



# 2020 Better Fish Year In Review

**16 years ago,**  
**Australis set out to**  
**raise *The Perfect***  
***Fish for a Changing***  
***World.* In 2020, we**  
**discovered just how**  
**important that was.**

COVID-19 changed our lives and our planet in profound and deeply personal ways. 2020 exposed hidden vulnerabilities and demonstrated how diversity in our food system is the hallmark of resilience.

In the face of tectonic shifts in demand, everyone at Australis worked together to rapidly respond to keep our products in stock. We couldn't have done it without your willingness to adapt. Together, we tried more new ideas than we ever thought possible!

Building a better food system is what motivates us every day. There's much more to do and we look forward to collaborating with you to create a Better Fish for a Better World.

# 2020 By the Numbers



**0 cases**  
of COVID-19 reported  
at the company.

**83 million kgs**  
of CO2 emissions prevented  
by shipping our fish via sea vs. air.

That's like removing **95,200** passenger  
vehicles from the road for one year.



**16% fewer**  
wild fish used to produce each kg  
by taking advantage of underutilized  
fishery by-products.



This kept **1 million pounds**  
of wild fish in the ocean.



**43%**  
reduction in electricity  
usage per fish  
produced since 2019.

**1.3 million lbs**  
of reduced food waste by supplying  
flash frozen, rather than fresh fish  
to our customers.



That is enough to prepare  
over **5 million** meals.

## Women leaders

**30%** of management positions  
are held by women.



**3%** increase in women employed  
from last year in Vietnam.



**28%** of our team hold advanced  
degrees in marine biology and  
food production.

# GROWING AMERICA'S NEW FAVORITE FISH!

Retail distribution doubled  
to over 5,000 locations.

Introduced skin-on fillets  
and portions at retail and  
club stores nationwide.

Barramundi is "on fire"  
in consumer minds with  
awareness growing more  
than any other white fish.<sup>1</sup>



NEW SKIN-ON ITEM INTRODUCED AT COSTCO

1 Datassential

#NEWFAVEFISH



@EATS.OF.EMS



@LA\_BOITE



@BE\_WITH\_MIA



@BADLYBROWN



@AT\_SQUARE\_ONE



@WENDAN.VS.WORLD

## BUILDING RESILIENCY

Supporting the adoption of healthy eating choices amid rapidly changing business conditions.



### Barramundi Menu Ideas

FOR DINE IN & TAKE OUT



1 Cumin Grilled Barramundi  
WITH SMASHED AVOCADO & PICO DE GALLO



2 Barramundi Millet Cakes  
WITH FATTOUSH SALAD



3 Crispy Fried Barramundi  
WITH SAFFRON MUSSELS & CHIVE PISTOU



4 Sage Herb Roasted Barramundi  
WITH SWEET POTATO MASH & PUMPKIN SEEDS

### Consumers are shifting their mindset about food

**78%** believe diet has a major impact on how well your body fights / protects against illness

**41%** want to increase seafood consumption, even more than plant-based meat substitutes (33% want to increase)

**Consumers consider fish to be a top immunity-boosting food, ahead of chicken noodle soup, functional ginger or turmeric.**

## GIVING BACK & SETTING AN EXAMPLE

Australis provided academic scholarships to outstanding students and school fees for needy families in our local community.



Became the world's first ASC Certified farm against the Tropical Marine Finfish standard in February 2021.

[READ MORE](#)



Recognized as one of the Top 25 Sustainable Seafood Companies in North America by SeafoodSource.

[READ MORE](#)



Recognized by the Vietnamese government for outstanding contributions to the social and economic development of Khanh Hoa Province.



## ADDRESSING OCEAN PLASTIC

Celebrated our 21st Green Day coastline clean-up. We inspired schools, businesses, and even the military to join in.

**40 tons** of trash collected  
**20 km** of coastline covered  
**2000+** volunteers participated

## CURBING CLIMATE CHANGE

Australis' Greener Grazing project made breakthroughs in making *Asparagopsis* seaweed farming a reality. Broad adoption has the potential to dramatically reduce the climate impact of ruminant animal production.

### 2018

Established world's first seed bank for *Asparagopsis* seaweed.

### 2019

Created methods to reproduce *Asparagopsis* and get the spores to propagate on ropes.

### 2020

Built the world's first modular *Asparagopsis* seaweed hatchery and nursery to support expanded demonstration of ocean-based farming.



**GREENER | GRAZING™**

## LOOKING AHEAD IN 2021

To support our sustained growth, we are building a new state-of-the-art processing facility to bring The Better Fish<sup>®</sup> to more homes and restaurants worldwide.



**We'd like to thank Finnfund and U.S. International Development Finance Corporation for the long-term support behind making our growth and this milestone a reality.**



@thebetterfish