

WILD ABALONE



from the clean, clear waters of **New South Wales**



INTRODUCING NEW SOUTH WALES WILD CAUGHT ABALONE

Sourced from the wild, clean temperate waters
of southern New South Wales



On behalf of Abalone Association of New South Wales and the Australian Wild Abalone Program, it is our pleasure to introduce New South Wales wild-caught abalone.

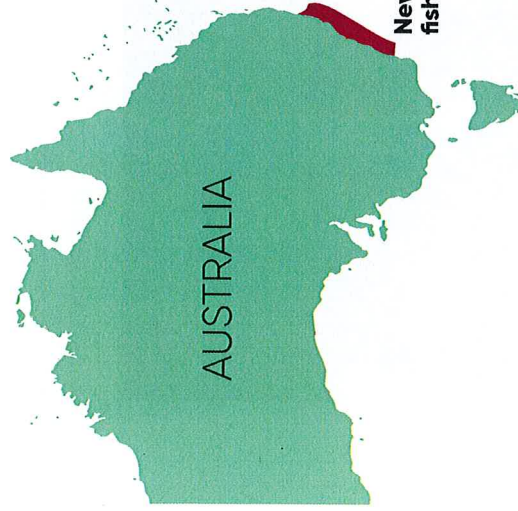
Our product is proudly certified by the Australian Wild Abalone Certification Trademark, so you can be secure in the knowledge that you are purchasing premium quality wild Australian abalone, carefully harvested by experienced divers from the cool clean waters of southern Australia, that is processed and packaged according to stringent Quality Assurance guidelines.

This initiative is proudly supported by Abalone Council Australia Ltd, and the Australian Government's Farming Together Program



**Abalone Council
Australia Ltd**

Wild caught from the clean, clear waters of **New South Wales**



New South Wales fishing zone

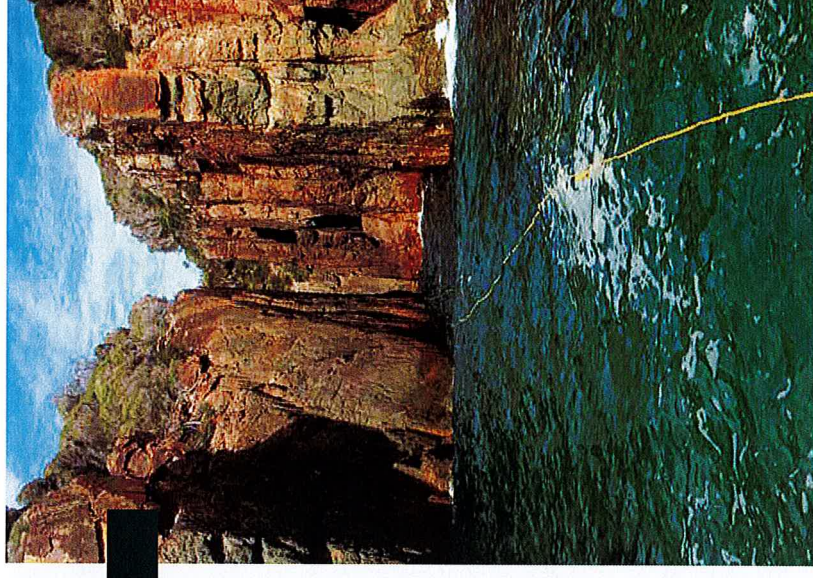
Australian Wild Abalone from New South Wales is harvested directly from the ocean floor, not farmed, so it retains its original wild taste. Experienced abalone divers brave the cold waters to hand select the finest quality abalones.

Australian wild abalone are very selective about the environment in which they live – the sea should be cold with a high salt content, there should be regular water movement and a healthy abundant supply of seaweed.

Although abalone grow in many places around the world, the best quality and most succulent abalone grow near the 40 degrees south latitude.

The New South Wales coastline provides the perfect growing environment for wild abalone – cold and clean oceanic waters with seaweed in abundance for the wild abalones to feed on, resulting in succulent and tasty abalone meat prized by discerning diners from all corners of the globe.

The majority of New South Wales catch is



New South Wales coastline



Freshly caught Blacklip abalone

taken south of Ulladulla, primary fishing ports being Batemans Bay, Narooma, Bermagui, Tathra and Eden where ocean temperatures drop to a low of 11 degrees celsius and reach a high of 20 degrees celsius.

Southern New South Wales is a unique fishery which experiences the meeting of two currents. The East Australia current and the Bass Strait waters meet creating a nutrient rich upwellings, supporting an abundance of various algae and seaweed species which grow along unspoilt, unpolluted coastline.

New South Wales abalone are harvested parallel to a sustainable established Sea Urchin Fishery.



New South Wales is famous for **Blacklip** abalone

Blacklip abalone *Haliotis rubra*

caught with
care

The abalone are individually hand harvested by experienced divers. They are carefully handled by both the diver and deckhand. The deckhand packs the abalone into special crates and stores live in a wet well on the boat. The freshly harvested abalone are delivered to processing premises via temperature controlled trucks where they are carefully unloaded and prepared for processing.

The abalone are then processed through carefully controlled operations that ensure the final packaged products retain their premium quality and are naturally nutritious with that unique taste only wild abalones freshly harvested from the seabed can provide.

Belonging to the family of molluscs, abalone are large marine snails or gastropods with a hard ear-shaped shell and a muscular foot. Abalone (Family Haliotidae) inhabit Australia's rocky shorelines, from shallow water up to depths of 40 or sometimes 50 metres. Of over 100 species of abalone living in the world today, at least 23 of these occur in Australia, however only 4 abalone species are commercially harvested – black-lip, green-lip, brown-lip and roe. These species are available in a range of product formats.

In their natural habitat abalone are browsers, moving along in a mainly uninterrupted gliding motion aided in their locomotion by the creeping sole of their muscular foot. They attach themselves to rocks with this foot which has a suction force of more than 4000 times that of their own body weight.

Abalone are herbivores, feeding on algae and small sea weeds which they grind from the rocks. Never travelling far from the place where they first settled, abalone prefer to live where drift weed is conveniently carried along by a gentle current.

hand harvested by
experienced divers
directly from the ocean
floor – the abalone
retains its original **wild**
taste, the way nature
intended.

Sustainably Managed fishery

Strict Government enforced controls, and a care for the environment we fish in, ensure the fishery is managed in an environmentally sustainable manner.

SECURE FISHERY

Commercial abalone fisheries exist in Western Australia, South Australia, Tasmania, Victoria and New South Wales. All are highly regulated and monitored by the Department of Fisheries of each State Government. There are strictly enforced controls that limit the total commercial harvest. These controls ensure that the fisheries are managed in an ecologically sustainable manner.

Each State abalone fishery is assessed against the Guidelines for the Ecologically Sustainable Management of Fisheries – under the Environment Protection and Biodiversity Conservation Act. Following this assessment, each abalone fishery has been certified in recognition that it is managed in an environmentally sustainable manner.



Under the New South Wales Fisheries Management Act, the New South Wales Abalone fishery is classified as a share (or unit) managed fishery.

A diver must have 70 shares in order to dive. Share ownership is published on the New South Wales Department of Primary Industry website and is publicly available.

There is usually approximately 20 active divers operating mainly out of south coast ports such as Eden, Tathra, Bermagui, Narooma, and Batemans Bay.

Sea Urchin is harvested alongside Abalone, this assists in maintenance of productive reef weed species and promotes higher yielding meat recovery and growth rates. New South Wales Abalone is carefully managed via a strict Total Allowable Catch (TAC) setting, variable Minimum Size Length (MSL) appropriate for the area fished. Diver initiated collection of catch data using GPS monitoring technology linked to catch targets and catch rates.

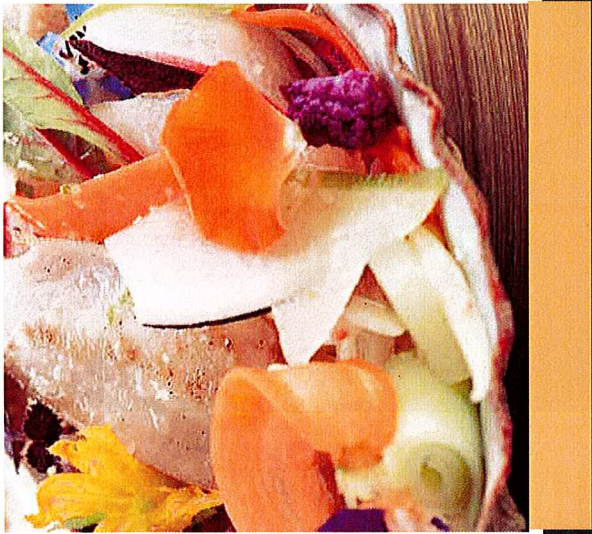
Availability 12 months, weather permitting.

Our product is proudly certified by the Australian Wild Abalone Certification mark so you can be secure in the knowledge that you are purchasing premium quality wild Australian abalone, carefully harvested by experienced divers from the cool clean waters of southern Australia and processed and packaged according to stringent Quality Assurance guidelines.



The values that underpin Australian Wild Abalone products are:

- they are caught with care - hand harvested by skilled divers
- they are healthy, nutritious and safe to eat
- they are 100% natural and wild
- the provenance is assured



New South Wales Abalone Nutritional Information

This nutritional information about Australian Wild Abalone was sourced from the 'Australian Seafood Compositional Profile Study' which was conducted by the South Australian Research and Development Institute on behalf of the Australian Seafood Cooperative Research Centre.

NUTRITION INFORMATION

Wild Australian Abalone (raw muscle)

Serving size: 100g

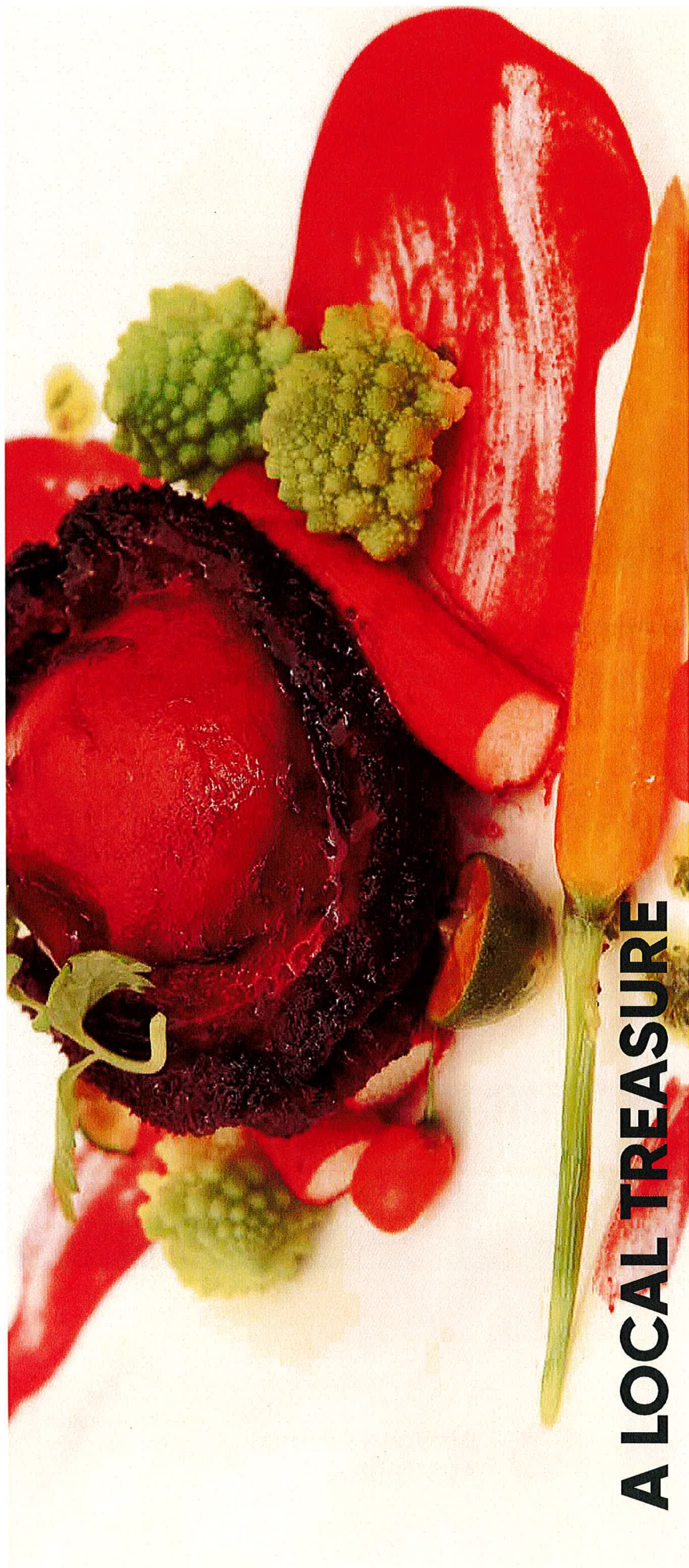
	Average quantity per serving	% daily intake* (per serving)	Average quantity per 100g
Energy	392	4.5	392kJ
Protein	18.6	37.3	18.6g
Fat, total	0.58	0.82	0.58g
saturated	0.20	0.85	0.2g
trans	0.00		0.0g
polyunsaturated	0.24		0.24g
omega 3	0.094		0.094g
docosahexaenoic acid	29.30	97.7	29.3mg
eicosapentaenoic acid	0.67	2.2	0.67mg
monounsaturated	0.13		0.13g
Carbohydrate	3.14	1.01	3.14g
Sugars	0.9	1.0	0.9g
Sodium	268	11.6	268mg
Phosphorus	132	13.2	132mg
Iodine	0.13	84.4	
Iron	2.86	23.8	2.86mg
Vitamin E	1.33	13.3	1.33mg
Magnesium	48.3	151	48.3mg
Selenium	0.009	12.9	

*Percentage daily intakes are based on an average adult diet of 8700kJ.
Your daily intakes may be higher or lower depending on your

Healthy to eat

There are ten reasons why Australian Wild Abalone is healthy to eat:

1. Australian Wild Abalone is a good source of Protein – a nutrient needed by the human body for growth and maintenance. Proteins are one of the building blocks of body tissue and can also serve as a fuel source.
2. Australian Wild Abalone is a good source of Docosahexaenoic acid (DHA), an Omega 3 fatty acid that is a primary structural component of human brain tissue, sperm, testicles and the retina (eye). Dietary DHA may reduce the risk of heart disease by reducing the level of blood triglycerides in humans. DHA has also been found to inhibit growth of human colon cancer cells.
3. Australian Wild Abalone is a good source of Iodine. Iodine is an integral part of the thyroid hormones and helps regulate metabolism. Thyroid hormones are required for normal growth and development of tissues such as the central nervous system, and have a broader role in maturation of the body as a whole. The latest research into iodine in newborns has shown that an iodine deficiency can 'dumb down' a whole population – insufficient iodine can cut 10 to 15 points from an affected person's IQ, according to the World Health Organisation, which has recently declared that 50 countries are known to have the deficiency.
4. Australian Wild Abalone is a source of Phosphorus. Phosphate helps to protect blood systemic acid/base balance, acts as a temporary store and transport mechanism for energy and helps in activating catalytic proteins. About 85% of the body's phosphorus is in bone and the remainder is distributed through soft tissues.
5. Australian Wild Abalone is a source of Iron. Iron is important in transporting oxygen in the blood, which is essential in providing energy for everyday life. Iron deficiency is common, especially in female subgroups (menstruating women, pregnant women, teenagers and athletes) as well as babies and toddlers.
6. Australian Wild Abalone is a source of Vitamin E. A fat-soluble vitamin mainly found in fats and oils, fish, some vegetables, and the fat of meat and poultry. Vitamin E acts as an antioxidant, thereby protecting the membrane of polyunsaturated fatty acids from free radical damage.
7. Australian Wild Abalone is a source of Magnesium. Magnesium is a mineral and about 50% is found in bone. It is needed for many reactions in the body and helps maintain normal muscle and nerve function, keeps heart rhythm steady, supports a healthy immune system, and keeps bones strong.
8. Australian Wild Abalone is a source of Selenium, which acts as an antioxidant and assists in the activity of the thyroid hormones. Selenium is also beneficial for the immune system.
9. Australian Wild Abalone is very low in Saturated fat. Health authorities recommend a diet low in saturated fat may increase the risk of heart disease.
10. Australian Wild Abalone contains zero Trans fat – consumption of trans fat may increase the risk of heart disease. Health authorities recommend a diet low in trans fat, as consumption of trans fat may increase the risk of heart disease.



A LOCAL TREASURE

AND AN INTERNATIONAL DELICACY

Wild-caught abalone from Australia is inspiring chefs all around the globe.



Australian wild caught abalone has a special place in the hearts of the New South Wales locals, and is internationally recognised as a cultural delicacy in many places around the world, in particular in traditional Asian cuisine.

There are many ways to prepare and cook abalone, yet great care is needed to prevent its delicate flesh from becoming rubbery. It can be eaten raw making delicious sashimi, or simply pan-fried in a little butter, but in the hands of a great chef can be a luxury dining experience.

Australian Wild Abalone from New South

Wales is available all year (weather dependant)

For sales please contact:

Erik Poole, Supply Manager

Sydney Fish Market

0401996459



Other enquiries

AANSW - aansw16@gmail.com



**Abalone Council
Australia Ltd**



**Farm Co-operatives
& Collaboration**

Pilot Program