

— Mark Lee Fish Farm —



Simply BarramundiTM

South Australia's homegrown springwater and saltwater fish





Simply BarramundiTM

Tucked away amongst the market gardens near Virginia SA, for over 20 years, Mark Lee Fish Farm has been the home of Simply BarramundiTM - Australia's Homegrown Fish, which has been distributed to Sydney, Melbourne and Adelaide both live and chilled.

The farm's Simply BarramundiTM is grown using clean and pristine Springwater deep underground that is naturally heated from the Earth's geothermal energy, which is perfect for growing Simply BarramundiTM year-round.

Simply BarramundiTM not only tastes great, but is also free from any added hormones, pesticides or heavy metals.

Saltwater Technology

We recently introduced a new SaltwaterTech for our *Simply Barramundi™*



Using South Australia's own natural seawater to provide a cleaner and sweeter taste



DID YOU KNOW?

Did you know, on average, it takes 4-5 days for a "fresh" barramundi to reach a retailer or restaurant from a farm, and 6-10 days before being sold and cooked?

Why Our Saltwater *Simply Barramundi™*?



1

Longer shelf time

30%-50% longer shelf life;
Minimal transit time, so they stay fresher!

2

Direct from the farm

Order today for delivery tomorrow,
direct from the farm;
Reduced forecasting and cut down spoilt stock.

3

More meat

More meat - our fish body is wider than other barramundi on the market due to tailored diet and grow-out environment

4

Sweet clean taste

Double purged using SA's own natural seawater to provide a cleaner and sweeter taste



Harvest on-demand

We harvest fish on-demand, so the fish are not sitting in a cool room losing freshness waiting for someone to place an order

Local

Because we are local it only takes less than a few hours between the fish swimming in our tanks and being on your display or menu



That's why the major independent supermarket and fish mongers in SA choosed to stay with us once they have tried our saltwater Simply Barramundi™





Growth-Cycle

12-month of careful husbandry

1

More than 1 million fingerlings (baby fish) come from wild caught barramundi broodstock 2 to 4 times per year to our farm

2

The fingerlings then stay in our hatchery for 2 months carefully cared for 24/7

3

Once the fingerlings grow to around 50g, they are then transferred into growout tanks where they are grown for around 8 to 10 months to plate size

4

Around 1 month before they are ready for the market, the fish are transitioned into natural saltwater for purging and then harvested for the market

Nutritional Ingredient

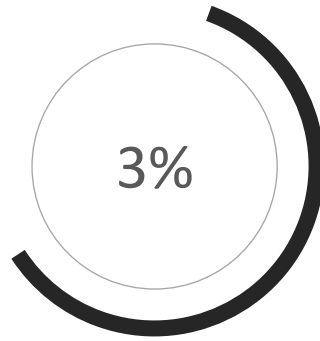
Our *Simply Barramundi™* has been raised using tailored diet and environment that result in each fish achieving highest possible Omega-3 fatty acids content that not only tastes superior to other farmed barramundi, but also ticks all the healthy checkboxes

Every 700g *Simply Barramundi™* contains:



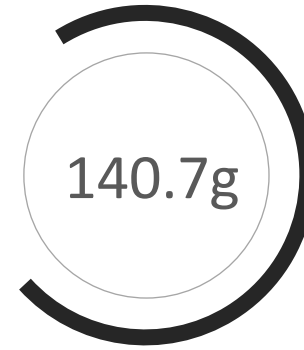
Omega-3

Omega-3 are key to the structure of every cell wall you have. They're also an energy source and help keep your heart, lungs, blood vessels, and immune system working the way they should



Fat

Our *Simply Barramundi™* contains very low fat which is very good for your health



Protein

There is no trans-fat, and our *Simply Barramundi™* provides around 141 grams of protein, which is an incredible amount



Calcium

Our *Simply Barramundi™* offers a wide variety of nutrients that include selenium, zinc, magnesium, vitamin A and calcium



Sydney



Melbourne



Adelaide

Market

Adelaide Local

Including Adelaide local restaurants, supermarkets, fish shops, retailers

Sydney

We send both live and chilled Simply Barramundi™ on a weekly basis to Sydney wholesalers

Melbourne

We send both live and chilled Simply Barramundi™ on a weekly basis to Melbourne wholesalers

Product Specification

Live or Chilled

Available Year-Round

- Whole, or
- Scaled, gilled and gutted

Comes in

- 20kg box wholefish, or
- 16kg box gilled, gutted and scaled, or
- Custom vacuum retail packs

Size Ranges (whole-fish)



500g-600g



600g-800g



800g-1000g



1000g+





Packaging

Polystyrene box with ice

or

Vacuum two-fish retail pack



Delivery Options

We provide bi-weekly delivery schedule



Pickup from Farm

Pickup from farm Monday to Friday,
we open from 9am to 5pm, 7 days
including public holidays



Monday delivery

Monday delivery during business
hours



Friday delivery

Friday delivery during business
hours



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