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TRADER'S CORNER

NOT content with winning over US tastes, Perth-based Cell Aquaculture is now planning to put an Australian favourite on the dinner plates of European diners. Cell has just put the finishing touches on a deal with Bulgarian fishing and seafood processor Atlantic which could see barramundi in top-shelf restaurants from London to Moscow and everywhere in between. Cell will air-freight barramundi fingerlings to stock a Bulgarian facility, in much the same way it already does in the US northeast and in the Netherlands. The deal is expected to generate \$1.5 million in revenues for Cell. Atlantic chairman Petko Roussinov said land-based aquaculture was the way to go to produce premium fish, given the declining stocks in world waterways. "We can grow this premium Australian table fish in Europe to satisfy the increasing high-value fresh seafood market that is developing in central and eastern Europe," Mr Roussinov said. Cell's joint venture Netherlands project should start selling barramundi in coming months and negotiations are under way for a similar facility in Spain. Cell shares added 1c to 21.5c.

