



Victorian producer takes seasonal approach to launch of 'super food'

For most people salmon is not seen as a seasonal food; but for boutique producer Yarra Valley Salmon, it will only do just that.

Its Atlantic Salmon are only culled and sold to market from October to January.

Yarra Valley Salmon's Mark Fox, has already built a reputation for being anything but conventional in farming his Atlantic Salmon.

When he took over the farm at the base of the Victorian Alps some 14 years ago, he immediately questioned the way the fish were milked for caviar, and changed the process to an entirely natural one.

The same philosophy applies to the way the farm rears and produces its salmon products.

The fish live in long earthen ponds which are fed by waterfalls, given plenty of room to move, and the farm refuses to use antibiotics or chemicals.

Mark says providing flesh earlier in the year is not the humane thing to do for the fish - or the right thing for the consumer – with the fish needing time to recover from milking in May.

“Even though we're the only aquaculture farm to milk our fish entirely by hand, the process still takes its toll on the fish. It's like any animal giving birth; they need time to fully recover.”

For Mark it is pure business sense.

“Because of the space we give our fish to swim around, we don't need to use antibiotics, and prophylactics because the fish are actually less prone to disease just because of the way they live, and therefore of course much healthier and happier, and in turn that results to the quality of the product on the plate.”

“I'm not interested in creating products from intensive farming. It's makes far more sense to provide a top quality product, and in the process do the right thing by the fish, the Rubicon River which feeds our ponds, and ensure the long term sustainability of our farm.”

With increasing consumer demand to know the footprint behind their products, Yarra Valley Salmon's caviar is not only local, but chefs and restaurateurs can rest easy knowing it's come from fish which are treated humanely and from local fresh, natural water streams.

For more information or for purchasing details please call:

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