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FOR IMMEDIATE RELEASE:

Healthy, Local, Sustainably Raised Barramundi Fish Comes to Wild Oats Market

Williamstown, MA, February 18, 2008. Wild Oats Market in Williamstown now offers Barramundi, an Australian finfish that is sustainably raised in nearby Turners Falls, MA. The owner of the farm is Australis Aquaculture LLC. Australis grows the fish indoors in huge tanks of salty water engineered to match the Australian waters where the barramundi live naturally.

Australis practices sustainable fish farming by purifying, recycling and reusing millions of gallons of water each day, by recovering and recycling nutrients, by using only sustainably harvested fish meals, and by extensively cleaning the small amount of effluent it produces. The company even recycles fish manure by donating it to local farmers.

Australis raises its Barramundi without the addition of colorants, hormones or antibiotics, and free of mercury and other contaminants. The fish is packed to order (it is literally swimming the day it is ordered), ensuring freshness.

Barramundi's light, buttery flavor and delicate texture have earned it a reputation as one of the world's finest eating fish. It has been served by some of the nation's top restaurants and spas, including Canyon Ranch in Lenox.

Not only does the fish taste great, it is also conducive to a healthy lifestyle. It's naturally low in fat and loaded with beneficial omega-3 fatty acids, which have been linked to improvements in a host of health issues – from heart health to Alzheimer's disease to improved mood and brain function.

Wild Oats is excited to now offer Barramundi – a versatile, locally farmed fish that can be used in a variety of cuisines. Barramundi, whose taste many compare to wild sea bass, can be baked, broiled, fried, sautéed, steamed, poached, roasted whole or grilled. Try the recipe below (or substitute Barramundi in any white fish recipe) – it cooks up beautifully and takes just minutes to prepare. Enjoy – and for more items from local food producers, visit Wild Oats on **Local Food Producers Day, February 22, all day.**

Simple Lemon Butter Barramundi Recipe

Serves 4. Prep & cook time: 5 – 10 minutes