



# Honey & Fox

## Supply chain partner

**Project: Investigating changes in acceptance of wild caught barramundi in foodservice and hospitality sectors**

Name of business:

Type of business: Retail/Wholesale

Location of business: Cairns

Name of participant: Max Pantacchini

Position: Owner

What fish do you handle?

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Who are your main customers?

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What is the most popular finfish product that you handle? Why do you think it is the most popular?

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What are the three most important factors (with 1 being the most important) you consider when purchasing fish?

1	
2	
3	

What does quality mean to you in relation to WILD CAUGHT barramundi?

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Can you describe your ideal piece of barramundi?

Have you noticed any changes over time in your customers preferences regarding barramundi?

What type of barramundi do you currently stock (in %)?

- Wild caught in Australia. What %?
- Imported farmed. What %?
- Australian farmed (from which state?). What %?

In what form(s) do you purchase your WILD CAUGHT barramundi?

- \_\_\_\_\_ % fresh whole fish
- \_\_\_\_\_ % frozen whole fish
- \_\_\_\_\_ % fresh fillets
- \_\_\_\_\_ % frozen fillets
- \_\_\_\_\_ % other, please specify

What do you think could be improved with the WILD CAUGHT barramundi you are purchasing?

How important is the provenance or origin of the WILD CAUGHT barramundi to you?

- Not at all important
- Little importance
- Somewhat important
- Important
- Very important

When you purchase WILD CAUGHT barramundi, how certain are you of its provenance/origin?

- Definitely not certain
- Probably not certain
- Unsure
- Probably certain
- Definitely certain

We would like to know how you think “storytelling” as part of YOUR PRODUCT offering would be received by your customers.

If you were speaking to a WILD CAUGHT barramundi fisher, what would you ask? What would you want to know?

What is your ideal weight for a WHOLE WILD CAUGHT barramundi fish (to be sold whole) to be used in your establishment?

- <800g
- 800-1.2kg
- 1.2-2kg
- >2kg

What is your ideal weight for a whole WILD CAUGHT barramundi fish (to be sold as FILLETS) to be used in your establishment?

- <800g
- 800-1.2kg
- 1.2-2kg
- >2kg

What type of packaging would you prefer the whole fish to come in?

How much are you willing to pay per kg of whole WILD CAUGHT Australian barramundi of good quality?

Would you prefer the fillets to come fresh or frozen?

- Fresh chilled
- Frozen

Would you prefer the skin on or off the fillet?

- Skin on
- Skin off

What do you think is a reasonable portion size/serving size for a WILD CAUGHT barramundi fillet?

- 120g
- 150g
- 180g
- >200g

What type of packaging would you prefer the fillets to come in?

How many fillets would you like to come in each package?

Approximately how much are you willing to pay per kg for Australian WILD CAUGHT barramundi fillets?

Is sustainable packaging important to you?

- Not at all important
- Little importance
- Somewhat important
- Important
- Very important

When deciding who/where to purchase from how important is sustainability certification to you?

- Not at all important
- Little importance
- Somewhat important
- Important
- Very important

*Thank you for your comments, thoughts and input regarding wild barramundi.*