



NEWS RELEASE

FOR IMMEDIATE RELEASE
May 15, 2008

EURO-TOQUES AGREEMENT TO TAKE CLEAN SEAS TO EUROPE'S TOP TABLES

Australian aquaculture pioneer Clean Seas Tuna Limited has welcomed an agreement signed in Brussels last week between the South Australian Government, the State's Marine Finfish Farmers Association and Euro-Toques International – an association of more than 4,000 of Europe's finest chefs.

Clean Seas' Chairman Mr Hagen Stehr, who attended the historic signing in Brussels, said the agreement provided an extraordinary opportunity to showcase local products and increase export sales to the world's biggest seafood market – 455 million people across the European Union.

"Euro-Toques counts among its members the world's most influential chefs – international celebrities such as Gordon Ramsay and the chefs of some of Europe's finest hotels including the Ritz in Paris and Dorchester in London – providing Australian seafood producers with unique access to food opinion leaders and connoisseurs from around the world," Mr Stehr said.

"At the same time, the European Union represents the largest single aquaculture import destination in the world - worth more than AUD\$40 billion per year," Mr Stehr said. "Australia is the first country outside Europe to be endorsed by Euro-Toques and the fact that the State Government and local seafood industry have jointly achieved membership represents a tremendous boost for South Australian producers."

Euro-Toques is an association of 4,000 European chefs who are committed to quality ingredients and culinary excellence. The association – which has Denmark as its only other nation-member - conducts and takes part in a number of international professional trade events throughout the year where SA produce will be featured while individual Euro-Toques chefs will also feature SA products on their menus.

"Membership of a prestigious organisation such as Euro-Toques will build the profile of yellowtail kingfish at the premium end of the market while also increasing the awareness of South Australia as a safe, reliable country of origin for seafood products," Mr Stehr said.

"Acceptance of our nomination for membership is also recognition of our world-leading environmental management practices and aquaculture controls."

South Australia's membership of Euro-Toques was set up by in-market agent Ms Litzie Makhotine, who was engaged last year by Primary Industries and Resources SA in partnership with Clean Seas.

"Our original vision was to promote farmed South Australian kingfish into Europe but membership of Euro-Toques now presents multi-million-dollar export opportunities not only for Clean Seas but for other quality food and beverage producers," Mr Stehr said.

The South Australian Minister for Agriculture, Food and Fisheries, Mr Rory McEwen, said the agreement confirmed the quality of food produced in South Australia and provided a great platform for it to be featured on the world stage.

Mr Stehr said the agreement with Euro-Toques offered producers like Clean Seas with influential endorsement for their products and provided an entry card to the finest restaurants in Europe.

"Over the next year, Clean Seas' kingfish will be featured on the menus of some of the best restaurants in the world.

"Produce will also be showcased at prominent expos and market events across Europe -- including the renowned Bocuse D'or World Chefs Challenge in Lyon where the finest chefs across the EU will have a chance to experience the quality of our kingfish."

Approximately 60 per cent of Clean Seas' kingfish is currently sold overseas with markets including Italy, Holland, Germany, France, Switzerland, and Eastern Europe as well as South East Asia and the United States.

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 kingfish and mulloway, as well as 700 tonnes of Southern Bluefin Tuna.

FURTHER INFORMATION:

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