

SIGN UP FOR
PROJECT UPDATES →

This website is for communicating progress in developing and improving markets for Australian wild-caught Barramundi.

Getting Australian Wild Barramundi back on the plates and in the hearts and minds of consumers

Australians love their Barramundi!

Despite consistent and growing demand for this product, prices to fishers hit an unexpected all-time low in 2018. While prices have somewhat recovered, there is still a need to better understand and deliver on the foodservice and hospitality industries’ premium product expectations. This is what the project is all about.

Information about project activities, research findings, and project resources to help fishers understand the market needs from a wild-caught Barramundi product and how to deliver on those expectations is available here.

PROJECT RESOURCES



Project updates

A newsletter update about the project and Barramundi news

SIGN UP

Wild Barramundi Project Aims & Objectives

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Listen to our feature on the
ABC news audio

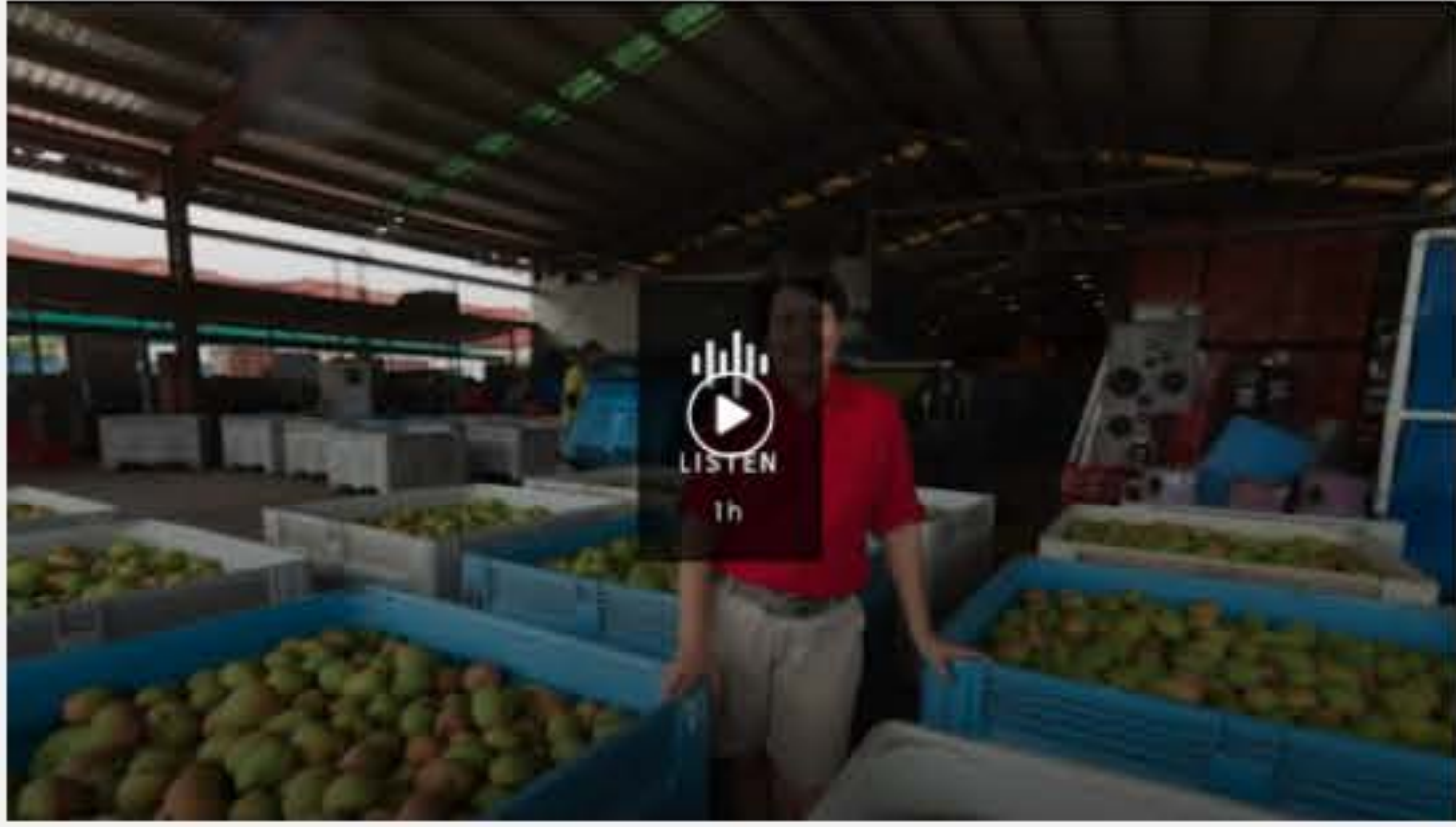


Image Source - Wild Barra Fisheries

This project aims to understand and deliver on the premium product expectations of the food service and hospitality industry including fish and chip shops, takeaways, cafe/coffee shops, catering, functions and events, pubs and clubs, restaurants, cruise ships/airlines and resorts.

The objectives for the project are:

- To research the food service and hospitality sectors to gain insights into the drivers and barriers in demand for wild caught barramundi across the different industry
- To document new packaging, presentation and quality requirements needed in order to improve market share for wild caught barramundi
- To identify and document 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
- To develop and extend a wild barramundi market development and positioning strategy

EXPLORE

TALK

IDENTIFY

SUPPORT

STRATEGISE

Team



Dr Joanne Freeman
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in



Jayne Gallagher
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Industry Partners



Australian Wild
BARRAMUNDI
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This project "investigate changes in acceptance of wild caught Barramundi in the foodservice and hospitality market sectors" is supported by funding from the [FRDC](#) on behalf of the Australian Government.

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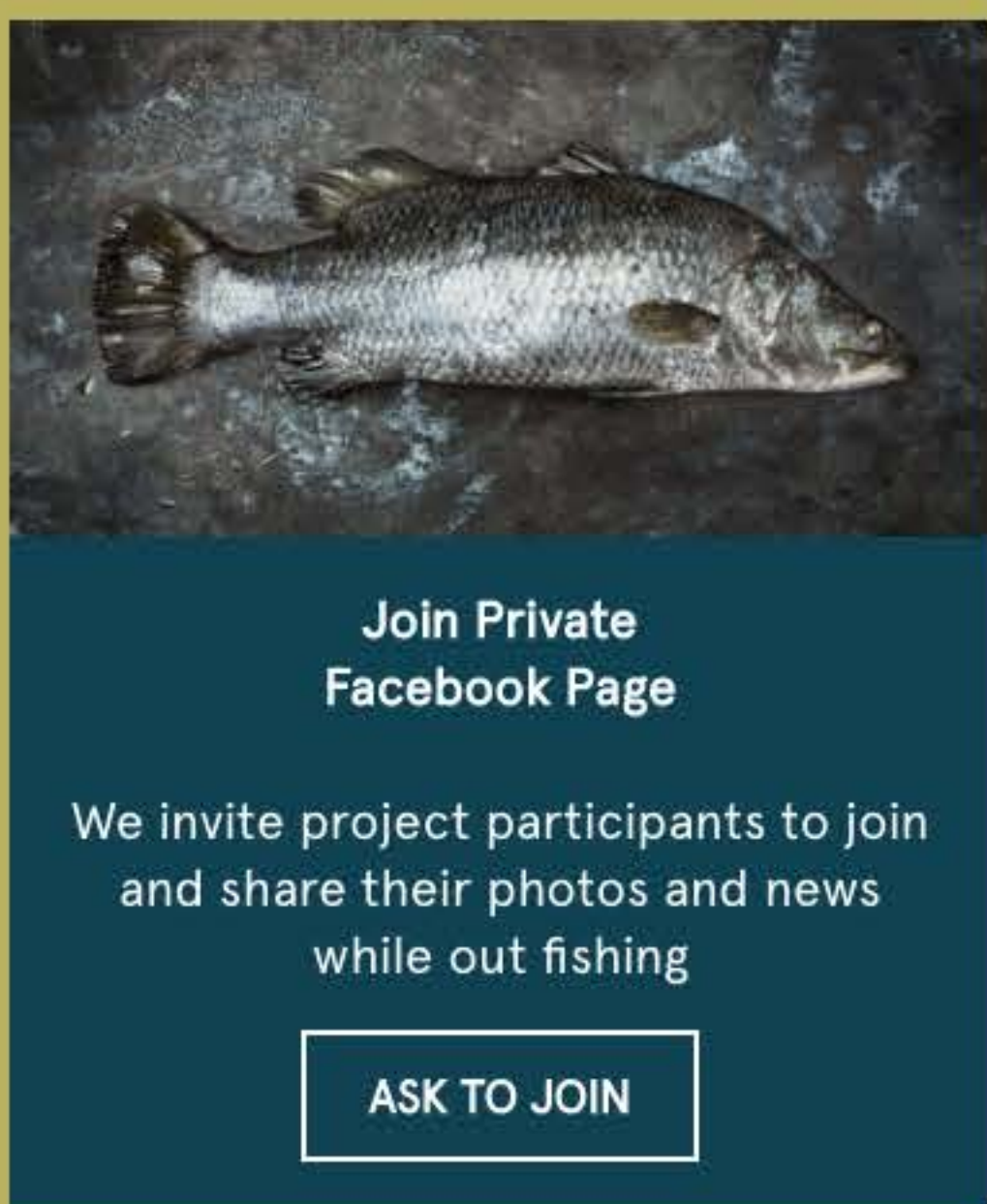
Project Resources

On this page you will find summaries as well as full reports. To open the resource you are interested in, simply click on the tile below and the document will open in a new window.

Summaries

Full Reports

Useful Resources



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Latest Resource

November 2021 Strategy Workshops - Project Resources

November 2021 Strategy Workshops

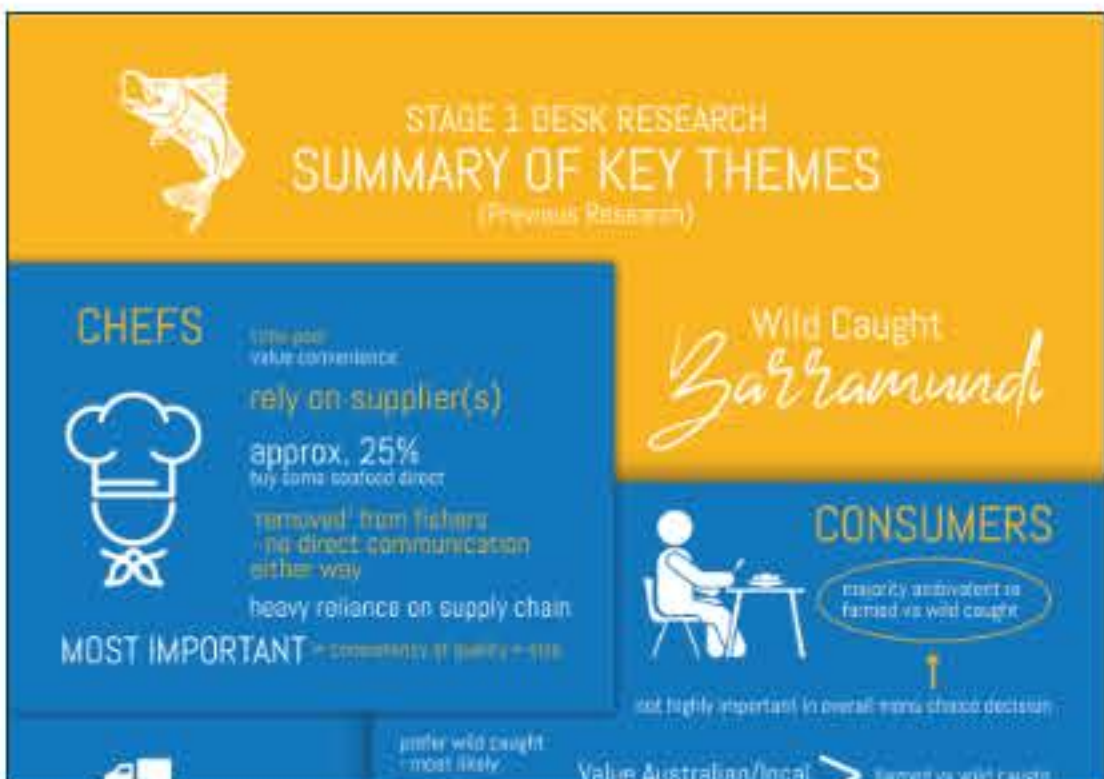
Summaries



Project Overview →



Project Team →



Desktop Research →



Fisher Interviews →



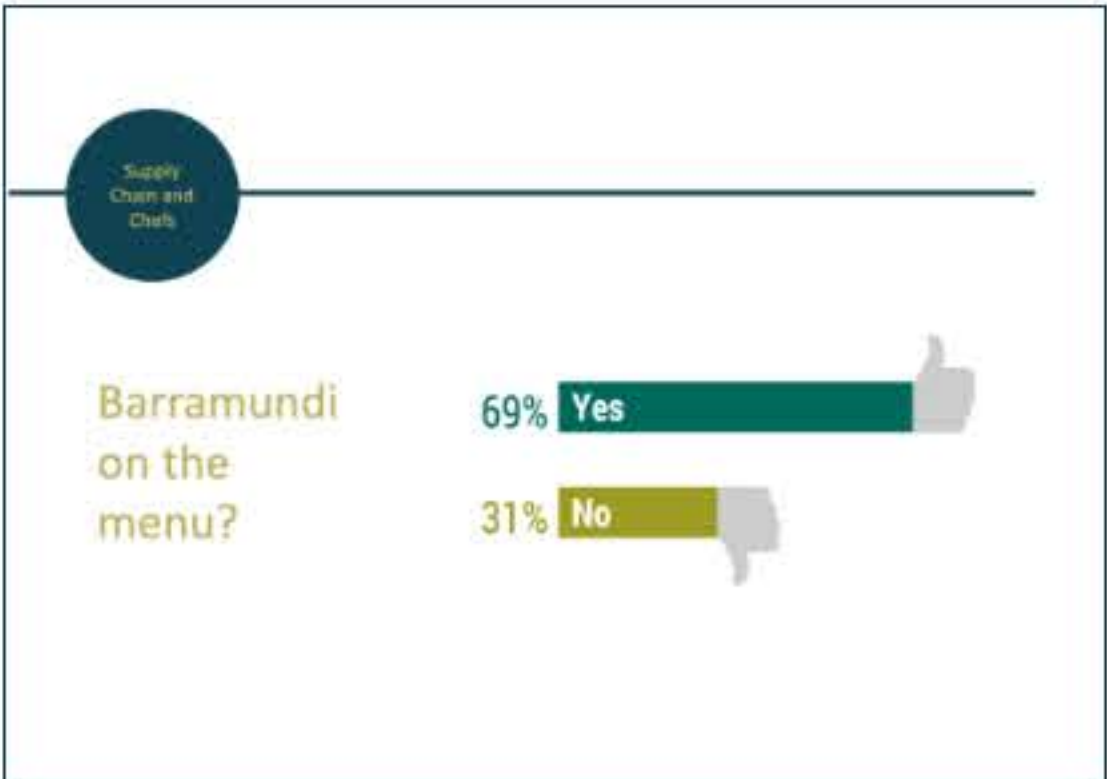
Food Service Interviews →



Chef Survey Results →



Desktop Review Food Service Websites →



Comparing supply chain and chef findings →



NEXT STEPS... →

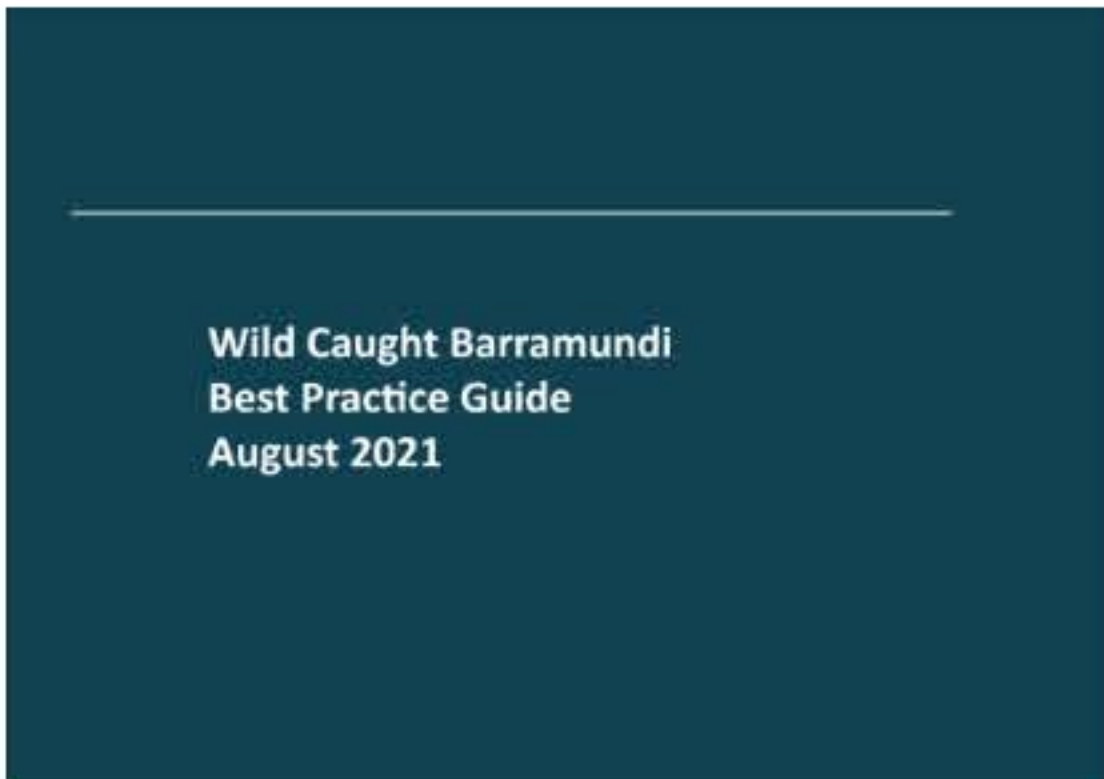
Full reports



November 2021 Strategy Workshops →



Frozen Barramundi Fillets Specification Draft for Industry Review →



Wild Caught Barramundi Best Practice Guide - August 2021 →



Whole Chilled Barramundi Specification Draft for Industry Review →



Fishers Interview Report →



Full powerpoint Jan 21 workshop →



Full powerpoint Curtin University Quality Comparison →



Full powerpoint Curtin University Quality Considerations →



Desktop Research Report →

Useful Resources



FRDC 2018 Community Perceptions Australian Seafood Summary Report →



FRDC 2019 Unpacking Seafood Experience Report →



NTSC Consumer Survey 2015 Report →



NTSC Consumer Survey 2019 Report →



Seafood Omnibus Research Report 2015 →

Contact Us

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For further information on the project and regular updates, contact our team

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