



# Australian wild BARRAMUNDI

## Wild Barramundi: Capturing the plates, hearts and minds of the consumers

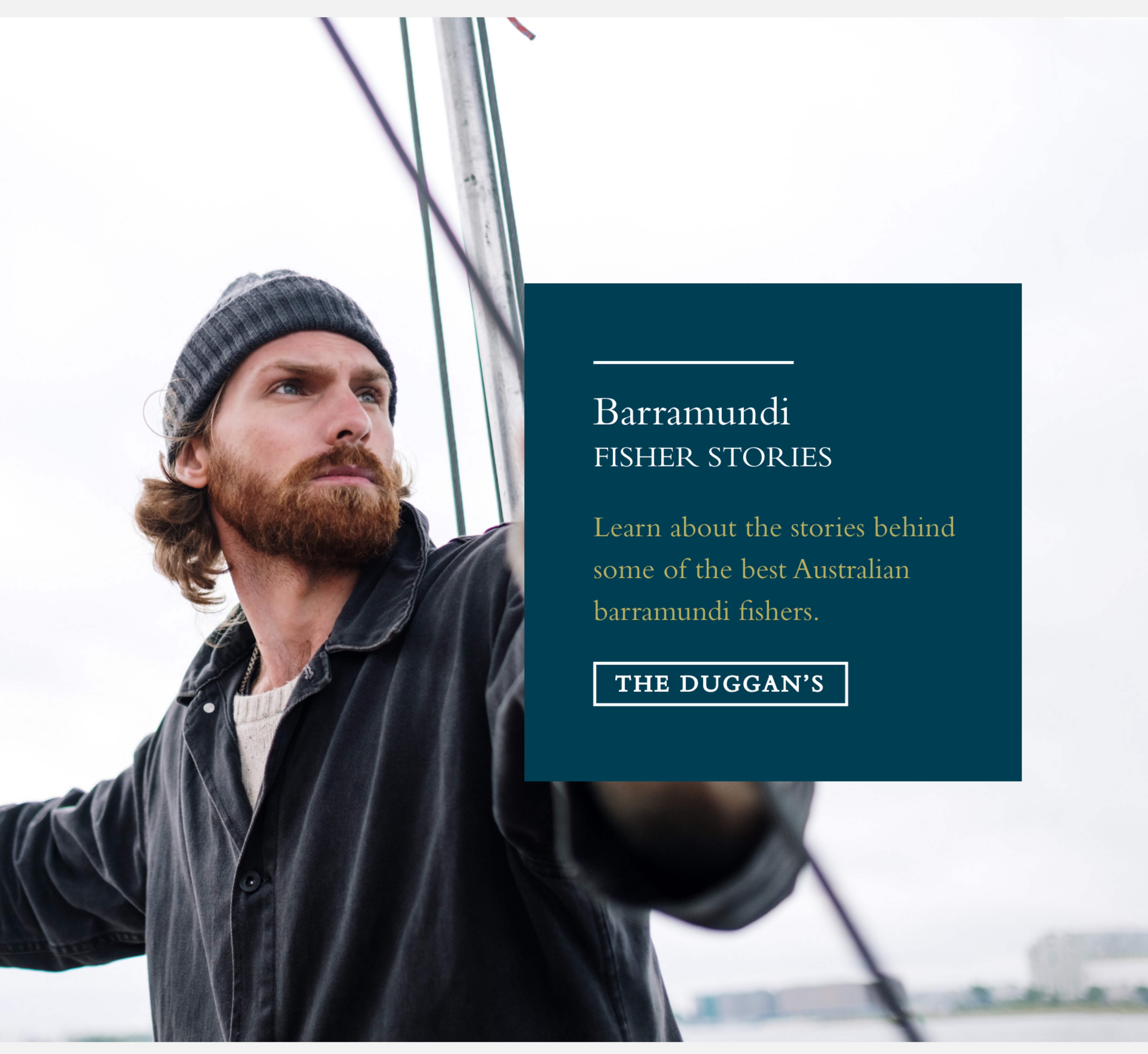
Fisheries R&D Corporation have funded this project to help Australian wild barramundi fishers grow their market and profitability through identifying opportunities and barriers for increasing the demand for Australian wild barramundi.

Research, tools and exclusive invites to open-table events are available to Australian wild barramundi fishers.

This project is led by Honey & Fox, a market development company who help fishers, farmers and small food businesses find and grow profitable markets, in collaboration with Curtin University and the University of the Sunshine Coast.



[FIND OUT MORE](#)



## Barramundi FISHER STORIES

Learn about the stories behind some of the best Australian barramundi fishers.

[THE DUGGAN'S](#)



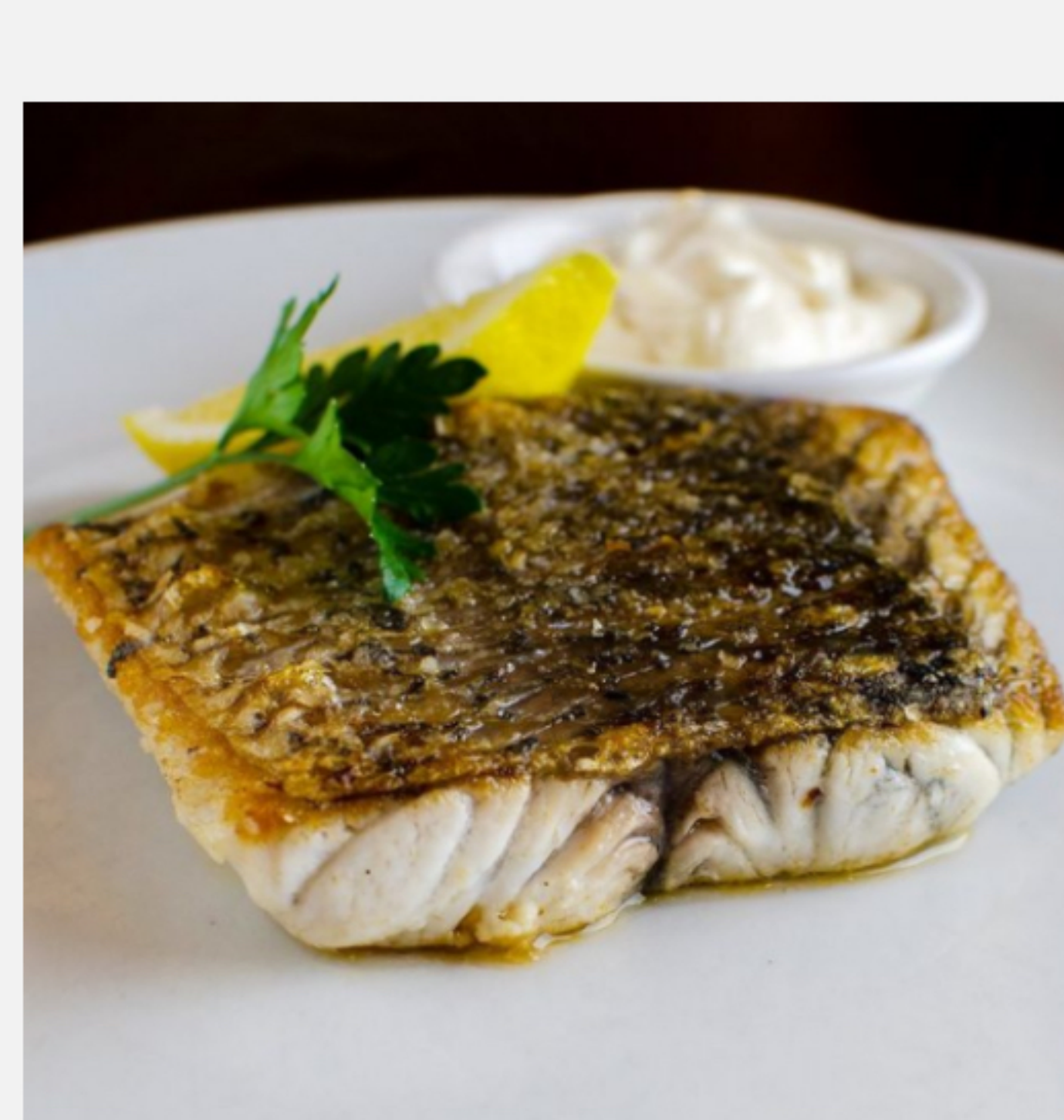
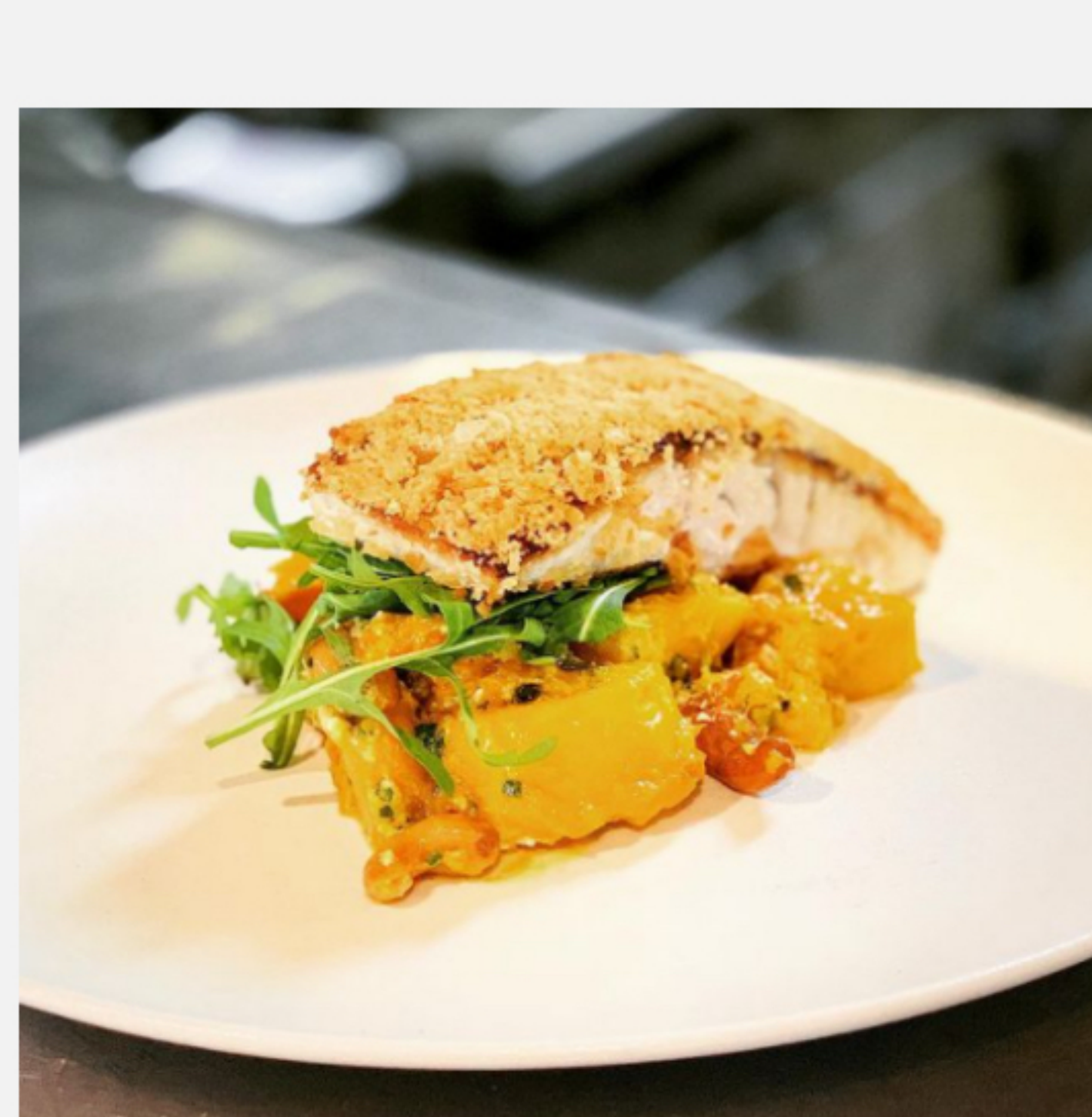
## Cook with WILD BARRAMUNDI

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

[ALL RECIPES](#)



Whole smoked Barramundi



## Barramundi WORKSHOPS

Register for the Wild Barramundi Market Improvement Workshops

[FIND OUT MORE](#)

[Workshop resources](#) →

[LOGIN](#)

[CREATE AN ACCOUNT](#)



# About us

## Wild Barramundi PROJECT OVERVIEW

This project was created to help Australian wild barramundi fishers grow their market and increase their profitability.

It was identified that demand for wild caught barramundi could be increased through meeting the needs of the foodservice and hospitality market sectors. What does this mean? It means that engaging chefs and restaurants has the potential to be a powerful starting point to educate consumers and change their perception of the value of Australian wild caught barramundi.

Extensive research was done by Honey & Fox, with findings available direct to fishers like you to help evolve your business.



## Barramundi market hospitality RESEARCH

Over the course of the year, Honey & Fox:

- Engaged a wide range of stakeholders to understand the environment in which the wild barramundi industry is operating.
- Talked to wild barramundi fishers in Queensland and Northern Territory about current supply chains, their market knowledge, and the perceived main barriers and drivers for market development within the food service and hospitality sectors.
- Talked to the food service industry throughout Australia to identify trends, levels of knowledge about wild barramundi, opportunities, and perceived barriers and drivers of market development.
- Commenced nutritional, compositional and shelf-life analysis of wild barramundi products.

## Project Team

This project is funded by the Fisheries R&D Corporation and led by Honey and Fox Pty Ltd in collaboration with Curtin University and the University of the Sunshine Coast.



## Resources

A few of the resources available to you include:

- Insights into the drivers and barriers in demand for wild caught barramundi across the different industry sectors.
- New packaging, presentation and quality opportunities to improve market share for wild caught barramundi.
- Resources that can be used by barramundi fishers to develop, trial and evaluate new product packaging formats, product presentation and quality requirements targeting the needs of the food service and hospitality sectors.

[EXPLORE FISHER RESOURCES](#)



## Capturing the plates of consumers

Australian Wild Barramundi graces the tables of top restaurants around the world.

[EXPLORE RECIPES](#)



*Wild caught Barramundi is generally a salt water fish and has a much firmer flakier flesh*

## Barramundi Product Overview



**Texture:**  
Medium to Firm Large Flakes



**Edible:**  
Fillets - 45-50% from whole Barramundi



**Flavour:**  
Mild. Small Barramundi have a lighter flavour than larger fish



## Barramundi Recipes



Pinot Grigio

I'm looking for...

SEARCH



Steam, deep-fry, pan-fry, bake, grill or barbecue

Filter by category

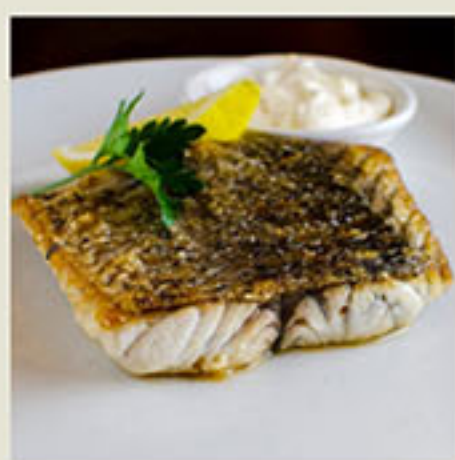


Asian greens, chilli, fresh herbs,



**DINNER**

Macadamia crusted barramundi



**DINNER**

Grilled fresh barramundi



**DINNER**

Wood fire grilled barramundi



**LUNCH**

Barramundi with peas



**LUNCH**

Herb dressed barramundi



**DINNER**

Barramundi with lemon & herbs



Australian Wild BARRAMUNDI

[info@australianwildbarramundi.com.au](mailto:info@australianwildbarramundi.com.au)

This project is funded by the Fisheries R&D Corporation and led by Honey and Fox Pty Ltd in collaboration with Curtin University and the University of the Sunshine Coast. For more information about the project please contact Honey & Fox Pty Ltd team@honeyandfox.com.au

About  
Events  
Resources  
Chefs  
Fishers  
Contact

STAY UP TO DATE





### Desktop Audit

A research document including the most up to date online information on Australian Wild Barramundi

READ MORE



### Workshop Resources

Explore our fisher resources available from the workshop

READ MORE



### Barramundi Facts

Fun facts you might not have known about Australian Wild Barramundi

READ MORE

## Resources

Create an account and log in below to access the exclusive resources for Australian wild barramundi fishers.

### LOGIN

Email

Password

### CREATE AN ACCOUNT

NAME \*

EMAIL \*

COMPANY

MESSAGE

SEND

## Resources

A few of the resources available to you include:



Insights into the drivers and barriers in demand for wild caught barramundi across the different industry sectors.



New packaging, presentation and quality opportunities to improve market share for wild caught barramundi.



Resources that can be used by barramundi fishers to develop, trial and evaluate new product packaging formats, product presentation and quality requirements targeting the needs of the food service and hospitality sectors.

EXPLORE FISHER RESOURCES



Australian Wild  
BARRAMUNDI

info@australianwildbarramundi.com.au

This project is funded by the Fisheries R&D Corporation and led by Honey and Fox Pty Ltd in collaboration with Curtin University and the University of the Sunshine Coast. For more information about the project please contact Honey & Fox Pty Ltd [team@honevandfox.com.au](mailto:team@honevandfox.com.au)

About  
Events  
Resources  
Chefs  
Fishers  
Contact

STAY UP TO DATE





## Barramundi from the Northern shores to your plates

We pride ourselves on everything we do, from long journeys at sea, to mastering that premium catch to share on our tables with you all.

From the Duggan's

### Barramundi Specifications

The annual commercial barramundi fishing season in the Northern Territory (NT) is from 1 February to 30 September.

Barramundi can grow up to 150 Cm in size and 60Kg in weight, but are typically marketed up to 120 cm and 0.5 to 10kg in weight

Habitat: Saltwater, estuarine and freshwater after spawning in saltwater, juvenile barramundi migrate into tidal creeks and then disperse over inundated floodplains.



Feb - Sept

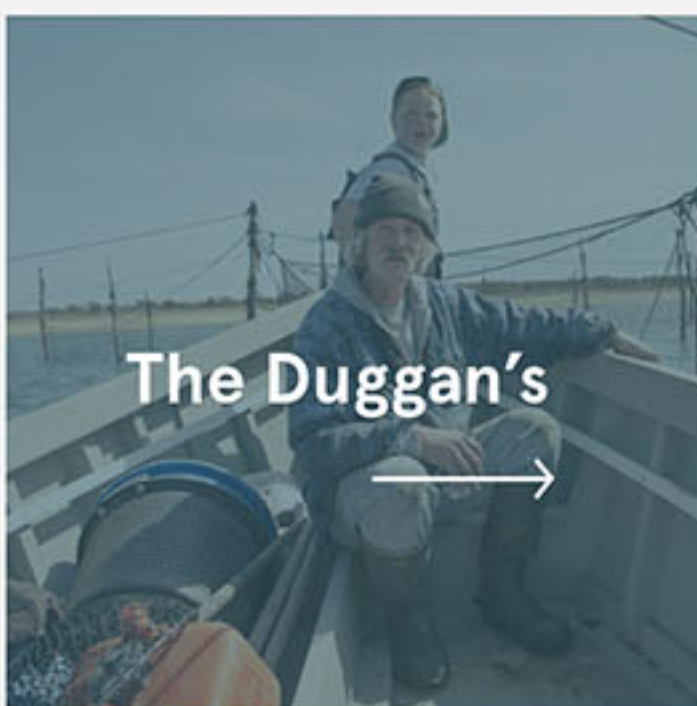


150cm/60kg



Saltwater habitat

### Our barramundi fishers



### Where we fish Barramundi

Australian Wild Barramundi stocks lie across Western Australian, the Northern Territory and Queensland, in particular in the southern Gulf of Capentaria sea region.



Australian Wild BARRAMUNDI

[info@australianwildbarramundi.com.au](mailto:info@australianwildbarramundi.com.au)

This project is funded by the Fisheries R&D Corporation and led by Honey and Fox Pty Ltd in collaboration with Curtin University and the University of the Sunshine Coast. For more information about the project please contact Honey & Fox Pty Ltd [spams@honeyandfox.com.au](mailto:spams@honeyandfox.com.au)

About  
Events  
Resources  
Chefs  
Fishers  
Contact

STAY UP TO DATE

