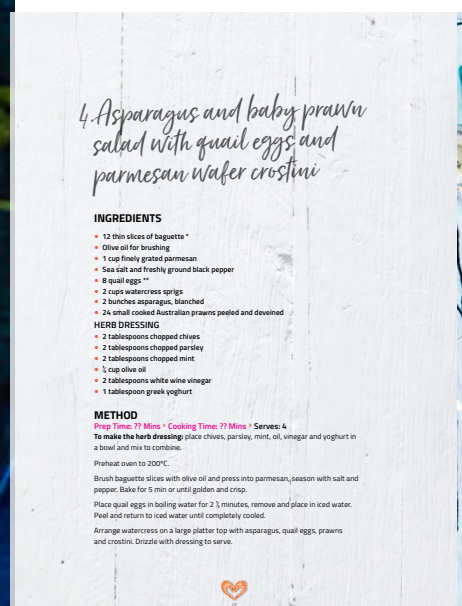
3. Prawns wrapped in prosciutto, skewered and grilled, served with lemon wedges

INGREDIENTS

- 1kg prawns
- 1kg prawns
- 1kg prawns
- 1kg prawns
- 1kg prawns
- 1kg prawns

METHOD

Preheat oven to 200°C. Skewer prawns, wrap in prosciutto, skewer, skewer, skewer, skewer, skewer. Serve with lemon wedges and a small bowl of green sauce.



4. Asparagus and baby prawn salad with quail eggs and parmesan wafer crostini

INGREDIENTS

- 1kg asparagus
- 1kg asparagus
- 1kg asparagus
- 1kg asparagus
- 1kg asparagus
- 1kg asparagus

METHOD

Preheat oven to 200°C. Roast asparagus, prawns, quail eggs, parmesan, parmesan, parmesan. Serve with a small bowl of green sauce.

Spring Racing



Beginner - Prawn and cheese platter



Intermediate - super simple French bread, rocket and prawns.



Advanced - pickled prawns platter



*Around-the-world in
5 prawn sandwiches*

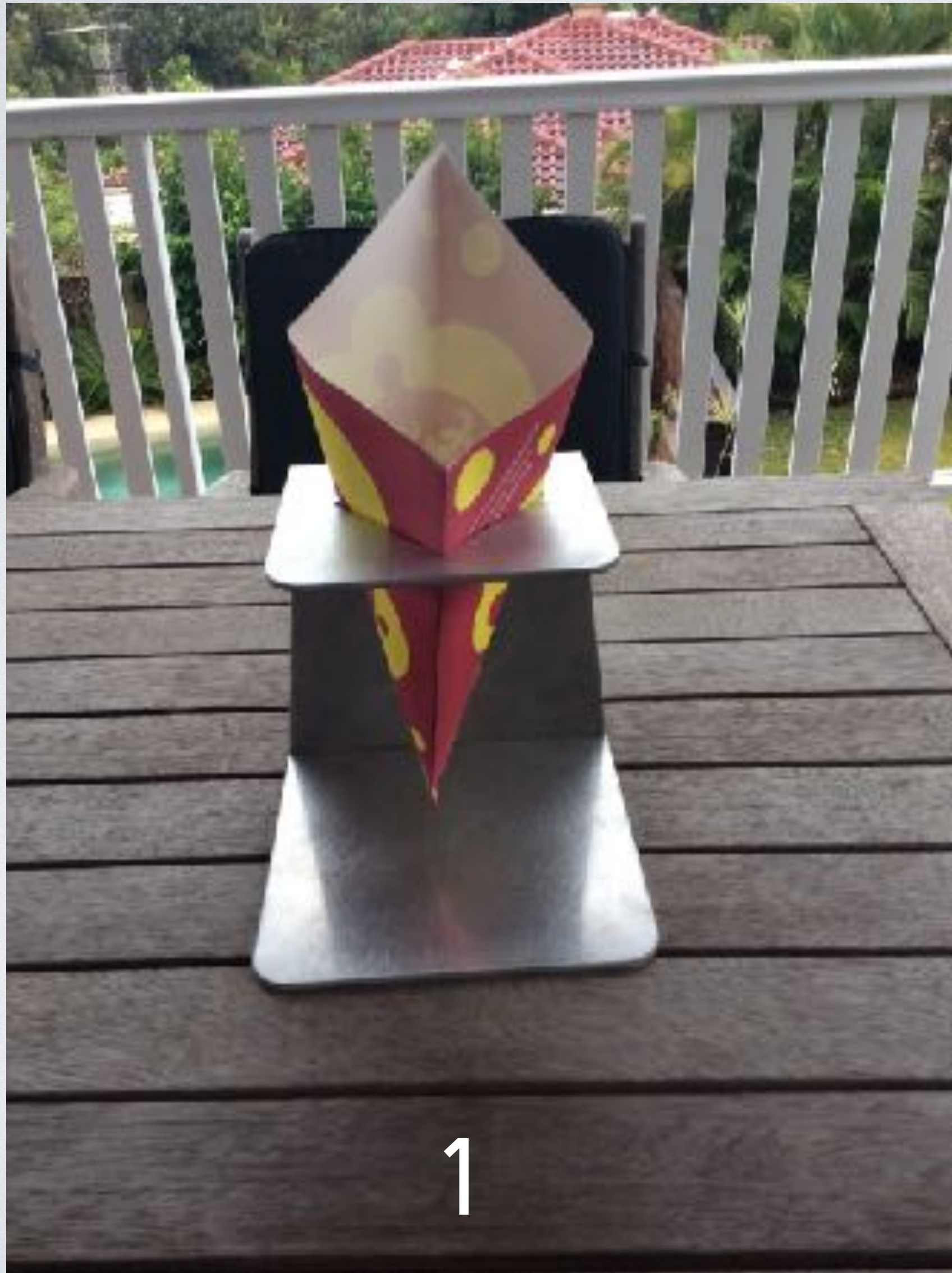
LAP Branded Prawn Bucket for Food Service Promotion

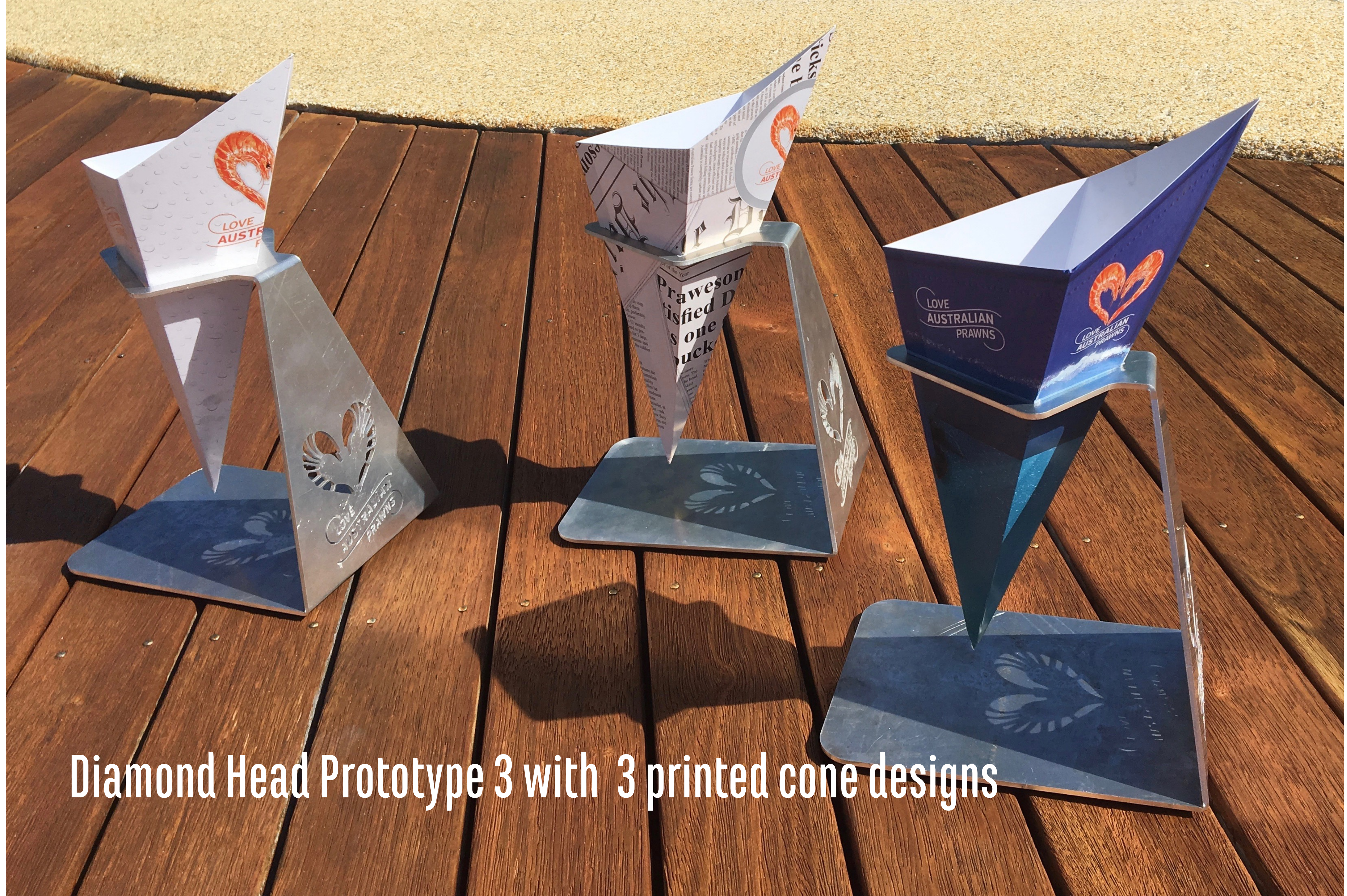


Initial designs and bucket sample
Food safety meant no folds, seams, rivets.



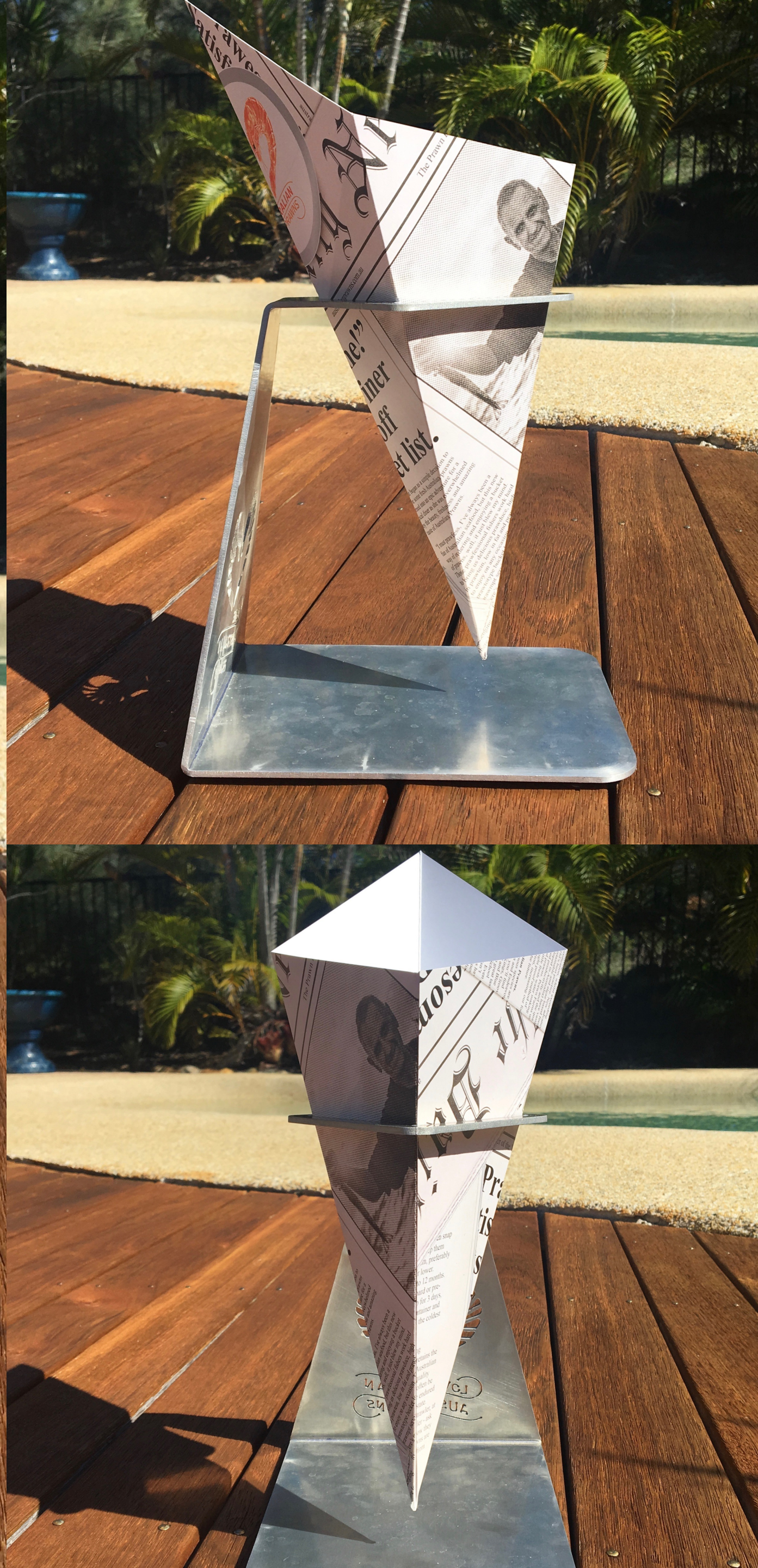
Prototypes 1 (brutal) and 2 (diamond head).





Diamond Head Prototype 3 with 3 printed cone designs











Collateral to not only help venue promote buckets
But proudly show they sell Australian.



Supermarkets 2018

Combining simple luscious images and easy to watch how-to videos and recipes.
(Got an Iphone - just point your camera at the code, no app required)





LOVE
AUSTRALIAN
PRAWNS

Neil Moretto

Neil has been in the Fish-X incubator program (an FRDC initiative) for the last six months, testing various new business models, packaging types, fillet sizes and branding desirability and gathering evidence from customers, stakeholders such as fishers, distributors, retailers and restaurateurs to reposition “wild caught” as a premium product that will yield consistent higher return over competitive products and reposition ourselves in the market. To establish a sustainable premium is his challenge.

Wild Gulf BARRAMUNDI

PREMIUM WILD CAUGHT BARRAMUNDI

NEIL MORETTO

Company - Lenrex Seafood Marketers
Secretary for Qld Seafood Marketers Assoc.
Member of Queensland Seafood Industry Australia
and strong advocate for wild catch fishers



Challenge

To establish a sustainable premium for 'wild caught'
Barramundi

Problem

The logo for Wild Gulf Barramundi, featuring the words "Wild Gulf" in a large, bold, sans-serif font, with "BARRAMUNDI" in a smaller, all-caps, sans-serif font directly below it.

- LOSS OF IDENTITY
 - Wild caught Barramundi is a premium in quality compared to its competitors.
- FISHERS ARE PRICE TAKERS
 - Fishers need to be become price setters
- CURRENT PACKAGING DOESN'T MEET THE NEED
 - Consumers, Chefs, Retailers want the product in specific formats
- LOW VALUE ADD LINKS IN THE SUPPLY CHAIN
 - Supply chain innovation is here and needs to be considered

Solution

- BRING BACK FLAVOUR!
 - A brand of taste, texture, freshness, sustainability & provenance.
- DEVELOP THE PRODUCT TO BE MARKET-SPECIFIC
 - Listen to the needs of our market.
- BRING FISHER AND CONSUMER TOGETHER
 - Optimise the supply chain - Partner with key players

A Strong Wild Caught brand partnered with direct access to the markets.

Wild Gulf
BARRAMUNDI

*"THE VALUE WILD CAUGHT
BARRAMUNDI BRINGS TO MY
RESTAURANT IS FLAVOUR. VALUE
OF A CONSISTENT SUPPLY FROM
A TRUSTED SOURCE. IT'S A STORY
IN ITSELF AND WE PROMOTE
THIS TO OUR CUSTOMERS"*

JOHN OMEROS -OMEROS BROS
SEAFOOD REST

A Course Forward

Wild Gulf
BARRAMUNDI

- An engaged community of fishers and buyers
- A marketing collective
- A packaging solution
- A trading platform
- Picture Branded Wild Caught Barramundi packaged the way chefs want it with a 30% premium price tag

"NO COMPARISON WHEN IT COMES TO TASTE AND TEXTURE OF WILD CAUGHT BARRAMUNDI"

JACQUES - BARNACLE BILLS SEAFOOD REST

The Value of Wild Caught Barramundi

Wild Gulf
BARRAMUNDI

30% MORE VALUE BACK TO THE FISHER
drawing a direct line from net to plate.

THIS MAKES FOR
A MORE VALUABLE FISHERY.

