

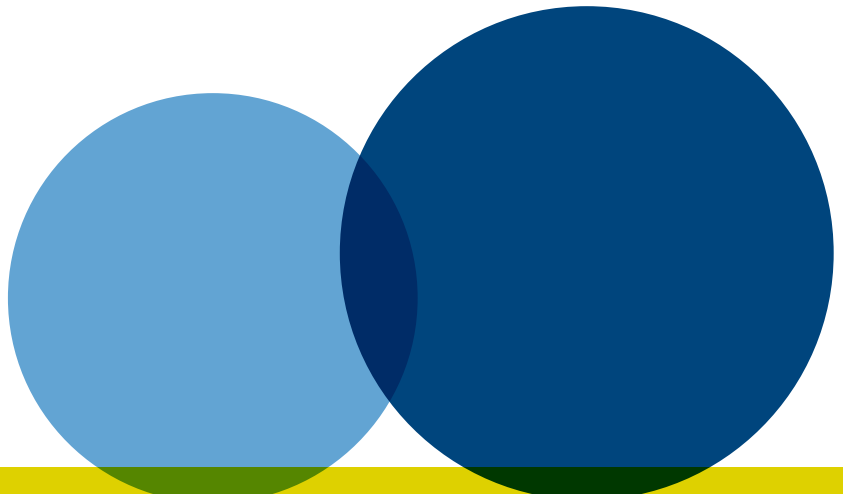
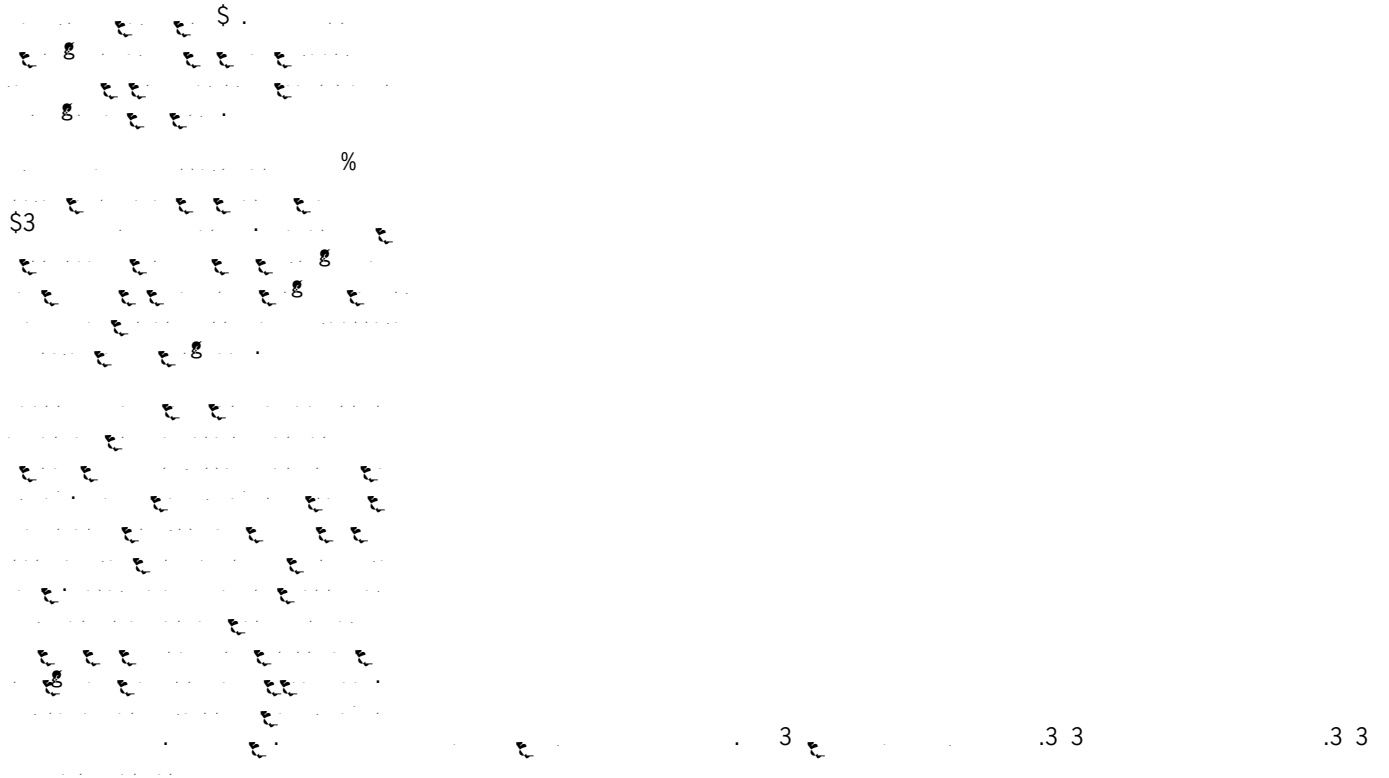


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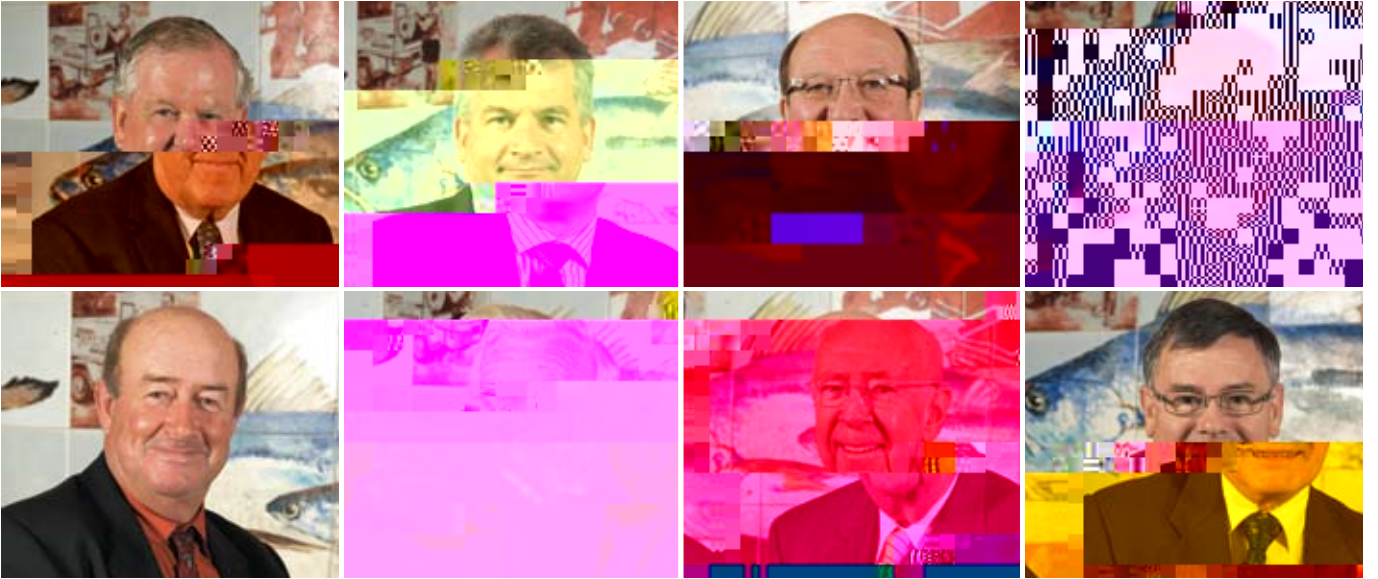
SFM and its retailers were the first businesses in Australia to be licenced to the Australian Fish Names Standard, ensuring customers can purchase seafood with confidence.

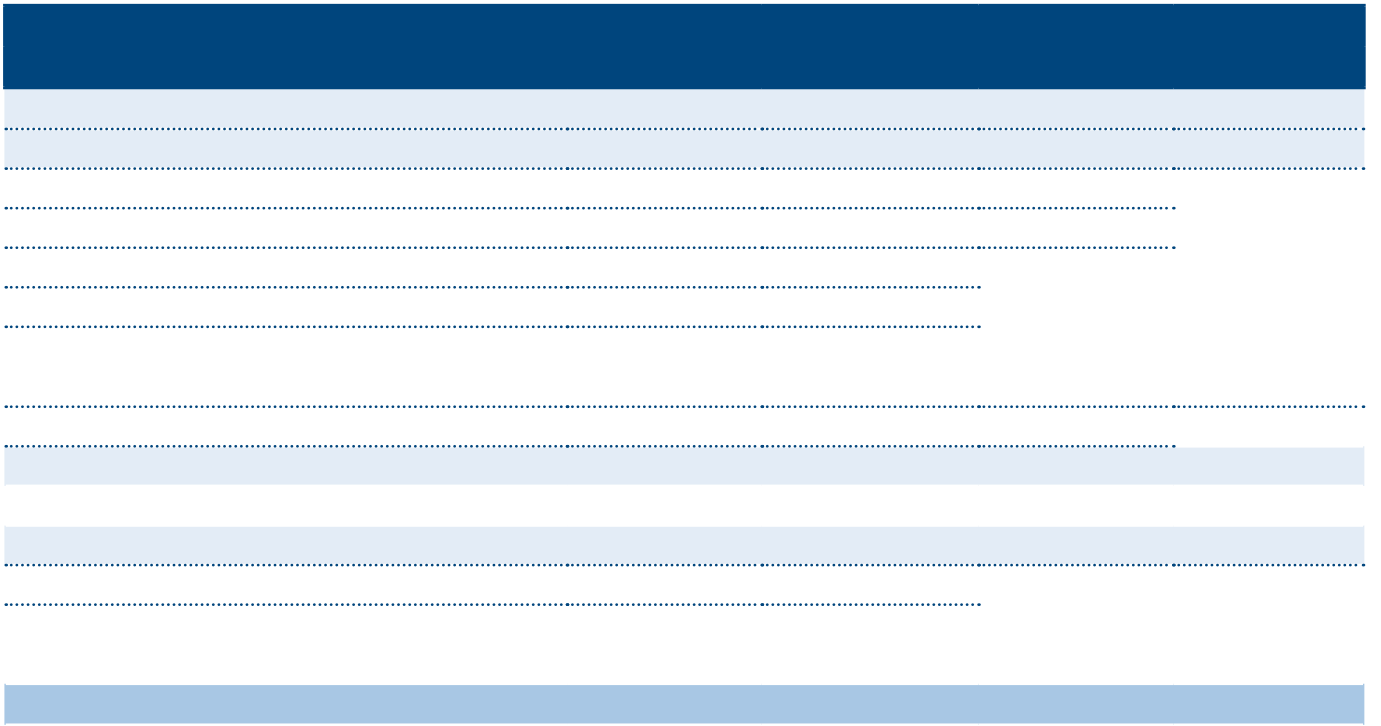
FINANCIAL PERFORMANCE



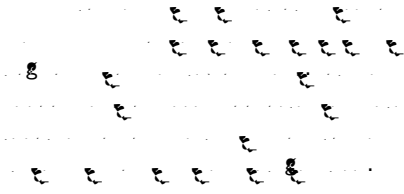
Through the Seafood Excellence Awards, SFM recognises and rewards excellence in all aspects of the Australian and New Zealand seafood industry.

SEAFOOD T

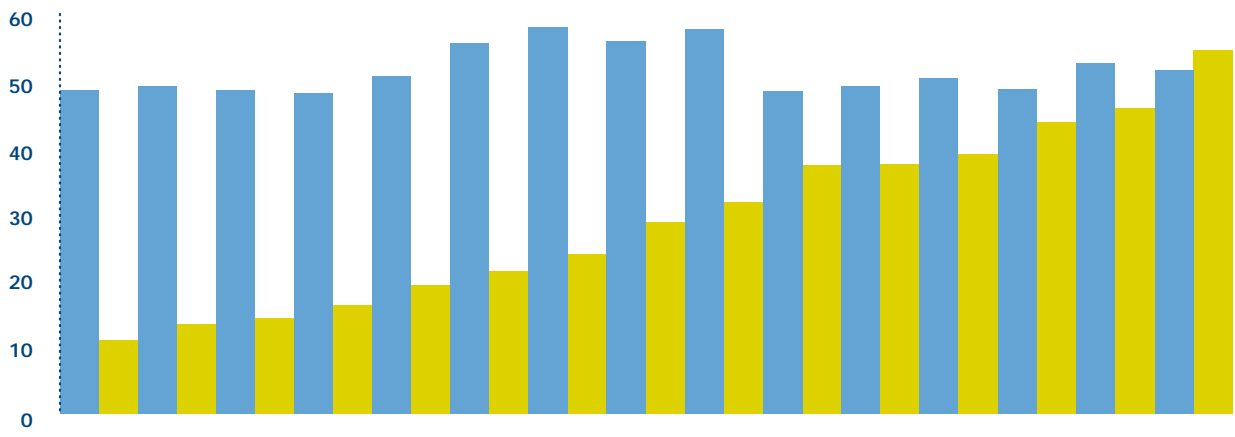




Getting the SFM brand out and about through cheeky, impactful advertising,
so when people think fish, they think Sydney Fish Market.



SFM's reverse or 'Dutch' auction system ensures product is sold quickly while achieving premium prices for SFM suppliers.



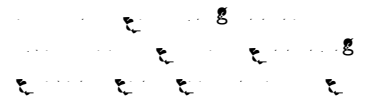
Market Pride® – helping the Australian seafood industry
by creating sales opportunities for undervalued species.

Handwritten notes on a grid background, including a large '3' at the top left and various symbols and numbers.

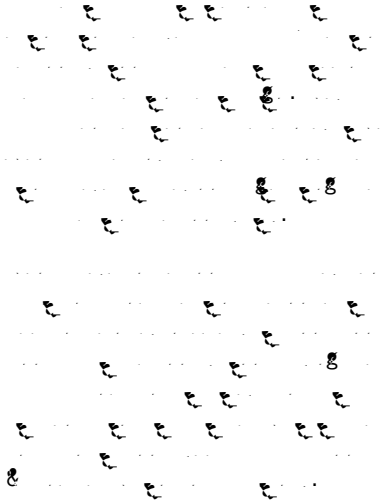
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GET FRESH WITH FISH®



SEAFOOD EXCELLENCE AWARDS ENDED FOR FISH GO 3.217C 0.635J/Spans(o)1o9a88tachm(f)47(f)M7(s)28(8)28(t)1.341 TD(w)11(3.217C3

Australian Fish Names Standard AS SSA
5300-2007

BUSINESS CONTINUITY PLAN

[Faint, illegible text on a grid background, likely bleed-through from the reverse side of the page]



The prototype filleting bench trialled at SFM over the past year has decreased water usage and improved food safety. Everyone wins!

SYDNEY FISH MARKET P