

# Southern Rock Lobster; a sweet taste of the ocean

- Species *jasus edwardsii*
  - WILD CAUGHT within quota-controlled fishery
    - ensuring long-term sustainability
    - monitored by Fisheries Authority, in each State Government
- Habitat Southern Ocean; 10 to 150-meter depth, in 8 to 16°C
- Logistics 85 Fishers catching live wild caught Southern Rock Lobsters  
12 fishing ports in three States to Mount Gambier, South Australia  
Roadfreight from Mount Gambier to Tullamarine Airport, Melbourne  
Airfreight (ideally non-stop wide-bodied aircraft) to customer's destination
- Eating characteristics Slightly sweet, firm in-mouth feel with a natural salty aftertaste
- Packing Polypropylene Carton
  - 13kg net weight LIVE Southern Rock Lobster
  - 0.5kg Wood Wool and 1.0kg Ice PackAKE (airfreight container)
  - 62-Cartons (thus 805 to 810kg per AKE)
- Price AUD\$ tbc / kg by Grade (C&F landed)
- Grades available

A	below 600g
B-	600g to 700g
B+	700g to 800g
C	800g to 1,000g
D	1000 to 1,500g
E-	1,500 to 2,000g
E+	2,000 to 2,500g
F	above 2,500g



# Giant Crab; one of the world's largest Crab species

- Species pseudocarcinus gigas
- Source Bass Strait, AUSTRALIA
  - WILD CAUGHT in quota-controlled fishery ensures long-term sustainability
  - monitored by Fisheries Authority, in each State Government
- Habitat Southern Ocean; 10 to 150-meter depth, in 8 to 16°C
- Logistics 5 Fishers catching live wild caught Giant Crab
  - 3 fishing ports in three States to Mount Gambier, South Australia
  - Roadfreight from Mount Gambier to Tullamarine Airport, Melbourne
  - Airfreight (ideally non-stop wide-bodied aircraft) to customer's destination
- Eating characteristics Slightly sweet, firm in-mouth feel with a natural salty aftertaste
- Packing Polypropylene Carton
  - 13kg net weight LIVE Southern Rock Lobster
  - 0.5kg Wood Wool and 1.0kg Ice Pack
- AKE (airfreight container)
  - 62-Cartons (thus 805 to 810kg per AKE)
- Price AUD\$ tbc / kg by Grade (C&F landed)
- Grades available
  - Small below 3kg
  - Medium 3kg to 5kg
  - Large 5kg to 7.5kg
  - XLarge 7.5kg plus





# Best Ociana Seafood; behind the scenes

- Holding Tanks & Pack-out Area



# Best Ociana Seafood; company background

- Best Ociana Seafood
  - Merger of Stanke Ociana Seafood (Dec 2015) and Fitzgerald Fish Sales (Apr 2016)
    - one of the first exporters of live Southern Rock Lobster in 1988
  - Dispatched some 475 AKE's (or 385,000kg) to Shanghai, Beijing and Hong Kong in 2019
    - "Known Consignor" accredited since Feb 2019
    - "Trusted Trader" certified since Oct 2019
- Business Strategy
  - Short to Medium-term;
    - open new markets, previously inaccessible due to logistics constraints
  - Medium to Long-term;
    - develop new markets, supplying consumers seeking premium live seafood
- More information
  - <http://www.wildrock.com.au>
  - <https://vimeo.com/387864099>
    - Password; WildRock



Best Ociana Seafood, 3 Allan Drive,  
Mount Gambier, South Australia 5290,  
AUSTRALIA

**CALL +61 488 222 572**