

8 June 2022

ASX RELEASE

ASX: RFA

## MARINE STEWARDSHIP COUNCIL ACCREDITATION & SALES & MARKETING ACTIVATION

### KEY POINTS

- **MSC blue fish tick:** Rare Foods Australia achieves certification with the Marine Stewardship Council (MSC) as a fully accredited and internationally recognised Wild Enhanced and Sustainable Fishery for Greenlip Abalone.
- **Marketing:** new General Manager – Sales & Marketing appointed, with aim of activating further global demand for our MSC accredited Two Oceans Wild Abalone brand.
- **Ecommerce and Retail store:** The Company launched its eCommerce platform on 1 June 2022 and is on track to launch its purpose built, Ocean Pantry retail & tourism experience, with the objective of increasing both the scale and scope of products available to domestic consumers.

### DETAILS

#### MSC Accreditation

**Rare Foods Australia Ltd (ASX Code: RFA, the Company)** is pleased to announce that it has achieved certification with the Marine Stewardship Council (MSC) as a fully accredited and internationally recognised Wild Enhanced and Sustainable Fishery for Greenlip Abalone. RFA is the only wild enhanced fishery in the world using sustainable practices to commercially produce Greenlip Abalone.

The Marine Stewardship Council (“MSC blue fish tick”) standard is the world’s most widely recognised standard for seafood sustainability. MSC is the WA State Government’s Department of Primary Industries and Regional Development’s (DPIRD) preferred sustainability accreditation scheme for its fisheries, in recognition of its international standing and the rigour of its assessment process.

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*“To date, only eleven Western Australian fisheries have achieved MSC certification, which not only puts us on the global stage, undoubtedly getting the attention of large international seafood buyers, but it also acknowledges the exceptional standards by which we hold ourselves accountable.”*

*- Rob Jorden, Rare Foods Australia CEO*

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#### Sales & Marketing General Manager Appointment

RFA has bolstered its internal sales and marketing capability with the appointment of Alex Wilson as General Manager – Sales and Marketing.

Alex will work towards activating further global demand using our MSC accredited Two Oceans Wild Abalone brand and target revenues from other locally available MSC accredited Wild Quotas. This includes additional sales of wild Greenlip and Roei under the Two Oceans Wild Abalone brand.

Alex will be further developing the markets and customers to enable the Company to generate increased sales, as well as further diversify RFA’s rare and premium product range. Apart from a focus on international sales, as part of RFA’s growth plans, Alex will also use his wealth of experience to expand the business into new channels domestically, including our recently launched eCommerce platform and our retail store, the Ocean Pantry, located at the marina in Augusta.



## eCommerce & Retail Activation

The Company has begun its direct to customer eCommerce channel as planned, which launched Wednesday 1 June 2022.

Supporting this digital channel, a purpose-built retail and tourism facility, the Ocean Pantry, is on track for a Q4 delivery to the Augusta Boat Harbour, ready to begin trading in Q1 of FY23.

In addition, RFA has begun trading with several new accounts, including the popular Bunbury Farmers Market to further develop RFA's wholesale distribution in the Southwest region of WA which will raise awareness of the rare produce available locally and increase revenue.

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*"All these initiatives further highlight the delivery of the Company's sales and marketing strategy that was developed to strengthen the core business and allow us to continue to pursue the many value accretive growth opportunities available."*

*Rob Jorden, Rare Foods Australia CEO*

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**END**

This announcement was authorised to be given to the ASX by:

### **The Board of Rare Foods Australia Limited.**

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## **About the Company**

Rare Foods Australia Limited (**ASX: RFA**) has developed the world's first commercial Greenlip abalone sea ranching business in the pristine waters of Flinders Bay, Western Australia. With the construction of proprietary, purpose-built artificial abalone reefs (called "ABITATS™") now complete, RFA is supplying commercial quantities of its premium, 'wild-harvested', Greenlip abalone to local and overseas customers.

For more information visit [www.rarefoodsaustralia.com.au](http://www.rarefoodsaustralia.com.au)