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UK SUPERMARKET GIANT STOCKS CLEAN SEAS

South Australian publicly-listed aquaculture company Clean Seas Tuna Limited has received a further boost to its burgeoning seafood export operations with an agreement by one of the UK's largest supermarket chains to stock its farmed Yellowtail Kingfish in 330 supermarkets across Britain.

The landmark deal with Sainsbury's continues Clean Seas' assault on the European market, which is seeking new sources of fish to compensate for declining wild seafood stocks in the northern hemisphere.

"Sainsbury's is one of the largest fish retailers in the UK, so this is an incredible global opportunity for us – a real coup," said Clean Seas chairman, Hagen Stehr AO.

"The Sainsbury's contract is an endorsement of Clean Seas' adherence to the most comprehensive and advanced environmental standards available, which is making us a preferred supplier to more and more markets in Europe, as well as South East Asia and the United States."

Internationally renowned for its sustainable fishing practices, Clean Seas uses low intensity sea pens in the pristine waters of the Southern Ocean to grow Yellowtail Kingfish bred on land in a world-leading hatchery at Arno Bay, without any antibiotics or growth hormones and fed entirely on environmentally sustainable products.

Mr Stehr said he was "thrilled" that Clean Seas' products were meeting soaring local and global demand for "clean and green" seafood.

"We're being inundated with orders from across Australia and around the world for our seafood, particularly in the northern hemisphere where wild fish stocks are in serious decline," he said.

Yellowtail Kingfish is a large, pelagic fish with white, firm flesh and is well known for its exceptionally high level of omega-3s. It is an extraordinarily versatile fish working equally well baked, pan-fried, grilled or poached, and it also excels in sashimi, carpaccio and ceviche preparations.

Mr Stehr said the versatility of Yellowtail Kingfish was a significant factor behind its international popularity, prompting an increasing number of environmentally-conscious global retailers and restaurant chefs pursuing it for their shelves and menus.

UK-based celebrity chef Mitch Tonk, who established the FishWorks chain of restaurants across Britain, is one such convert. Having recently appeared on UK television cooking with Clean Seas' Yellowtail Kingfish, he has backed its distribution across the country via his Channel Fisheries business, which boasts a Warrant to supply fish to the Royal Family.

Mr Stehr added the health benefits of eating Yellowtail Kingfish should not be underestimated either.

"Kingfish is renowned for its high level of omega-3s – about 50 per cent more than salmon – as well as other beneficial fatty acids, which research has proved are a vital component in a healthy diet," he said.

"Fish will increasingly provide the world's growing need for protein, and economically and environmentally sustainable aquaculture programs such as ours are the key to delivering the world's fish requirements.

"Aquaculture will continue to deliver a greater proportion of the seafood the world consumes, and it must become the dominant source of seafood if we are to sustain natural fishery resources."

Clean Seas' major shareholder, the Stehr Group, was established in the early 1970s and is now recognised as an Australian leader and international pioneer in off-shore fish farming. In 2007-08, the Group will produce more than 4000 tonnes of aquaculture-bred Yellowtail Kingfish and Mulloway, as well as 700 tonnes of Southern Bluefin Tuna.

FURTHER INFORMATION:

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