



Pacific Reef
Sashimi Grade
North Queensland Cobia
Artisan farmed Black Kingfish

Wins the 2015 Royal Agricultural Society President's Medal

Pacific Reef has won the 2015 Royal Agricultural Society's coveted President's Medal for its farmed North Queensland Cobia.

The President's Medal is the Royal Agricultural Society of NSW's most prestigious award. Since it was established in 2006, the President's Medal has recognised outstanding achievement in Australia's food, wine and dairy industries.

The award is the only one of its kind in Australia where producers are judged not only on their product quality but on their financial, social and environmental performance.

The Champion products from the Sydney Royal Wine, Dairy and Fine Food Shows form an elite group that can be considered for the President's Medal.

They are invited to detail aspects including their company's mission, passion, community involvement, environmental footprint and pursuit of excellence. From this, the Wine, Dairy and Fine Food Committees make their selection of the six finalists across the three industries.

The six finalists are judged on site at their premises using triple bottom line marking criteria – social, economic and environmental.

The award winning Cobia, is farmed at the Pacific Reef farm, located at Ayr, on the edge of the Coral Sea in Far North Queensland. Pacific Reef, an award winning prawn farm, diversified into fin fish farming only 4 years ago, and is in only its second season of commercial production.

A species endemic to the waters of Far North Queensland, the domesticated cobia is highly regarded by chefs and consumers for its clean, sweet flavour and juicy, yet firm texture.

Following an amazing 2014 season, the 2015 crop is looking even better. Improved husbandry, including small school cropping, hand feeding and line and pole, Ike Jime harvesting, has resulted in an even higher quality fish.

Farm manager, John Maloney is excited about the future for the fish and is encouraged by the recognition “What started as a labour of love by the owners of the farm has become a passion for the whole team at the farm” States Maloney; “Our marketing team have kept us confident that chefs really like the fish, despite it being unknown to them and have told us to keep a focus on producing a premium quality fish”

Pacific Reef Cobia is an outstanding new fish on the Australian seafood scene and is a worthy recipient of this years RAS Presidents Medal.



Pacific Reef Fisheries' Maria Mitris-Honos and father Nick Mitris

THE FARM

Located 20 kilometers from the town of Ayr in Far North Queensland, the waters of Alva Beach at the Pacific Reef Farm are amongst the most pristine in the Coral Sea region, adjacent to the Great Barrier Reef Marine Park.



Using land based, seawater ponds fed by a constant flow of pristine Coral Sea water, the growing conditions are ideal to produce this high quality finfish.

THE FARMING

The artisan farming of the Cobia involves Pacific Reef managing the growing of the fish at all stages from its hatchery fingerling supply through the fish husbandry, feeding and harvesting.

Management practices.

Using minimal density stocking, the fish are fed exclusively on a natural high protein diet, free of any antibiotics or GMO ingredients.

Harvested using a system incorporating the latest technology and recognised as an improvement on the traditional “iki jime”, the fish are dry-bled and brine-ice slurred to induce rapid onset of rigormortis. The distinctive Ike Jime mark on the temple of the fish guarantees this harvest method.

PROCESSING

At the Pacific Reef processing facility, inspectors grade and check each fish, ensuring the high quality specifications are met, prior to being tagged, packed and dispatched.

Each fish is graded for size, weight and fat content to ensure a premium eating fish, everytime.

From the fish swimming in the seawater ponds at Alva Beach, to arriving in market is less than 24 hours.

SUSTAINABILITY

As an artisan fish farming operation, the Cobia farming at Pacific Reef is both environmentally, socially and culinarily sustainable – making it a standout fin fish farming operation in Australia

The farm has developed a seaweed farm operation, which is symbiotic with the fish farm, naturally cleaning the farm water and producing an edible sea-lettuce, making it the largest poly culture fish farm in the Southern Hemisphere.