



Honey & Fox

Project: Investigate changes in acceptance of wild caught Barramundi in the foodservice and hospitality market sectors

Interview Guidelines: Fishers

Research Objective

To understand what the fishers perceive as the drivers and barriers in demand for wild caught barramundi.

PART 1: THE BUSINESS

| | |
|------------------|--|
| Date | |
| Name of business | |
| Participant name | |

Can you tell us how you got involved in the barramundi industry?

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| Lease or own | |
| Years in position or business owner | |
| Number of boats | |
| Number of staff | |
| Other | |

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PART 2: THE BARRAMUNDI PRODUCT

I am really interested to hear your views about some statement that have emerged in previous industry research over the past 2 years.

Barramundi is devalued! More work has to go into creating value for this product.

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Wild caught Barramundi holds the premium position in the market but has issues with consistent supply, size and price.

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Very little value-adding is currently being conducted across the industry. Filleting is the only value add. What about the swim bladder and wings which are highly sought after as a delicacy in China.

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YOUR PRODUCT

What format/s do you sell? How much per kg have you caught this season?

| Format | ✓ | Kg |
|--|---|----|
| Whole chilled | | |
| Whole frozen | | |
| Fillets chilled | | |
| Fillets frozen | | |
| Other value added products Provide details: | | |

Probe to understand format selection

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How do you grade your catch?

| Format | Size | Weight |
|--|------|--------|
| Whole chilled | | |
| Whole frozen | | |
| Fillets chilled | | |
| Fillets frozen | | |
| Other value added products Provide details: | | |

What packaging do you use and how do you package each format?

| Format | Packaging | Quantity |
|--|-----------|----------|
| Whole chilled | | |
| Whole frozen | | |
| Fillets chilled | | |
| Fillets frozen | | |
| Other value added products Provide details: | | |

Probe to understand why specific packaging is used

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PART 3: YOUR BUYER

What do you think are the 3 most important factors (1 being the most important) your MAJOR buyers consider when they purchase your barramundi? and why ie probe.

| Buyer | Type | 3 MOST IMPORTANT ATTRIBUTES |
|-------|------|-----------------------------|
| 1 | | |
| 2 | | |
| 3 | | |

Do you engage with your buyers (wholesaler, food service? If so how do you engage?

| Buyer | Type | Y | N | Engagement |
|-------|------|---|---|------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |

In your opinion is sustainability certification important to your MAJOR buyers?

| No at all important | | | | Very Important | |
|---------------------|---|---|---|----------------|--|
| 1 | 2 | 3 | 4 | 5 | |
| Comments | | | | | |

In your opinion is the product provenance/origin important to your MAJOR buyers?

| No at all important | | | | Very Important | |
|---------------------|---|---|---|----------------|--|
| 1 | 2 | 3 | 4 | 5 | |
| Comments | | | | | |

What is one thing that your buyer could do to help you promote WILD Barramundi? Probe about storytelling.

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Storied Fish refers to seafood that tells a story about its journey from water to table. The story may include facts about the fisherman or fishing community that caught it, information about how the fish was harvested or processed, details about the fishery or region of the world where it originated, or a description of its health or sustainability-related qualities. The details included in storied fish may be part of a product label, included in a food brand or tagline, listed on a menu, or highlighted by a server in a restaurant.

Source: Future of Fish, 2016 Untapped potential of Story to sell Seafood.

PART 4: YOUR CONSUMER

Can you tell me where you think your product ends up? IE what does your consumer/s look like? IE retail, restaurant, fish and chips, food service

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|-------------------|
| Consumer 1 |
| Consumer 2 |
| Consumer 3 |

What do you think are the 3 most important factors (1 being the most important) your consumers consider when they purchase wild barramundi?

| Consumer | Type | 3 MOST IMPORTANT ATTRIBUTES |
|----------|------|-----------------------------|
| 1 | | |
| 2 | | |
| 3 | | |

PART 5: BARRAMUNDI NEXT STEPS

What changes have you seen in buying patterns/preferences and other industry changes generally over past 5 years? Pre and post COVID

What do you think are the opportunities and challenges for wild barramundi in the future?

What do you think the industry as a whole could do to further develop/improve the Wild Barramundi industry?

What could individual fishing businesses do to help develop/improve the Wild Barramundi industry?

Any other comments

Thank you for your comments, thoughts and input regarding wild barramundi. If we require any further information or clarification from you is it okay for us to contact you?