



For immediate release

Yarra Valley Salmon scoops another prestigious accolade for quality caviar

The accolades keep coming for boutique Victorian producer Yarra Valley Salmon, taking out a gold medal at the prestigious 2011 Produce Awards for its quality caviar.

The awards are judged by some of the country's most respected chefs including Alla Wolf-Tasker, Cheong Liew, Paul Wilson, Matt Wilkinson and Philip Johnson.

Yarra Valley Salmon was the only Victorian medallist in the 'From The Sea' category of the 2011 awards.

Yarra Valley Salmon general manager Mark Fox says he's humbled by the recognition.

"To be recognised by such prestigious awards is great verification of the work we do in continuing to ensure we produce the most natural, and highest quality product possible."

Its secret, he says, lies in strict environmental practices, humane treatment of its fish, which are reared in a natural, fresh water environment – and refusing to use antibiotics or chemicals.

This latest accolade comes just months after Yarra Valley Salmon took out a trio of top awards at the 2011 Sydney Royal Fine Food Show for both its caviar and salmon.

The boutique producer also landed a top award at the 2010 Sydney Royal Fine Food Show, was announced a finalist in the produce awards in 2010, and was recognised as a finalist in two categories by what are regarded Australia's most prestigious environmental awards – the Banksia Environmental Foundation Awards.

For more information and high resolution images:

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About the produce awards

Since launching in 2005, the Produce Awards have established a leading position within the industry, uncovering outstanding Australian primary producers.

The *ABC delicious* Produce Awards encourage, showcase and reward Australian producers, build awareness of culinary regions, and recognise fresh, seasonal food that is produced with integrity.

Each year the awards acknowledge those who are committed to quality and consistency in what they grow and create, along with consumers and suppliers who



promote small producers through restaurants, providores and the large and small markets nationwide.

