



AUSTRALIS AQUACULTURE

Australis Aquaculture is an award-winning producer of responsibly raised barramundi based in Turner Falls, Massachusetts. With a company-wide mission to provide delicious and healthy fish in every home, Australis has spearheaded the introduction of barramundi as a key culinary trend in North America, and has expanded to now offer a full line of fresh and frozen products for leading foodservice companies and retailers. Australis Aquaculture is proud to be the first marine fish farm to earn Monterey Bay Aquarium Seafood Watch®'s "Best Choice" rating.

Australis Barramundi, The Sustainable Seabass® is prized for its mild, buttery flavor, and succulent, meaty texture. It has one of the highest levels of omega-3s of any common white fish, with just half the calories of salmon. Every barramundi fillet is harvested, hand-filleted, and flash frozen same day to lock in peak flavor and freshness. Its moderate oil content prevents the fish from drying out, making it a versatile and resilient ingredient that works well with just about any recipe or cuisine.

In 1982, Australis CEO Josh Goldman was living in a student-built solar greenhouse where he pioneered integrated production systems that were at the forefront of the emerging field of sustainable aquaculture. Armed with a passion for the environment and a head for science and technology, Josh spent 20 years testing over 50 different fish—searching the globe to find the 'Next Big Fish. Using a specific set of criteria to evaluate each species' ability to thrive in an aquaculture environment, he failed time and time again. Then, in 2000 Josh met Stewart Graham, an Australian entrepreneur who introduced him to barramundi. Finally, Josh met his match. This Southeast Asian fish met all of his criteria, as its natural habitat was almost exactly that of a fish farm.

Starting with Josh's revolutionary indoor aquaculture system in Massachusetts, Australis Aquaculture designed the facility from the ground up to address all of the major environmental challenges facing fish farming. Later Australis expanded its innovative process to central Vietnam, a truly ideal place to raise barramundi. In 2009, Josh Goldman was a recipient of the Seafood Champion award for his pioneering work in sustainable aquaculture. Today, employing a hybrid system of on-land nursery tanks and offshore marine net pens, Australis Aquaculture continues its commitment to raising The Better Fish® efficiently and responsibly.

Visit TheBetterFish.com to learn more.

For media inquiries, email press@thebetterfish.com.