



FOOD ADELAIDE IS AN INDUSTRY ASSOCIATION OF LEADING FOOD AND BEVERAGE COMPANIES.

THE ASSOCIATION, BACKED BY GOVERNMENT, OFFERS EASY ACCESS TO A COMPREHENSIVE PORTFOLIO OF AUSTRALIA'S FINEST PRODUCTS.

Working with nature's best

Australian Hiramasa™ has been built upon many years' experience in supplying live seafood, and introduces a new Australian export product.

Australian Hiramasa™ (Seriola lalandi – also known as Gold Striped Amberjack or Yellow Tail King Fish) is ideally suited to the clear waters of the Great Southern Ocean – noted for its pristine conditions. This is the home of the finfish aquaculture industry that has earned a world-wide reputation for the premium quality of its product.

Customers value highly the absolute freshness and the firm white flesh of this product, which is well suited to both sophisticated or classically simple culinary applications. The coastal waters of South Australia is a natural home for this fish and the challenge has been to work with nature to ensure quality export volume.

Intensive research over many years by the company's marine biologists has perfected the production of large quantities of disease-free juvenile fish which are placed in the ideal local waters for maturing.

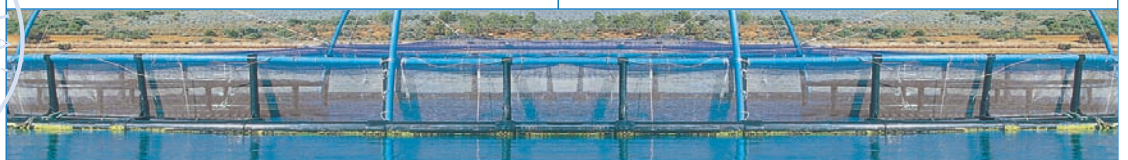
The results of this commitment to excellence and consistency are that the company is now supplying large volumes of premium export quality fish which constantly exceed the stringent requirements of its many customers. Being grown in cooler waters, this fish is considered to have a firmer flesh and fuller flavour. With less dark muscle, it is popular as Sashimi product – and maintains its Sashimi qualities over long periods while refrigerated.



Quality location & production

The sea farms are situated in a disease-free environment. Vigilant daily monitoring by qualified aquaculture personnel of oxygen levels, water flow, water temperature and stock densities, ensures stress-free growth. As part of the commitment to supply product of a quality beyond customer expectations, the company has designed its harvesting and processing around

the advanced Hazard Analysis Critical Control Point System (HACCP). This is a management system keyed to thorough evaluation, safety assurance and constant improvement of food products.





THROUGH FOOD ADELAIDE,
BUYERS CAN CONNECT WITH
SUPPLIERS FROM THE VARIED FOOD
AND BEVERAGE OFFERING
OF AUSTRALIA.

THE ORCHARDS, DAIRY PASTURES
AND VINEYARDS OF THE TEMPERATE
ADELAIDE HILLS;

THE EXTENSIVE HORTICULTURAL
AND VEGETABLE PRODUCTION
OF THE ADELAIDE PLAINS;

THE FRUITS, NUTS AND
VEGETABLES PRODUCED IN THE
WARM MEDITERRANEAN-STYLE
ENVIRONMENT OF THE RIVERLAND;

THE WIDE STRETCHING GRAIN AREAS
OF THE MID NORTH AND LUSH
GRAZING LANDS OF THE SOUTH EAST;

AND THE CLEAN OCEAN WHICH
CONTAINS PRISTINE FISHING WATERS
AND AUSTRALIA'S CENTRE FOR
AQUACULTURE OPERATIONS.



Attention to detail

Best practice principles are followed which maintain product excellence and preserve the unpolluted ecologically sound natural environment – the starting point for premium production. Fine attention to detail 'from ocean to plate' is a hallmark of Australian Hiramasa™.

Innovative production techniques have secured large volumes of eggs from the broodstock held in the hatchery. The hatchery also has unique access to a warm water supply which induces the natural process of spawning. An expansive system of rearing tanks provides live feed for the larvae.

The juvenile fish are hand fed to ensure good health and controlled growth. This balanced diet is free of antibiotics and chemicals.

Continuous monitoring

The fish are continuously monitored and graded in on-shore tanking systems until they reach a weight of 5 grams. They are then carefully despatched to offshore sea farms strategically placed along the pollution-free South Australian coastline to grow out.

These ideal conditions include twice-daily 2-metre tidal movement and annual average water temperatures of between 14 and 26 degrees Celsius.

Processing

Harvesting occurs at 3000 gms. The 'iki jimi' technique of spiking the hind brain is adopted and then the fish is plunged into an ice slurry.

A fast track system of processing and packaging at its modern on-shore handling facility minimises the time from sea farm to transport. Whole chilled or vacuum-packed fillets can be prepared to meet customer needs.

Availability

Product is available year round.

Export success

Australian Hiramasa™ is currently focussing its exports to the Japanese Sashimi market, America and European countries.



Qualified aquaculture personnel conduct daily tests of the growing environment.



Continuous monitoring is part of the company's culture.



Australian Hiramasa™

CONTACT:
Australian Hiramasa™ Pty Ltd
PO Box 2389
Port Lincoln, SA 5606
Australia

Tel: +61 (0) 8 86 833 366
Fax: +61 (0) 8 86 833 301
Email: tom@sorl.com.au

