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Company Announcements
Australian Securities Exchange Limited

CLEAN SEAS APPOINTS BLUE HARVEST TO MARKET AQUACULTURE PRODUCTS

Australian aquaculture pioneer Clean Seas Tuna Limited has appointed specialist seafood marketing company Blue Harvest to manage the marketing and distribution of Yellowtail Kingfish, Mulloway, and Southern Bluefin Tuna through wholesale and retail channels in Australia and overseas.

The appointment comes as Clean Seas' Kingfish and Mulloway stocks a biomass of 4,000 plus tonnes, representing in excess of 40 million dollars in aquaculture pens in the clean, green waters of South Australia's Spencer Gulf – providing strong momentum for the regular, ongoing supply of fish to international markets.

Clean Seas' Managing Director, Mr Marcus Stehr, said "approximately 40 per cent of kingfish harvested from Clean Seas' pens are sold in Australia, with the remaining 60 per cent of production sold overseas."

"We have now reached the critical mass which allows us to ramp up our plans to strongly market our fish and fully realise their commercial potential, with the appointment of Blue Harvest a key step in that direction," Mr Stehr said.

"Blue Harvest – is a sales and marketing agency which works specifically with producers of premium seafood products in Australia and overseas."

"Our goal is to maximise the raw product's full market potential in a way which creates sustainable growth and profitability for our clients."

He said, "Blue Harvest was involved in strategic product development, pre- and post-harvest handling, freight logistics, sales and marketing of premium seafood brands from wholesalers through to consumers."

FURTHER INFORMATION:

Hagen Stehr AO, Chairman, Clean Seas Tuna Limited (08) 8682-2922
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