



Honey & Fox

Wild Barramundi Results from Chefs

Sample 45 (Queensland, Victoria, NSW & NT)

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

33 chefs indicated that they use seasonal food on their menus (12 did not respond)

Who/where do you purchase your seafood from?

44 Wholesaler

1 Retailer

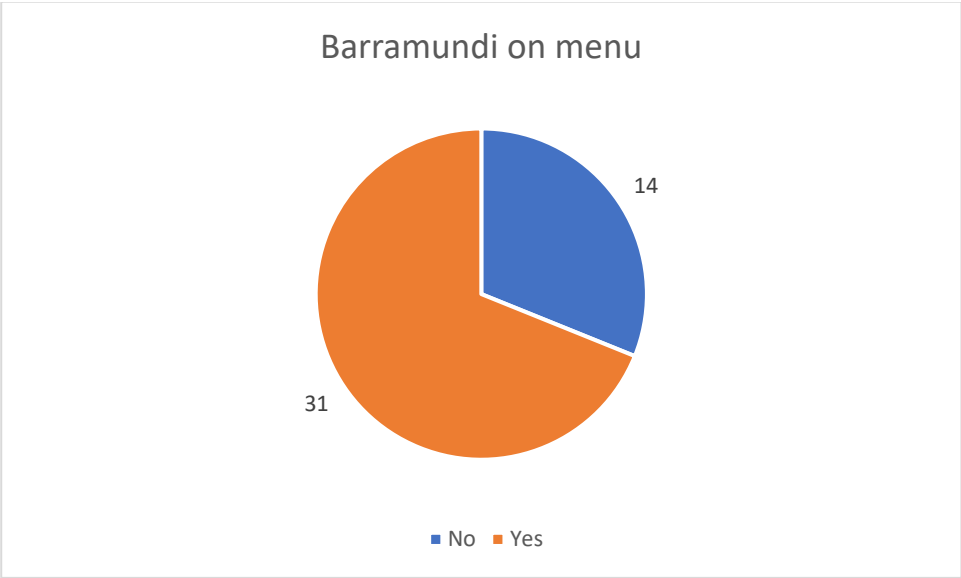
What are the 3 most important factors (1 being the most important) you consider when purchasing seafood?



Can you describe your ideal piece of barramundi?



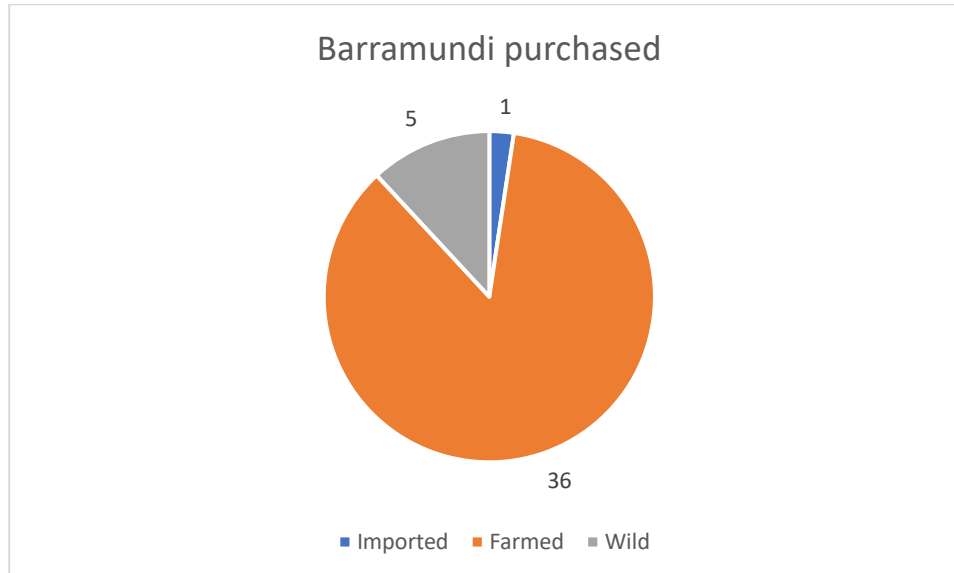
Do you currently offer barramundi on your menu? YES/NO



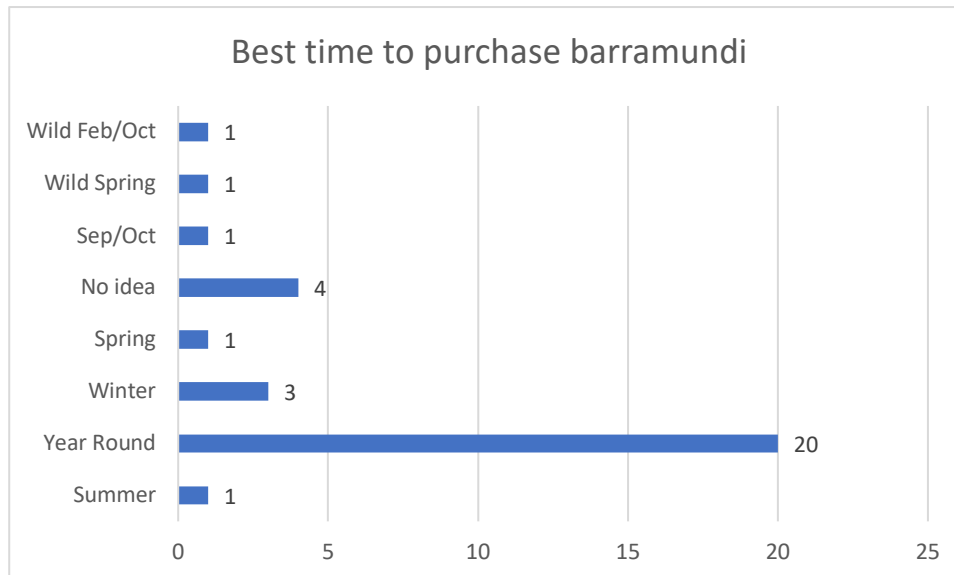
If no, can you tell us why?

Odd special
Too common

If yes, what barramundi do you purchase?

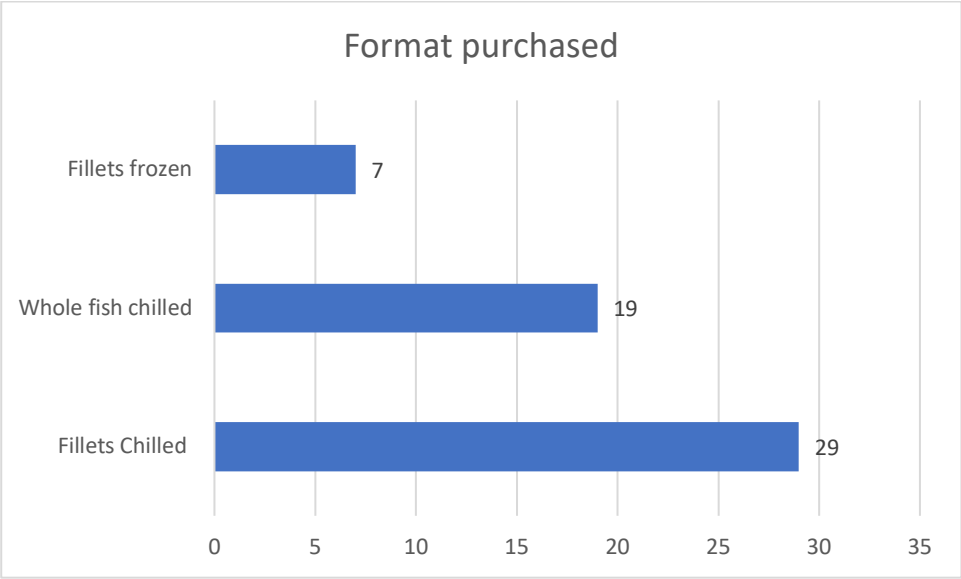


When is the best time of the year to get the best quality barramundi?

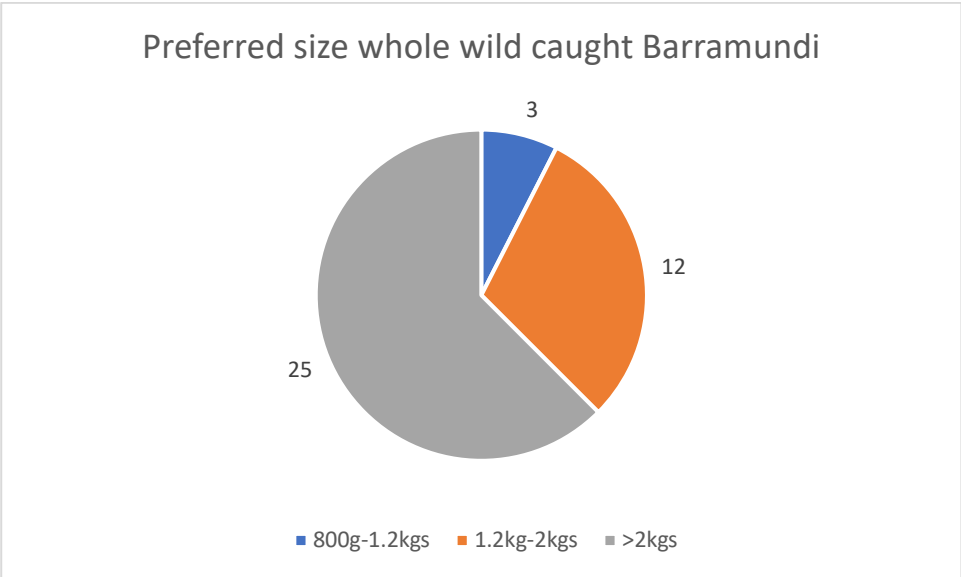


As expected based on the fact that most purchase farmed barramundi

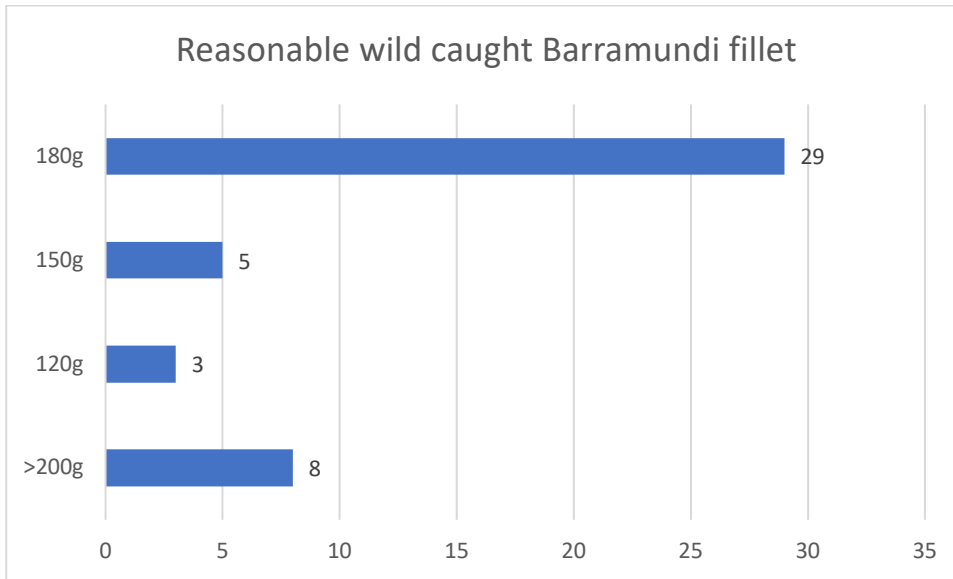
What format/s do you normally purchase?



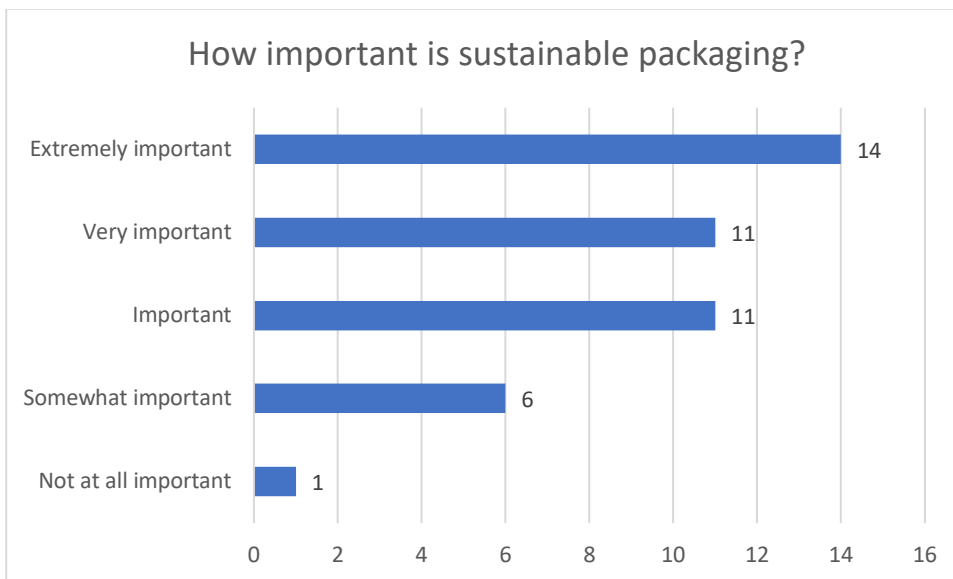
What is your ideal weight for a WHOLE WILD CAUGHT barramundi fish to be used in your restaurant?



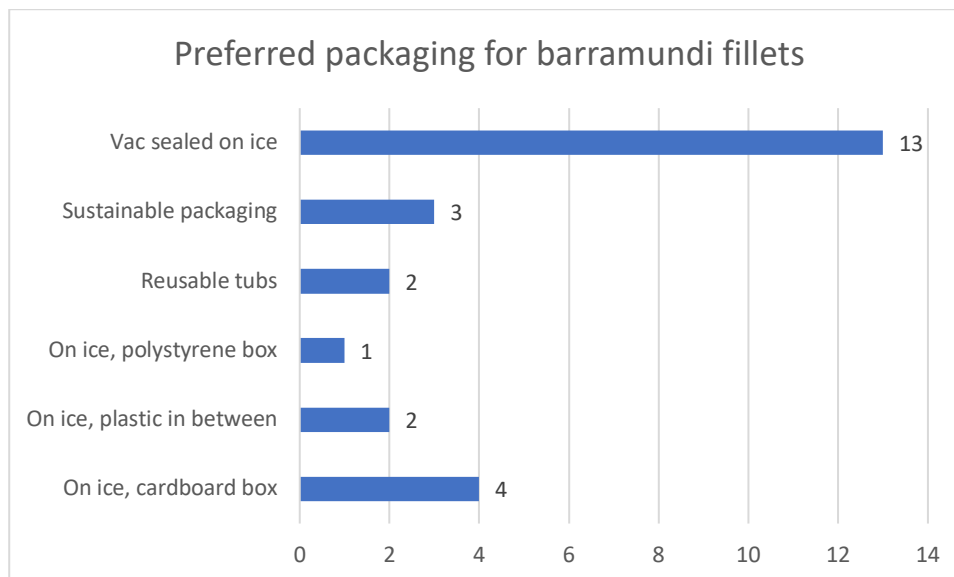
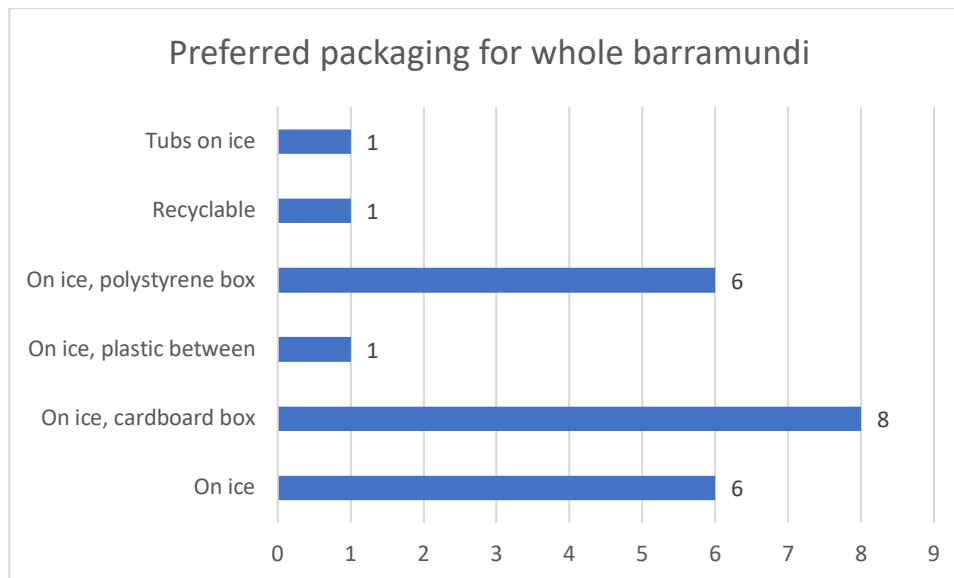
What do you think is a reasonable portion size/serving size for a WILD CAUGHT barramundi fillet?



Is sustainable packaging important to you?



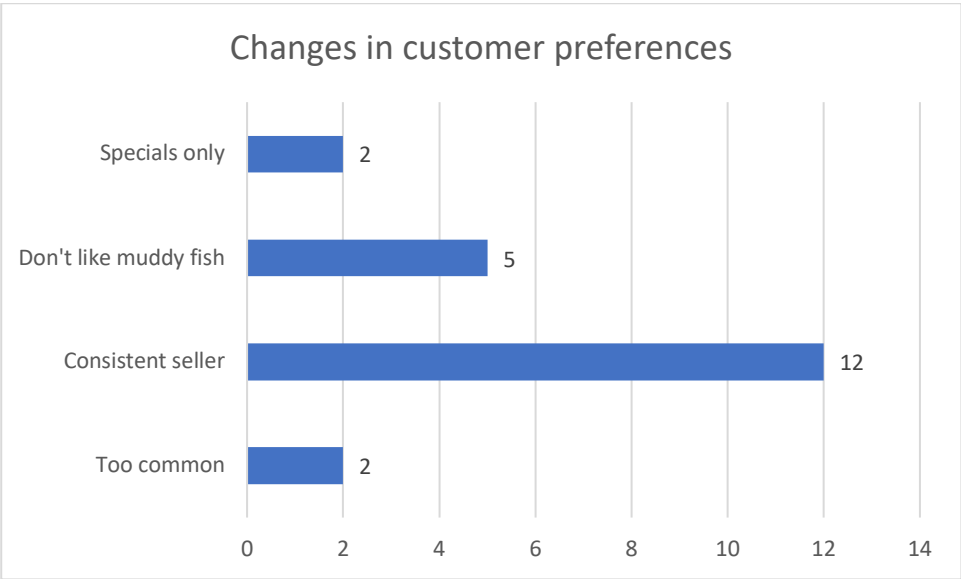
What type of packaging would you prefer barramundi to come in?



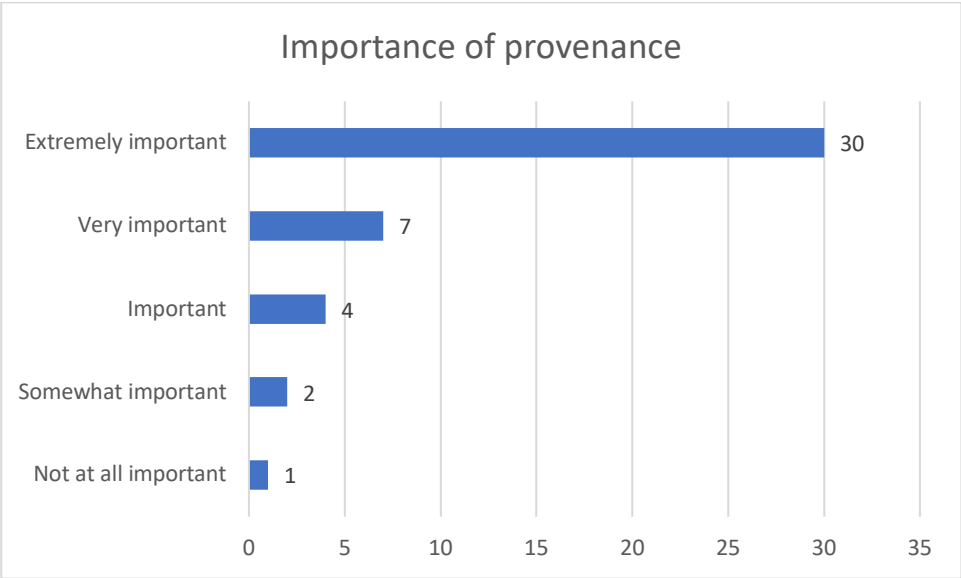
How much are you willing to pay per kg of whole WILD CAUGHT Australian barramundi of good quality?

Whole \$ per kg	Average \$22.00kg Range \$13.50 - \$25.00
Fillets \$ per kg	Average \$31.00kg Range \$16.00 - \$40.00

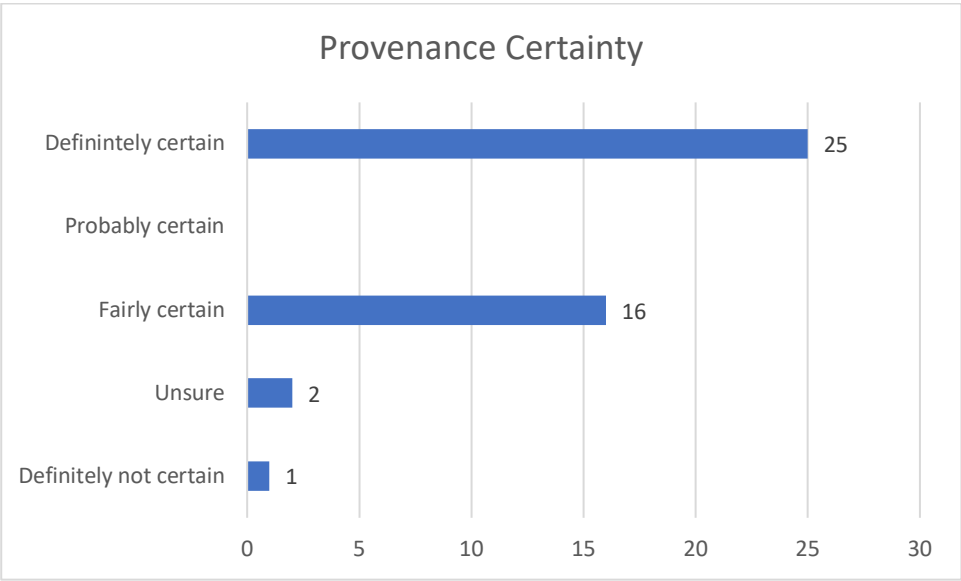
Have you noticed any changes over time in your customers preferences regarding barramundi? Please comment.



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



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



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

Most liked product attributes	
1	
2	
3	

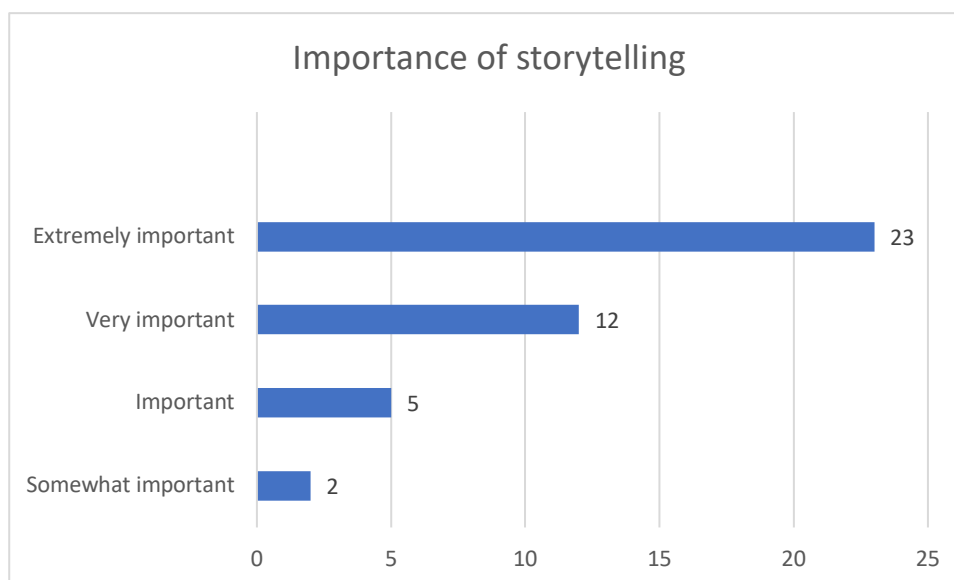
What do you think could be improved with the WILD CAUGHT barramundi you are purchasing?

Advise-availability
Never-offered
Consistent-fillet-size
Consistent-supply
Price
Better-handling
More-product-info

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

Inform-availability
Consistent-supply
Offer-it
Advise-availability
Provenance
Lower-price
Product-information
Recipes
Improve-sizing

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



Where do you GET information about food and the latest food trends etc. from?
(Please tick all that apply.)

<input type="checkbox"/>	Word of mouth
<input type="checkbox"/>	Supplier
<input type="checkbox"/>	Instagram
<input type="checkbox"/>	Facebook
<input type="checkbox"/>	Other social media, please provide
<input type="checkbox"/>	Trade journals
<input type="checkbox"/>	Tradeshows
<input type="checkbox"/>	Internet
<input type="checkbox"/>	Other, please prove

If you promote your restaurant (ie menu, special recipes, clientele etc) what media do you use?

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