

HUMPTY DOO SALTWATER BARRAMUNDI



Lates calcarifer – Australian Premium Fish, Wild Territory - The Real Deal!

ALL NATURAL, SALTWATER GROWN AND PRODUCED BY FAMILY FARMERS

OUR ALL NATURAL CLAIM, IS BASED ON HUMPTY DOO (HD) BARRAMUNDI BEING:

- Never treated with antibiotics or vaccines
- Hormone free
- GMO free
- Never treated with chemicals or preserving agents

PRODUCT ORIGIN	The HD Barramundi farm is located in remote wilderness on the banks of the majestic Adelaide River halfway between Darwin and the Kakadu National Park, in the Northern Territory, Australia.			
FARMED TECHNIQUE	Saltwater raceways			
SIZES WHOLE FRESH	400gm	600gm	0.88lb	1.32lb
	600gm	800gm	1.32lb	1.76lb
	800gm	1000gm	1.76lb	2.20lb
	1kg	1.5kg	2.20lb	3.31lb
	1.5kg	2kg	3.31lb	4.41lb
	2kg	3kg	4.41lb	6.61lb
	3kg+		6.61lb+	
YIELD	50-52% recovery (Skin on)			
PRODUCT FORM	Chilled whole			
SEASON	All year			
SUSTAINABILITY	Australian Farmed Barramundi Certification & Monterey Bay Aquarium Seafood Watch List "BEST CHOICE"			



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HUMPTY DOO BARRAMUNDI CULINARY ATTRIBUTES

SASHIMI QUALITY:

HD Barramundi is a sashimi quality product due to the following reasons:

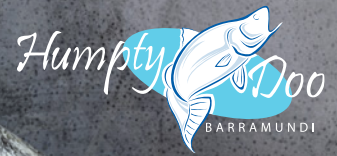
- Feeding a high-energy (higher oil content) nutritious diet administered through on-demand feeding to ensure optimal growth and animal condition.
- Low stress post-harvest practices to minimize fish handling and stress during harvest. All fish are euthanized in a -2° Celsius (28.5° Fahrenheit) saltwater ice slurry. The harvest technique implemented means each HD Barramundi has the lowest possible stress levels (scientifically proven) and handled in the most humane manner, exceeding international animal welfare standards.
- Water quality containing all the vital elements (minerals and vitamins) that Australian Barramundi receive in the wild.
- World's best animal husbandry practices to ensure optimal fish health.

- The clean, firm flesh of the HD Barramundi in raw and sashimi preparations exhibits a crisp bite with a light asparagus, melon and mineral notes.

TEXTURE, WHITE FLESH AND SILVER SKIN COLOUR

- The flesh of the HD Barramundi fillet carries unique inter-muscular marbling, delivering a clean, firm flesh.
- HD Barramundi has the whitest flesh of any Australian farmed Barramundi and the skin is a unique silver colour due to the optimal turbidity of the saltwater where the fish grow.
- The fish carries a thin layer of fat under the skin, making it ideal for crisp-skin cooking.
- When cooked, the flesh renders into a sweet, moist and scalloping flesh with notes of mushroom, kelp and steamed lettuce.





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HUMPTY DOO BARRAMUNDI CREDENTIALS

ENVIRONMENT:

- Humpty Doo is where wild barramundi naturally grow and thrive in the Northern Australian environment. The HD Barramundi farm has been created to provide sustainable water reticulation that delivers consistent water quality of pristine, oceanic salinity, throughout the year.
- The farms' unique bio system has been designed to have minimal impact on the surrounding environment, whilst providing a natural sanctuary for a range of native animals, birds and marine species.

SHELF LIFE:

- The high hygiene level implemented on the farm and low stress harvest techniques and post handling practices provides a HD Barramundi with substantial shelf life.
- Sensory testing has identified no variation in eating characteristics between a fish that has been just harvested versus a fish 21 days after harvest.

DIET:

- HD Barramundi have worked closely with their feed manufacturer for over 20 years to formulate feed to provide optimal growth and animal health to suit the metabolism and dietary requirements for the age of the fish.

- Humpty Doo's feed manufacturer is Global Gap – Best Aquaculture Practices certified (Certification #: 00035-TTHFC-0002).
- The diet fed to HD Barramundi is:
 - GMO free
 - Hormone free
 - Antibiotic free
 - Free of Artificial Growth Promoters
 - Sustainable, safe and only certified ingredients are used.

SUSTAINABILITY:

- Australian Sustainable Farmed Barramundi Certification
- Very efficient Feed Conversion Rate (FCR) - 1kg fish growth for 1.5kg of food provided.
- It takes approximately 0.4kg (0.88lb) of global Gap sustainably sourced fish to produce 1kg (2.204615) of premium HD Barramundi.
- HD Barramundi has created a unique feeding system based on the sound the fish make when feeding to ensure no over feeding.
- Low stocking densities to maximize fish health



USA 2711 N SEPULVEDA BLVD #303
MANHATTAN BEACH CA 90266 USA
WEB SOUTHERNROCKLOBSTERUSA.COM

CELL 323-371-6115
FAX 323-843-9440
EMAIL SALES@SOUTHERNROCKLOBSTERUSA.COM