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## **Seafood Industry Veteran Mark Prater Joins Australis Aquaculture Sales Team**

TURNERS FALLS, MA, July 10, 2018 — Australis Aquaculture is pleased to announce and welcome Mark Prater as Director of Sales. In this role Mark will be responsible for developing new business opportunities and managing key foodservice and retail accounts from his Southern California base.

“Mark has worked with Australis for many years as an independent sales representative and we are thrilled to have him bring his deep knowledge of Australis and the seafood industry to us on a full-time basis,” says Australis VP of Sales, Bill Shea.

Mark is a well-known figure in the seafood industry with over 30 years of experience. He spent the last nine years running Mariners Pacific Seafood, which serves as a regional retained sales agent for numerous organizations, including International Pacific Seafoods, Regal Springs Tilapia, Bonamar Seafood, Villa Seafood and Certi-Fresh Foods. Australis was among his first clients.

“I have been working with Australis for over eight years to help them expand the market for barramundi. Not only have I seen this species gain tremendous traction and exposure over the years, but we now live in a world where marine-based aquaculture is the future. Australis has proven their leadership in the sustainable seafood world and the time is now to fully support their vision.”

Prior to Mariners Pacific Seafood, Mark spent over 15 years in senior management on the wholesale side of the seafood industry with Pacific Fish Company in Seattle, WA and American Fish in Los Angeles, CA.

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### ***About Australis Aquaculture***

Australis Aquaculture is an award-winning producer of premium barramundi raised off shore in Central Vietnam, bringing innovative Climate-Smart Ocean Farming practices to the marine tropics. Australis helps professional chefs and home cooks enjoy delicious, nutritious, and sustainable fish without waste or worries. Australis Barramundi is naturally high in omega-3's, has half the calories of salmon, and was the first marine-reared fish to earn the Best Choice rating from the Monterey Bay Aquarium Seafood Watch® Program. Learn more at [thebetterfish.com](http://thebetterfish.com).

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