



Honey & Fox

Survey for Chefs

Thank you for agreeing to participate in this research. The aim of this project is to enable the Australian wild caught barramundi sector to better understand industry demands for wild caught barramundi and as a result adapt and develop strategies to ensure the sector is meeting these needs.

Ethical considerations are important to us. This research is confidential, and you and your restaurant will not be identified in any reports generated from this project.

ABOUT YOU AND YOUR BUSINESS

Date	
Name of restaurant	
Chef name	
Years in position	
Location	

Do you use seasonal food on your menu? Why/why not?

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Who/where do you purchase your seafood from?

- ☐ Auction ☐ Wholesaler
☐ Direct from fisher ☐ Retailer ☐ Other

What are the 3 most important factors (1 being the most important) you consider when purchasing seafood?

1	
2	
3	

Can you describe your ideal piece of barramundi?

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Do you currently offer barramundi on your menu? YES/NO

If no, can you tell us why?

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If yes, what barramundi do you purchase?

☐ Farmed ☐ Wild ☐ Imported ☐ Don't know

When is the best time of the year to get the best quality barramundi?

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What format/s do you normally purchase?

☐ Whole fish chilled ☐ Fillets chilled ☐ Other (eg wings, bladders) chilled
☐ Whole fish frozen ☐ Fillets frozen ☐ Other (eg wings, bladders) frozen

What is your ideal weight for a WHOLE WILD CAUGHT barramundi fish to be used in your restaurant?

☐ <800g ☐ 800-1.2kg ☐ 1.2-2kg ☐ >2kg

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

☐ 120g ☐ 150g ☐ 180g ☐ >200g

Is sustainable packaging important to you?

Not at all important			Extremely Important	
1	2	3	4	5

What type of packaging would you prefer barramundi to come in?

WHOLE	
FILLETS	

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

Whole \$ per kg	
Fillets \$ per kg	

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

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

Not at all important		Extremely Important		
1	2	3	4	5

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

- ☐ Definitely not certain ☐ Probably not certain ☐ Unsure
☐ Fairly certain ☐ Definitely certain

What are 3 things you like most about WILD CAUGHT barramundi?

Most liked product attributes	
1	
2	
3	

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

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What is one thing that your supplier could do to help you with WILD CAUGHT barramundi?

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How important is the storytelling behind the WILD CAUGHT barramundi to your customers?

Not at all important		Extremely Important		
1	2	3	4	5

