



Seafood Processor Grants

Ashmore Foods Tasmania

Funding: \$44,430

Start date: September 2021

End date: December 2022

Status: COMPLETED

Project overview

- Purchase and installation of blast-freezing or chilling infrastructure.
- Purchase and installation of innovative and/or branded packaging infrastructure.
- Refurbishment or upgrades to existing infrastructure.
- Engagement of specialist services to improve market entry.

Project description

Ashmore Foods Tasmania were successful in receiving \$44,430 support from the Tasmanian Government to purchase and upgrade infrastructure and to develop new products to value add underutilised species such as Australian salmon, wrasse and bluefin tuna to diversify and expand into new markets. Ashmore Foods worked closely with smaller local fishermen.

Business outcomes include:

- Hot Smoked Tuna loins and Bellies received market acceptance (winning awards in RAST good food awards)
- Cold smoked Tuna is still being promoted and yet to be widely accepted. This is proving difficult on the production side, due to its delicate textured fish.
- Hot Smoked Wrasse unfortunately turned out to be unpalatable due to texture as fillet. At the same time the live market has bounced back from COVID times and being exported live again. Therefore, supply has dried up.

- New packaging has been launched and is receiving positive feedback.
- There were delays in receiving some of the new equipment and in building the new cool room.
- The new cool room has allowed segregation of products allowing growth on new lines.
- The vacuum packaging machine and new packaging design has given Ashmore Foods brand awareness and they are still rolling out production of new products.



Figure I: New products and packaging. Source: Ashmore Foods Tasmania





Figures 2 and 3: Outside and inside the new cool room. Source: Ashmore Foods Tasmania

