

Australia's Humpty Doo Barramundi farm to achieve ASC certification

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Aquaculture Stewardship Council (ASC) announced that Humpty Doo Barramundi, based in the Northern Territory, has achieved ASC certification. This marks the first time an Australian barramundi farm has met the globally recognised ASC standards for responsible aquaculture.

Ellie Dixon, ASC Market Development Manager Australia, said, "Humpty Doo Barramundi has demonstrated that Australian producers can meet the highest standards for responsibly farmed seafood. This is a proud moment for Australian aquaculture. Humpty Doo Barramundi's certification is more than a national first; it represents the future of aquaculture. This achievement sets a precedent for the industry and ensures that consumers in Australia and beyond can access responsibly farmed barramundi. This certification is an important step forward for the sector and a powerful example of the positive change ASC aims to drive across global aquaculture."

To meet ASC standards, farms undergo a rigorous third-party assessment, where they must demonstrate a comprehensive commitment to responsible farming that protects the environment, safeguards fish welfare, and supports the well-being of surrounding communities.

This includes maintaining excellent water quality, minimising waste, protecting local biodiversity, and implementing social, welfare, and health management practices. Farms are also required to show full traceability of feed and engage transparently with local stakeholders. Together, these measures reflect a holistic approach to sustainable seafood farming that balances productivity with environmental and social responsibility.

Dan Richards, owner and CEO of Humpty Doo, said, "We are proud to be the first Australian barramundi farm to achieve ASC certification. Strong environmental practice and high-quality aquaculture have guided our family business for more than

30 years and this certification confirms that our approach meets the world's most trusted benchmark for responsible farming.

This globally recognised milestone supports our strategy of partnering with the world's leading retailers, chefs and ethically motivated foodservice operators to grow the market for our high-quality, sustainably produced Australian barramundi. It also marks an important step for Australian aquaculture, demonstrating what responsible barramundi production can look like.

Humpty Doo Barramundi's innovative saltwater wetland wastewater treatment system is a cornerstone of the farm's commitment to sustainable practice and is one way that it ensures it meets ASC standards. Designed to mimic the natural tidal and mangrove environments in which barramundi thrive, the system recirculates and treats water through a closed-loop wetland network, resulting in minimal impact on natural waterways while transforming nutrients into plant and algal growth for onsite use, rather than pollution. This nature-based solution supports fish health, production efficiency, and ecosystem protection, demonstrating a long-standing commitment to innovation, improvement and responsible environmental farming practices.