



FOR IMMEDIATE RELEASE
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CONSUMERS HOOKED ON SA-BRED KINGFISH IN A NEW RANGE OF JOHN WEST PRODUCTS

Tonnes of premium Kingfish produced by South Australia's largest aquaculture producer, Clean Seas Tuna, have been transported from the seas of Spencer Gulf to supermarket shelves across Victoria, the rest of Australia and as far away as Moscow and New York.

A pilot project featuring pre-packed chilled Kingfish, developed by food manufacturer Simplot under the John West brand, has proved successful in Victoria, with the range soon to be available in 130 Coles supermarkets.

Clean Seas Founding Chairman, Mr Hagen Stehr, AO said the deal was a major coup for the company - but only the first step.

"It is incredibly exciting to see our brand combine with the iconic John West to produce these innovative, high quality Kingfish products", Mr Stehr said.

"This is not only about meeting consumer demand and making the consumption of truly fresh Kingfish more accessible to families, but also helping families choose a healthy alternative during their weekly shopping.

"We look forward to the products becoming available at a national level in 2007."

The John West Kingfish portions have proved popular with consumers seeking high quality, Omega 3 rich fresh chilled seafood in a convenient form, featuring a stated shelf life for maximum health benefits.

Simplot Australia Senior Business Manager Innovation and Science, Mr Tim Howes, said research showed that the potential Australian market value for pre-packed chilled seafood in supermarkets could grow to around \$300 million.

"Seafood consumption is increasing across the country and supermarkets are gaining an increasing share of seafood sales," Mr Howes said.

He says the emerging Clean Seas Kingfish has shown real promise with consumers as a healthy alternative which are available fresh all year round.

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Clean Seas Tuna Limited and The Stehr Group are now producing in excess of 25 tonnes of Kingfish and Mulloway worth up to \$300,000 a week (or more than \$15 million a year) providing a strong cash flow to underpin its well advanced investment in the propagation of Southern Bluefin Tuna (SBT).

“Sales of Kingfish and Mulloway grown in offshore pens under strictest environmental ISO 14001 standards are well ahead of expectations to the point where, if we maintain our current production growth, we will be producing about 10,000 tonnes by 2011,” Mr Stehr said.

One of Clean Seas’ other main goals is the commercialisation of SBT through spawning, with its breeding program set to start soon and some announcements forthcoming in the next 14 days.

Clean Seas major shareholder Australian Tuna Fisheries Pty Ltd, a recognised Australian leader and pioneer in tuna fishing and offshore farming, is pleased with developments relating to Clean Seas Tuna Limited.

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