



**Media Release** : Ridley Aqua - October 2015

**Headline:** Australian aquaculture chucks up another “world’s first” in sustainability

**Teaser:** Ridley launches the world’s first commercial prawn feed containing zero traditional wild caught fishmeal.

Australian farmed prawns, already leading the world in sustainability, have just gone one step further: this year many are eating Ridley’s new NoCatch™ diet which contains no wild caught fishmeal, a limited resource which will not be capable of fulfilling growing global demand in years to come; consequently – in spite of many of the target fisheries being certified - it is becoming not only a longer term sustainability issue, but also an increasingly expensive commodity as an aquaculture feed ingredient. NoCatch™ diets for barramundi and salmon have also been successfully developed and tested by Ridley.

Group Technical and R&D manager at Ridley Aquafeed, Dr Richard Smullen said “It is critical that we feed prawns a balanced and nutritious diet that helps bring out the best qualities of this Australian favourite seafood, while maintaining quality, sustainability and affordability”. Ridley’s new NoCatch™ diet has been made available to prawn farmers for the first time this year at no extra cost relative to its other premium prawn diets, and is designed to avoid the price volatility to which other diets are subjected, relying as they do on wild caught fish meal which has seasonal availability and variable catches.

The 2015 launch of Ridley’s Perform Plus NoCatch™ diet for prawns is the culmination of over a decade of research by Dr. Smullen and his team, who have also developed similar diets for barramundi and salmon, which have been successfully tested and shown that for these species too, it is possible to provide a diet free of capture fishmeal and achieve the same performance and quality as that achieved with standard diets. “Using a broad range of high quality, responsibly sourced ingredients, we’ve learnt how to optimise our feeds to help deliver the biggest, healthiest and tastiest prawns and fish, and done it without relying on fishmeal. No one else in the world has been able to deliver this commercially” said Dr Smullen.

2012 marked two major milestones for aquaculture, when the world for the first time ate more farmed seafood than farmed beef globally, and also ate more farmed seafood than wild seafood for the first time, as reported by the United Nations Food and Agricultural Organisation (FAO). As aquaculture continues to grow faster than any other food sector, responsible, sustainable approaches are key to realising that growth potential.

Huw Thomas, Fisheries and Aquaculture Manager for UK retail giant Morrisons, who was among a group of several international speakers that recently visited Australia to attend the inaugural Ridley Salmon Seminar, commented that “we’re moving away from calling foods sustainable or not, but rather focussing on whether their production is responsible”. He added that “sustainability is typically thought of as the environmental footprint of food production only, but we need to really focus on the triple bottom line of environmental, social and economic responsibility”.

Images:

1. Australian farmed prawns fed on the Ridley Performance Plus NoCatch™ diet
2. Dr. Smullen presents the ground breaking results of his team’s work at the inaugural Ridley Salmon Seminar held in Queensland

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