



**TASMANIA  
BLUE  
SEAFOOD**

# UAE MARKET OPPORTUNITY



Saving tomorrow through regenerative  
sea urchin farming in Tasmania, Australia

High Quality Sea Urchin | Scallop | Abalone | Salmon | Oyster | Squid



# THE UAE MARKET OPPORTUNITY

## GROWTH IN SEAFOOD CATEGORY

The seafood category continues to witness substantial value growth in the UAE, and is expected to maintain its dynamism, with GlobalData forecasting a robust annual growth rate of 3.10% from 2023 - 2028. This sustained momentum is expected to drive its market size beyond AED 3.67 billion by 2028. In fact, seafood is among the fastest growing protein sources in the UAE, with online searches rising rapidly.

## DEMAND FOR EXOTIC VARIETIES

The UAE has recently seen an uptick in demand for more exotic, high-value and premium seafoods, including crab, lobster, scallops, caviar and prawns. Scallops are a prized seafood delicacy in the UAE, with dry packaged scallops in particular growing rapidly as a convenient and ready-to-use option. Sea urchin is also growing in demand, viewed by local consumers as a more premium and high-end delicacy.

## HOW TASMANIA BLUE FITS IN

Tasmania Blue Seafood is in an ideal position to leverage these trends in the UAE market. The brand offers premium fresh and value-added sea urchin products, as well as abalone, oysters, mussels and salmon – appealing to the large and growing seafood market in the UAE. Tasmania Blue is specifically focused on sustainably farming seafood products, and thus also meets the rising demand for more ethical food products.

**FISH & SEAFOOD  
IN THE UAE SIZE &  
GROWTH** 

**AED 3.16B**

RETAIL MARKET  
SIZE (2023)

**3.10%**

FORECAST CAGR  
(2023 – 2028)

**AED 3.67B**

FORECAST RETAIL  
MARKET SIZE (2028)





# WHO WE ARE

## TASMANIA BLUE SEAFOOD

Established in November 2023, Tasmania Blue Seafood (KSF Australia Pty Ltd) is a joint venture with Tasmanian seafood company Richey fishing, and was established with the aim of enriching the oceans globally. The company produces, manufactures, processes and sells seafood products while also developing technology related to the fishing industry.

The company is owned by Kita-Sanrika Factory Inc, a Japanese company that has been operating since October, 2018. The company engages in sea urchin regeneration aquaculture in Japan, sustainably farming sea urchins and offering fresh sea urchin as well as value-added products including sea urchin spreads.

Tasmania Blue Seafood offers a comprehensive range of sustainably raised Australian seafoods, including long and short spine sea urchin, scallops, abalone, oysters, mussels and salmon.



# WHY CHOOSE TASMANIA BLUE SEAFOOD?

## Saving tomorrow through regenerative wild sea urchin farming in Tasmania, Australia

Australia is home to about 70% of the world's seaweed population, making it a remarkable hub for these marine organisms. However, the Island of Tasmania faces a severe challenge as vital seaweeds, like the giant kelp, are being devoured by sea urchins.

This destructive feeding has led to an alarming 95% decline in the seaweed population. When seaweed dies off, sea urchins become emaciated, offering no meat and consequently no commercial value, so they must be discarded.

Our process minimises seaweed decline while producing **wild sea urchin**. How?

01

Harvesting and removing emaciated sea urchins

03

Crushed sea urchin shells used for compost blocks to regenerate seaweed beds

02

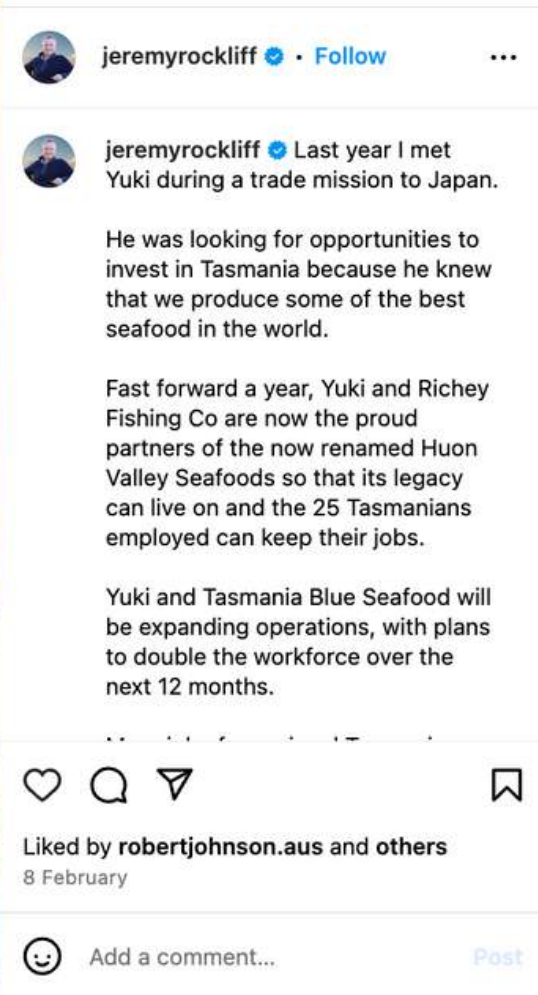
Regeneration and cultivation of emaciated sea urchins

04

Value-added sea urchin cultivation and revitalisation of isoyake areas







# IN THE PRESS

Our regenerative sea urchin farming techniques are making headlines:

- [7 News Tasmania \(2:14 – 3:05\)](#)
- [Biz Square Japan](#)
- [Australian Financial Review: From Pest to Plate: The Plan to Take Aussie Sea Urchins to the World](#)
- [Meeting with Jeremy Rockliff, Tasmania' Premier](#)

## From pest to plate: The plan to take Aussie sea urchins to the world

*Australians dismiss the black, spiny, sea dwellers as an unappetising environmental nightmare but one Japanese fisherman hopes to change all that.*

**Michael Smith**  
Health editor

Aug 11, 2023 - 2:35pm

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**H**irono, Japan / It is early morning in the northern Japanese fishing town of Hirono, and Yukinori Shitautsubo is searching for treasure.

A diver emerges from the choppy North Pacific waters with a net full of black spiny objects and Shitautsubo, who is steering the boat, and the crew cheer in excitement.

The 42-year-old is not looking for pearls or gold or Japanese tuna. Instead, the day's prize are [sea urchins](#) – globular echinoderms which are a marine pest in parts of Australia but now sought-after globally for their rich creamy flesh.



Yukinori Shitautsubo with a morning catch of sea urchins in Hirono, Japan. Christopher Jue

# OUR PRODUCT RANGE

## PREMIUM QUALITY TASMANIAN SEAFOOD



|                    | SPECIES          | PROCESSING CAPACITY | BRAND                 | SEASON                                                           | CERTIFICATION |
|--------------------|------------------|---------------------|-----------------------|------------------------------------------------------------------|---------------|
| SEA URCHIN (LONG)  | Centro           | 5 tonnes/week       | Tasmania Blue Seafood | March – June, A – C grade<br>D-grade (15kg, 500G in tub)         |               |
| SEA URCHIN (SHORT) | Helio            | 1 – 2 tonnes/week   | Tasmania Blue Seafood | October – November,<br>A – C grade                               |               |
| SCALLOP            | Pecten fumatus   | 500 tonnes          | RFC                   | Live from August to December.<br>Frozen available all year round | MSC           |
| ABALONE            | Greenlip / Tiger | N/A                 | Tasmania Blue Seafood | All year – live and frozen                                       |               |
| OYSTER             | Pacific oyster   | N/A                 | Tasmania Blue Seafood | All year – live and frozen                                       |               |
| SQUID              | Goulds           | 4,000 tonnes/year   | RFC                   | N/A                                                              |               |
| SALMON             |                  | Upon request        |                       | Chilled and frozen                                               |               |