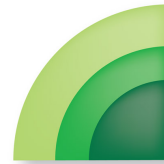




Herald Sun (Melbourne)
Wednesday 11/03/2009

Page: 35
Section: Business News
Region: Melbourne, AU
Circulation: 515500
Type: Capital City Daily
Size: 121.66 sq.cms.



slice
slicemedia.com.au

press clip



Pushing their barra

AN Australian company has pulled off the piscatorial equivalent of sending coal to Newcastle.

After harvesting its first commercial batch of barramundi in Malaysia, Cell Aquaculture has air-freighted most of the fish to Melbourne to make sure they are premium quality.

Top chefs were assembled and apparently cooked up a storm with the Australian native fish, which have now migrated further than Nemo.

CAQ chairman Perry Leach said the feedback from the chefs was

“excellent” and backed up the company’s plans to source premium quality fish from its Malaysian aquaculture venture.

“Whilst the prices of most commodities continue to decline, premium fish prices continue to soar,” he said.

He said chefs in Kuala Lumpur had backed the judgment of the Melbourne chefs that the Malaysian farmed fish were equal to the best wild or farmed barramundi available.

Cell Aquaculture shares firmed slightly to 9¢.



Fresh: the harvester’s barramundi.