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It's a GOLD for Geraldton Yellowtail Kingfish

Geraldton's own Indian Ocean Fresh Australia (IOFA) has won a Gold Medal at this year's Royal Agricultural Society of NSW *Sydney Royal Fine Food Show*.

The award was announced by the Royal Agricultural Society of NSW on Tuesday.

The Geraldton based marine finfish aquaculture company farms Yellowtail Kingfish in the waters of Champion Bay Geraldton and entered the category of Large Fresh Fish taking home a Gold.

IOFA Managing Director Erica Starling, was thrilled with the result and said the win was encouraging for the fledging Mid West aquaculture industry.

"This is the first time that IOFA has entered any fine food shows and to come away with a Gold is an amazing result," Ms Starling said.

"Our main aim was to obtain valuable feedback on our product quality from experienced seafood professionals and to see where our product is benchmarked against other high quality seafood produce from across the nation.

"This win raises the profile of Yellowtail Kingfish as a premium fresh fish product. Western Australia is highly regarded for its wild catch seafood, and it's great to see that aquaculture produce from this region can also be of such a high standard.

"It is also especially rewarding for the whole IOFA team and supporters of aquaculture in the Mid West, after many years of research and development and plain hard work."

The win comes on the back of industry and government collaboration to trial Yellowtail Kingfish aquaculture in the Mid West. These trials have led to commercial production and it is this first batch of commercially produced Yellowtail Kingfish that took out a Gold award.

Ms Starling also thanked her many customers and suppliers for their support of IOFA.

For further information on the Sydney Royal Fine Food Show please visit:

<http://www.rasnw.com.au/sydney-royal-competitions/competitions/aquaculture/>



MEDIA RELEASE



Fact File:

- **Indian Ocean Fresh Australia is based in Geraldton, Western Australia.**
- **Owned and operated by Erica Starling, IOFA have been marine finfish farming in Geraldton since 2008, firstly with Mulloway and now with Yellow Tail Kingfish.**
- **Successful trials of Yellow Tail Kingfish marine finfish farming in conjunction with the Mid West Development Commission have led to commercial production.**
- **IOFA supplies premium Yellow Tail Kingfish to the domestic Australian seafood market and to international exports markets.**

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