



our vision

marine produce australia be a vertically integrated food business producing more than 2 million Kg of premium quality Barramundi products for Australian seafood consumers.

objectives

to achieve large scale operations in the production of premium quality fish



focus

optimising efficiencies through scale and technology
maximising value through brand recognition



who are we?

marine produce australia limited

- ASX listed company
- WA Based business
- Employ approximately 50 people at the farm and offices

flagship brand “cone bay ocean barramundi”

- 2010 / 11 will produce 1,000,000 kg
- Target for 2011/12 is 2,000,000 kg



the history

- the business has been operating for 7 years
- very production focussed during development phase
- technically production processes very robust
- scaling up production
- changing focus to becoming a vertically integrated food business
- focused on reducing production costs and developing post harvest development strategies



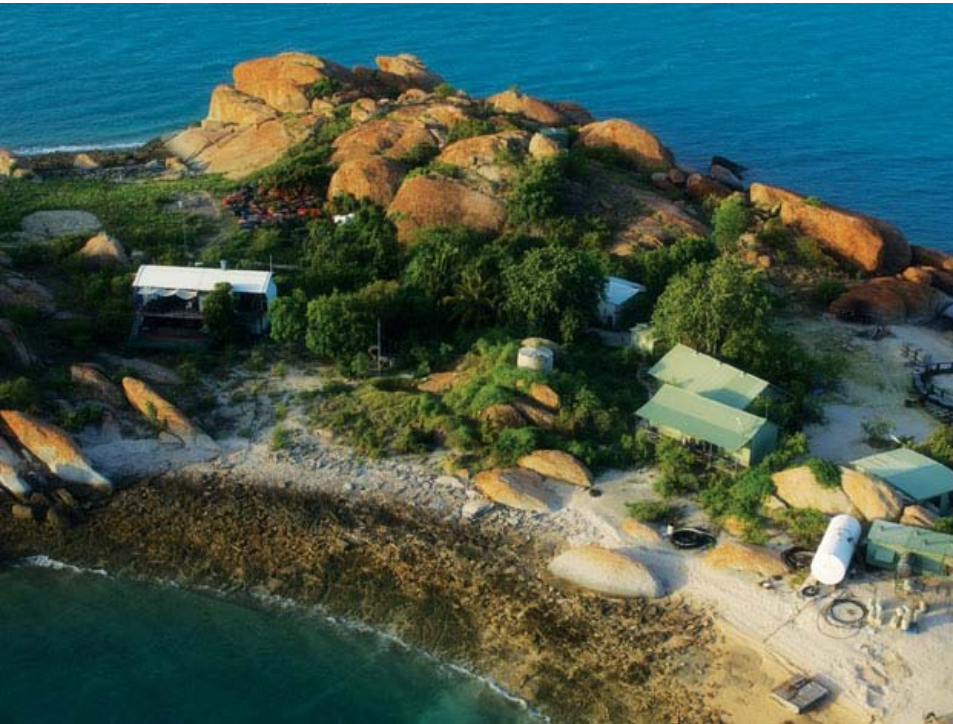
the site

- aquaculture lease originally used for South Sea Pearl Production
- general area and climate well suited to barramundi aquaculture
- the lease is 699 hectare of water
- significant portion of the lease not deep enough for cage systems
- massive tidal movement up to 11m maintains very high water quality



infrastructure

- Turtle island is a base for operations
- MV Innovator is a 30m steel catamaran



infrastructure

- Numerous feeding and workboats on the farm
- MPA lease two sheds on Derby Wharf
- One for re-packing of fish, storage and distribution
- One for fish feed storage
- Ongoing access to Derby Wharf is critical to the success of the business
- Head Office in Subiaco and satellite office in Broome



production process

- Stocking the farm with in excess of 1,000,000 baby barra per year
- Joint Venture with Challenger Institute of Technology in Fremantle
- Fish produced at the Australian Centre for Applied Aquaculture Research in Fremantle
- Transported by truck to Cone Bay (250,000 fish at a time)



nursery

- Arriving fish go into shore based nursery
- Fish stay in the facility for 6-8 weeks

nursery sea cages

- When juveniles reach 10 – 20 grams transferred to sea cage nursery facility

marine nursery

- In batches fish go into sea cage nursery and are intensely cared for
- Grown out to target size of 150 – 200 grams



farm management

- Feeding to appetite using high quality feeds
- Using underwater video for feedback
- Monitoring fish health, performance and growth

harvest

- Fish harvested from the growout cage
- Visually inspected
- Passed through the humane killing system
- Iced to bring temperature to below 2°C
- Transported to Derby wharf for re-packing and distribution to markets
Australia wide



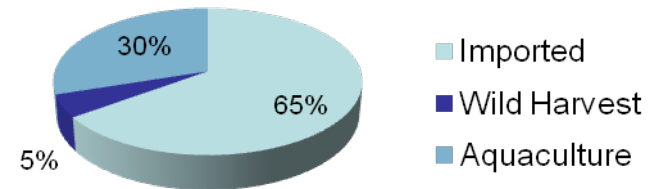
marine farm growout

- Fish stocked into grow out cages at 150-200 grams
- Target weight for harvest – 3.5 kilograms
- Growout time – 18 months



share of barramundi market

- MPA Largest producer in Australia
- Snapshot of domestic consumption
 - Asian countries produce Lates Calcarifer as frozen fillets
 - Low cost of production
 - Generally poor quality
 - Account for approximately 66% of consumption
 - Australian Aquaculture production
 - Other major producers pond grown
 - Quality variable
 - Production volume is limited
 - Producers prepared to discount heavily
 - Wild harvest price is equivalent to Australian aquaculture production but volumes limited due to sustainability and resource sharing issues



challenges to the business...

...sometimes feel like pulling a kimberley tide



environmental approvals

- Within Government MPA treated as a test case rather than a business
- EPA process running for over 5 years at substantial costs
- Current licence:
 - Performance based environmental monitoring
 - Yet conditions currently limit production to 1000 tonnes
- To succeed we need economies of scale
 - Additional lease areas and removal of the artificial production limit



Aquaculture lease tenure

- There is no tenure - annually renewable aquaculture license.
- Unable to be recognised as an asset in the business community.
- Would we have a pastoral industry if pastoral leases were annually renewable?
- Suggest 21 + 21yr lease arrangement with recognition as transferable asset



Product labeling laws

- Barramundi is predominantly consumed in food service setting.
- In a retail environment there is a requirement to identify imported product.
- In WA no such product labelling laws exist in food service.
- The Northern Territory have product labelling laws in food service.
- Provided a massive boost to domestic food producers.
 - On food service menu product identified as imported or Australian.
- Consumer surveys demonstrate domestic consumers unaware that Barramundi could be imported.



Long term sustainable industry in the Kimberley

- Northern WA has the potential to be a finfish aquaculture hub.
- Opportunity to diversify into sustainable industry post extractive industry boom.
- A capacity to process fish into value added products and train a workforce would be a major step forward
- MPA working with new Derby prison to develop a fish processing capacity as a training facility.
- Government investment in developing processing capacity and port would assist.



contact details

registered office

34 Bagot Road
SUBIACO WA 6008

postal address

P.O. Box 1008
WEST PERTH WA 6872

communication details

telephone: +61 8 9381 4493
facsimile: +61 8 9381 5817
email: admin@marineproduce.com
web: www.marineproduce.com



disclaimer

this material contains certain forecasts and forward looking information, including possible or assumed future performance, costs, production levels or rates, prices or potential growth of marine produce australia (**MPA**) and/or industry growth

such forecasts and information are not a guarantee of future performance and involve unknown risks and uncertainties, as well as other factors that are beyond the control of MPA

actual results and developments may differ from those expressed or implied by these forward looking statements depending on a variety of factors

nothing in this material should be construed either as an offer to sell or a solicitation of an offer to buy or sell securities

