



## Australis Barramundi Backgrounder

### Why Eat Fish?

- As a healthier protein, frequent fish consumption promotes human health and can reduce the incidence of obesity (now at record levels) and diabetes, which has doubled in the last 20 years, and most importantly, heart disease, which is the greatest health threat to the average American.
- Current U.S. dietary guidelines recommend two servings of fish per week, which if broadly adopted, could reduce coronary risk by 36 percent and total mortality by 17 percent.
- The American Heart Association notes that Omega-3 fatty acids found in fish decrease the risk of arrhythmias (abnormal heartbeats), decrease triglyceride levels, slow the growth rate of atherosclerotic plaque and lower blood pressure.
- Aside from its health benefits, fish, when properly raised, represent a sustainable and scalable food source for the planet's growing population, given that they eat lower on the food chain.

### What is Barramundi?

- Barramundi is a mild white fish native to Australia, where it is iconic and hugely popular, and the Indo-Pacific. Its habitat spans from Southeast Asia, including Vietnam, to the coastal waters of India and Sri Lanka.
- Delicious and affordable, barramundi is a sustainable replacement for more expensive fish, many of whose populations are dwindling due to overfishing.

### What is Australis Barramundi?

- **The Perfect Fish:** Australis Barramundi has been called “the perfect fish for a changing world.” It offers an exceptional and reliable culinary, nutritional and sustainability profile unmatched by any other fish.
- **The Future of Fish:** By delivering on the promise of next-generation ocean farming and the nutritional value of eating fish, Australis Barramundi represents the future of fish and a solution to ensure a more secure food future overall.
- **Ocean Farmed:** Australis Aquaculture raises its barramundi six miles offshore in the pristine waters of Van Phong Bay in Central Vietnam. It is the first-ever ocean-reared marine fish to have received a Monterey Bay Aquarium “Best Choice” rating. The company continues to explore favorable habitats around the world for sustainably farming barramundi.

- **Led By Sustainability Visionary:** Josh Goldman, a sustainable seafood visionary who has spent the last 30 years developing some of the biggest ideas in climate-smart ocean farming, leads the company. He has been featured in a *Time* Magazine cover story and NPR on this subject.

### What Are the Health Benefits of Australis Barramundi?

- **Rich in Omega-3s:** Highest level of Omega-3 fatty acids (800mg/serving) of any commonly eaten white fish. Most mild-flavored fish preferred by consumers lack abundant Omega-3s, depriving them of this important health benefit.
- **The “Greek Yogurt of Fish”:** Barramundi is an excellent source of lean protein with only half the calories of salmon and as such, it has been called the “Greek yogurt of fish.”
- **Certified Pure:** Independently tested for mercury, PCBs and other contaminants, it is one of the most traceable and pure fish available.
- **Naturally Healthy:** Since barramundi are naturally hardy, they are raised without antibiotics, hormones and colorants.
- **Locked-In Nutrition:** Australis Barramundi are harvested, hand-filleted, and flash frozen within a single day. This locks in flavor and nutritional benefits, while reducing food waste.

### What Does Australis Barramundi Taste Like?

- **Mild & Buttery:** It is mild and delicious with a clean, buttery flavor, a dense, meaty texture, a silky mouthfeel and a delicate skin that crisps nicely.
- **Versatile & Forgiving:** Its moderate fat content minimizes the risk of overcooking, making it forgiving in the kitchen. It retains moisture and is a versatile culinary canvas for professional chefs and home cooks. It’s well suited to grilling, searing, baking, frying, smoking, or as sashimi and crudo.
- **Sustainable Alternative:** Can be swapped in for less sustainable species like Chilean seabass, halibut, grouper, snapper and cod and is available in a range of sizes from fillets to thick-cut portions.
- **Limitless Recipes:** Lends itself to a myriad of international cuisines and styles and is great in sandwiches, fish tacos, fish & chips, pasta dishes and chowders.

### Why Frozen Fish Offers Benefits Over Fresh Fish

- **Better Quality and Nutritional Value:** Modern nitrogen belt freezing methods lock in quality and nutritional benefits until ready for use.
- **More Eco-Friendly:** Most fresh fish are transported by plane. Australis’ frozen fish are shipped by sea, resulting in 90 percent less CO2 emissions than airfreight.
- **Less Food Waste:** An estimated 30 percent of fresh seafood is discarded prior to use due to its perishability. In contrast, frozen fish enables chefs and consumers to use only what they need, as well as the convenience of individually vacuum-packed portions.
- **365-Days-A-Year:** Unless a consumer lives within 50 miles of the shoreline, it is challenging to obtain locally caught fresh fish throughout the year. Frozen fish provides year-round access.

### Why is the Future of Fish Uncertain?

- Today, 3 billion people around the globe depend on seafood as their primary protein source.

- Growing demand, rising populations and poor fishery management have led some scientists to predict that the oceans will be unable to support commercial fishing by 2048.

### Why is Barramundi a Great Candidate for Farming?

- **Nutrient-Dense:** There is a clear need for a nutrient-dense white fish that also eats low on the food chain, which barramundi offers, as well as a better nutritional profile than other vegetarian fish, for example, tilapia and pangasius.
- **Low Fish-In Fish-Out:** Farmed barramundi have a lower fish-in fish-out score compared to other predatory fish species, such as salmon, cod and cobia, thereby relieving pressure on wild feeder fish stocks.
- **Sociable:** Their personalities are tame and naturally gregarious. They prefer to school and are very hardy, which allows them to be raised without antibiotics and chemicals.
- **Fast Growing:** Barramundi are also prolific and grow quickly, which helps to ensure that the speed of production can meet the pace of demand.

### Why is Vietnam Ideally Suited to Raising Barramundi?

- **Tropical Environment:** Its tropical offshore environment makes for a very safe, clean, and efficient farming location.
- **Native Species:** Barramundi is native to this region, which eliminates the risk of introducing a non-native or invasive species.
- **Long History:** Vietnam has a long history of ocean farming and trains many farmers and professional technicians.

### What is Climate-Smart Ocean Farming?

- **Climate-Smart Ocean Farming:** Reflects the company's "do well by doing good" philosophy of raising fish that offers great taste, exceptional nutritional value, and affordability, while having the gentlest impact on the environment and safeguarding its team members.
- Australis Aquaculture has developed its own proprietary, natural approach to fish farming that produces clean, traceable and healthy fish without the use of chemicals, antibiotics and colorants.
- Australis marries technology with technique to enable sustainable ocean farming at scale, making barramundi a cost-effective, resource-efficient protein to feed large populations.
- **The Potential of Fish Farming:** Conservation International has reported that fish farming is potentially the world's most environmentally benign form of animal protein production.
- **Unspoiled Habitat:** Australis Barramundi are ocean-farmed in Van Phong Bay, an eco-tourism area that is untouched by industrialization, human population and agriculture.
- **Clean Salt Water:** Australis Barramundi are raised in pristine waters six miles offshore with no measurable impact on the water quality; its protected system of net pens are manually cleaned, eliminating the use of chemicals, which are commonly used on other farms.
- **Deep Currents, Gentle Waves:** Strong underwater currents whisk away waste, while gentle wave action prevents escape risks.
- **Low Fish Stocking Densities:** No overcrowding and clean rearing conditions mean these naturally hardy fish do not require antibiotics.
  - Australis Barramundi are monitored twice daily to ensure their optimal health.

- **Lower Carbon Footprint:** The Life Cycle Analysis of Australis Barramundi is 2.1kg/CO<sub>2</sub>e/kg, compared with 6.9 for chicken, 12.1 for pork and 39.2 for lamb.
- **U.S. Standards Upheld:** Australis Aquaculture’s Vietnam operation complies with U.S. EPA regulations.
- **Integrated Seaweed Production:** Australis Aquaculture co-cultures seaweed on its farming sites during fallowing periods. This produces a secondary crop that absorbs nutrients and provides habitat for native fish populations.

#### **What Makes Australis Barramundi Sustainable?**

- **Protecting the Marine Environment and Fish Population:** Sustainable ocean farming as practiced by Australis Aquaculture creates a wholesome food source, while alleviating pressure on the world’s depleted wild fish stocks.
- **Sustainable Feed:** Australis Barramundi are fed a largely vegetarian diet with a modest amount of sustainably-sourced fishmeal and fish oil.
  - This creates a low fish-in fish-out ratio of 1:1, so the company is not taking more fish from the environment than it produces.
- **Ideal Feed Conversion Ratio:** Barramundi are better than many fish at eating low on the food chain and converting grain into fish protein and healthful Omega-3 fatty acids.
  - Farmed fish need only 1.5 lbs. of feed to produce 1 pound of body mass, compared with 2 for chicken, 2.9 for swine and 6.8 for cattle.

#### **What Acclaim Has Australis Barramundi Received?**

- National Restaurant Association (NRA)
  - 2016 FABI Award
- Monterey Bay Aquarium’s “Best Choice”
  - First-ever ocean-farmed fish to receive this rating
- Lauded by Environmental Defense and Blue Ocean Institute
- Seafood Choices Alliance - “Seafood Champion” for Sustainability award recipient
- Whole Foods Market Certified
- Global Gap Certified
- BAP Certified
- BSCI Social Welfare Audit Member

#### **Where Can Australis Barramundi Be Purchased at Retail Shops Across the U.S.?**

- Northeast (Whole Foods, BJ’s, Stop & Shop, Hannaford, Market Basket)
- Mid-Atlantic (Whole Foods, BJ’s, Giant, Safeway, Weis, Mom’s Organic)
- California (Whole Foods, Sprouts)
- Florida (BJ’s)
- Texas (Whole Foods, HEB, Costco, Sprouts)

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