



hiramasa | kingfish



*Hiramasa. The King of Kingfish.*

 **CLEAN SEAS** | sustainable seafood



## *Why Hiramasa is The King of Kingfish*

Hiramasa is the Japanese word for the species, where it's highly prized as a superb sashimi fish. Increasingly though, Hiramasa Kingfish is being acclaimed for its extraordinary versatility; whether served raw, cured, smoked, grilled, fried, roasted or poached. Little wonder then that chefs worldwide revere Hiramasa for its unparalleled quality and consistency and have come to rely on fresh deliveries direct from South Australia twice weekly, 52 weeks of the year.

## *From a land far away*

Yellowtail Kingfish are indigenous to the remote, crystal-clear waters of Spencer Gulf off the Eyre Peninsula, known as the continent's seafood frontier thanks to high and unique biodiversity.

Its rugged, untamed coastline enjoys a cool, temperate, Mediterranean-style climate, which provides a nursery for the country's iconic marine species.

All year Hiramasa Kingfish are nourished by the pure, nutrient-rich Antarctic currents that flow freely from the Great Southern Ocean to the Gulf in which our prized Kingfish feed.









## *Exceptional versatility*

Hiramasa Kingfish's firm white-to-light-pink flesh boasts a sweet, rich, clean flavor of consistently high standard.

Its high fat content (around 35% for belly, 14% for top loin and averaging 20%) is superbly moist unadorned as sashimi, yet rich enough to hold its own when paired with more robust flavors, including meat. For the same reason, Hiramasa's skin crisps brilliantly too.

Whether classic summer or warming winter fare, the versatility of Hiramasa Kingfish makes it a fish for every season.



## *Aquaculture trailblazers*

Clean Seas was formed by the Stehr Group in 2000 and was publicly listed in 2005.

Our company's initial purpose was to propagate and grow Southern Bluefin Tuna, however its secondary endeavour with regional indigenous Kingfish became highly prized in its own right.

As a consequence, Clean Seas refocused its efforts on sustainable production of Hiramasa and as Australia's only commercial producer of Kingfish is now recognized globally within the country's emerging aquaculture industry.







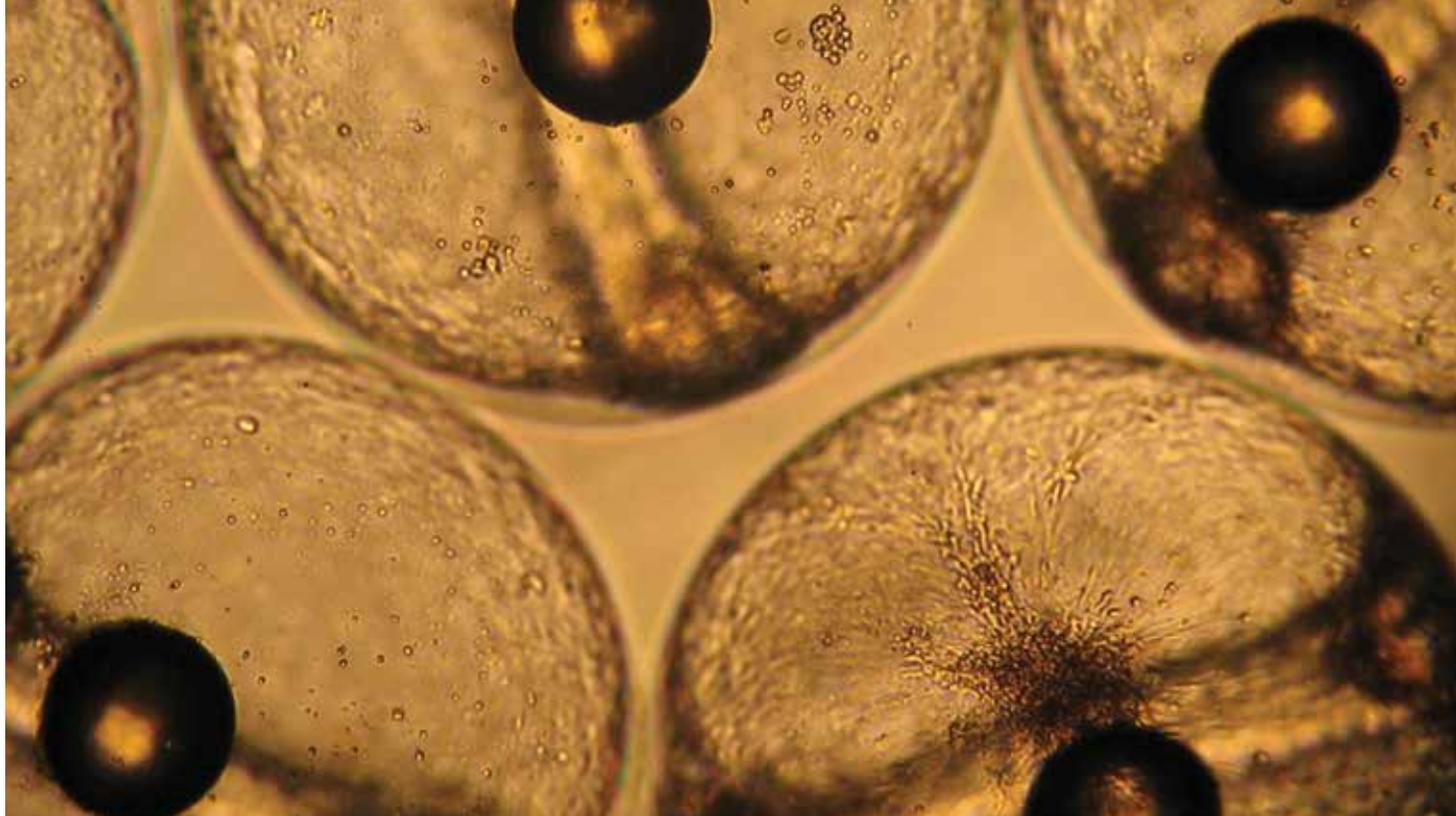
## *R&D experts*

Clean Seas considers research fundamental to product quality, sustainability and business success.

Our team of experts collaborates extensively with world-leading institutions and our proprietary studies have resulted in halving dependence on fish meal and fish oil in feeds, significantly lowering the Fish Conversion Ratio.

Never content with the status quo, Clean Seas is committed to continual innovation and improvement through R&D to ensure the highest quality grade while improving sustainability and reducing environmental impact in the process.





## *In the beginning...*

At our Arno Bay hatchery, the cycle of life commences with Clean Seas' precious farm-grown eggs, produced to exacting standards directly from specially selected broodstock.

The eggs are carefully transferred to an incubator where they hatch just 48 hours later, at which time the new larvae are gently bathed before being transferred to custom-designed larval rearing tanks.

For the next 21 days, the larvae enjoy a diet of live feeds (rotifers and artemia) until they are precisely 0.1 grams.









### *Fostered by experts*

At 0.1 grams, the tiny fingerlings are transferred to a nursery for weaning onto specially formulated feed with ingredients which are precisely balanced for optimal nourishment.

75 days after hatching they are a healthy 20 grams and ready to be transferred to the crystal-clear waters surrounding Port Lincoln.

The fingerlings are helicoptered into open sea pens four times annually, resulting in a year-round harvest of consistently rich, sustainable Hiramasa across every season.



## *Sustainability champions*

Clean Seas champions world's best practice in sustainability and intentionally exceeds stringent government regulations to ensure viable stocks for the future.

Consequently we were the first aquaculture company in the Southern Hemisphere certified sustainable by the internationally-recognised Friend of the Sea accreditation system, which audits seafood operations in over 50 countries.

Environmental impact is managed by fallowing and stocking limits and is strictly monitored by the South Australian government.







## *Nature and nurture*

From 75 days, Hiramasa Kingfish reside for the duration in the crisp, cool waters of the Spencer Gulf.

Pure Antarctic currents complement specially-formulated daily feeds, which are precisely balanced for optimal nourishment and growth.

Safeguarded against predators and encountering minimal stress along the way (which is key to producing healthy, delicious fish) our Hiramasa are harvested at 16-24 months as they grow to the highly sought-after sashimi grade size of 4+kgs.





## *Long live the King*

Hiramasa Kingfish are harvested quickly and efficiently to minimise stress, utilising modern equipment that instantly stuns the fish in an Ikejime-like manner. Once stunned and bled the fish are immediately placed in chilled seawater.

Depending on the time of year, average whole fish sizes range from 3.8 to 5+ kilos and fillet sizes run between 1.4 to 1.8 kilos.

Hiramasa Kingfish also provide a superior shelf life compared with other white fish; 10 days for fresh Hiramasa if properly chilled at 40° Fahrenheit or below and 2 years for frozen Hiramasa if properly stored at 0° Fahrenheit or below.







**Nicky Riemer**  
Union Dining  
Melbourne, Australia



## *A palette for the palate*

Hiramasa Kingfish has long been renowned as a superb sashimi fish, but it's increasingly being acclaimed for its extraordinary versatility.

Its broad-flaked texture and minimal bone structure is also favoured by restaurants for its easy eating and extraordinary mouth feel.

## Fast facts

**Latin Name:** *Seriola lalandi*

**Country of Origin:** Australia

**Breed:** Yellowtail Kingfish

**Provenance:** Spencer Gulf, Port Lincoln, South Australia

**Certified Sustainable:** Friend of the Sea

**Operational scale:** 2 farms

**Fish density:** 15kg/cubic meter

**Harvesting:** 16-24 months

### Fish Growth:

Fish grow well from November to May. Once the ocean water temperatures drop in temperature heading into winter, increases in fish weight taper off until the spring season arrives in October/November.

### Year Class:

A new year class starts in January/February so there are naturally smaller fish at the beginning of the year, with an increase in size during. The largest fish tend to get harvested December/January due to the single year class. Sizing on the big fish can meet or even exceed 5kg.







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