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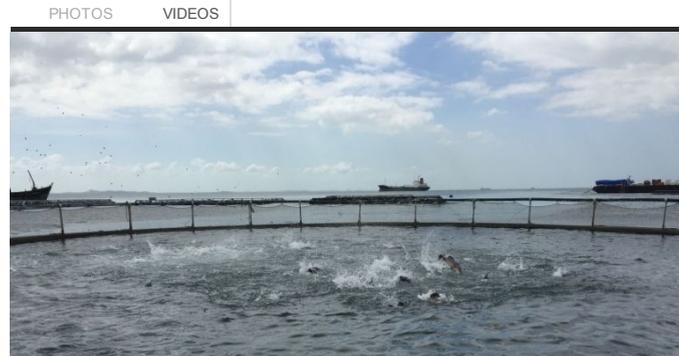
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TODAY reports: Consumers in Singapore can now order fresh barramundi fish, harvested directly from a ocean farm located at the south of Singapore, via Barramundi Asia's website.



Barramundi fish feasting on feed pellets, which are touted to contain ingredients like soybean meal and protein-rich vegetables that ensure that they grow healthily. (Photo: Elgin Chong/TODAY)

CAPTION

SINGAPORE: Ever wanted fresh, filleted barramundi fish delivered directly to your table from the ocean pen? Barramundi Asia launched a new service on Wednesday (Jan 14) with a "farm-to-fork" model.

The model is touted to be the first that does fillet processing with an unbroken cold chain, which means that when the barramundi is harvested, they are kept under sub-zero temperatures until the fillets reach the consumers' doorsteps.

The fish are harvested to order, said Barramundi Asia. When consumers place their orders on www.kuhlbarra.com, the fish is harvested directly from the 7.5-hectare ocean farm located at the south of Singapore, near the Raffles Lighthouse.

After harvest, the fish are kept submerged in ice and, within hours, are filleted in a cold room and vacuum-packed, Barramundi Asia said. The fillets are then packed in insulated containers before reaching the consumers' doorsteps.

Barramundi Asia said feed containing ingredients such as protein-rich vegetables, soy bean meals and fish meals are given to the barramundi fish up to four times a day to ensure that they grow healthily.

Currently, Barramundi Asia is offering an introductory price of S\$50 per kg, which is inclusive of delivery. Single portions are also available at S\$10 for 200g fillets.

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