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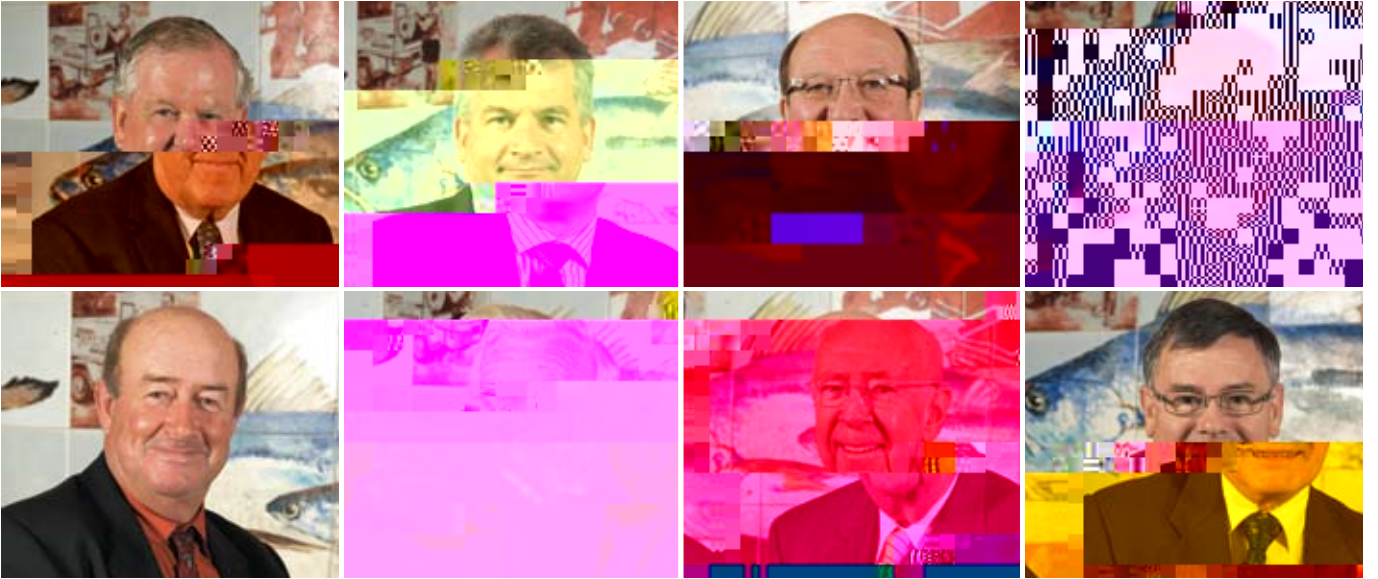
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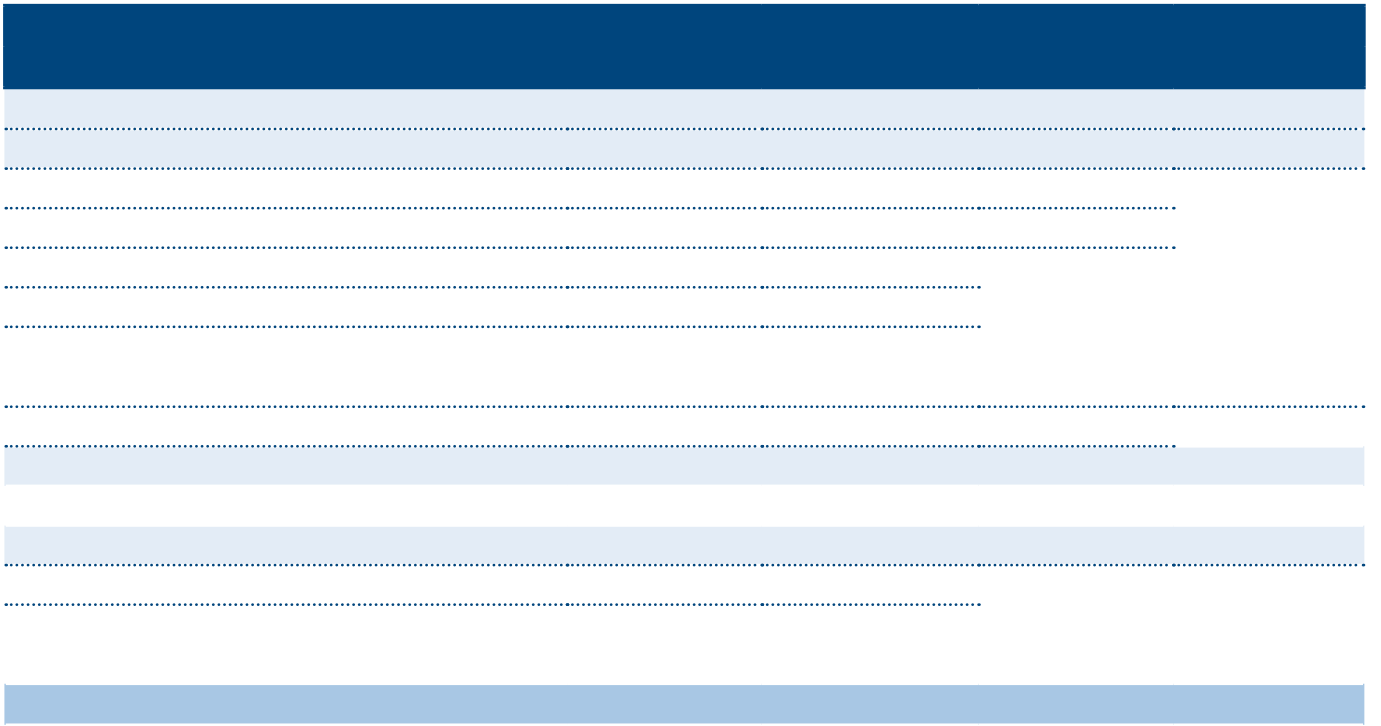
SFM and its retailers were the first businesses in Australia to be licenced to the Australian Fish Names Standard, ensuring customers can purchase seafood with confidence.

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

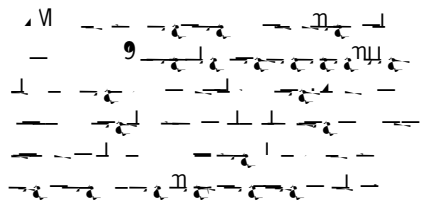
SEAFOOD T



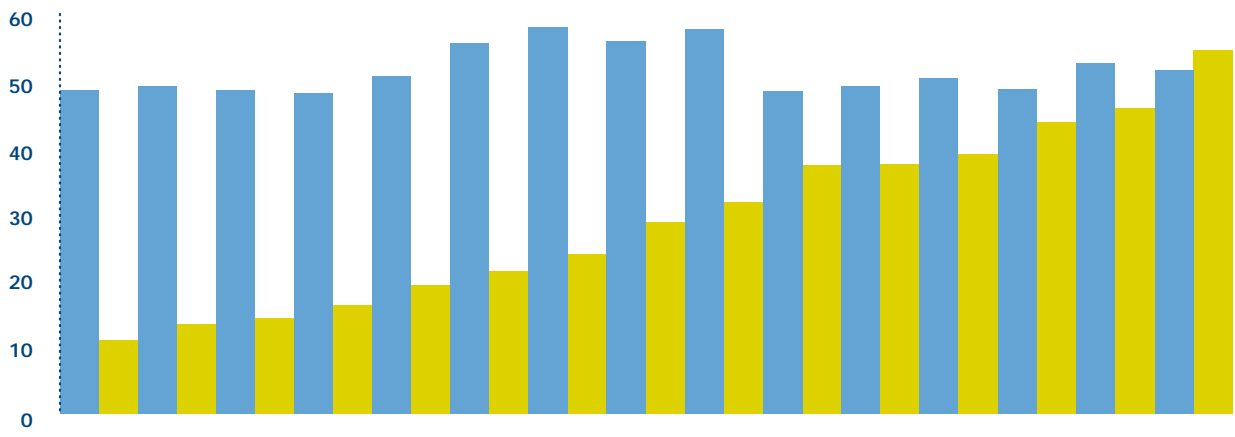
B M MB



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.



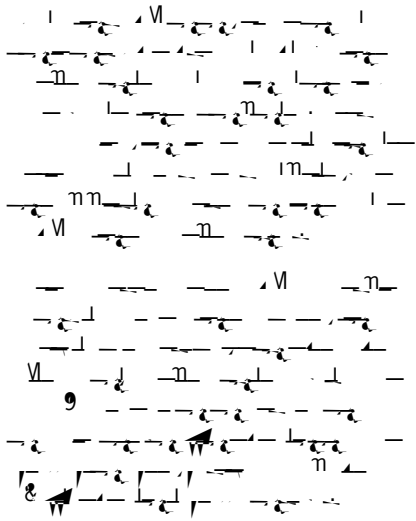
Market Pride® – helping the Australian seafood industry
by creating sales opportunities for undervalued species.

Handwritten musical notation on a page with ten staves. The notation includes various notes, rests, and dynamic markings such as *M*, *mi*, *n*, and *3*. The first staff begins with a treble clef and a key signature of one flat. The notation is dense and appears to be a complex piece of music, possibly a study or a short composition. The notes are written in black ink on a white background with horizontal lines.

Handwritten text at the bottom of the page, possibly a page number or a signature, including the number 9.

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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(t1.341 TD(w)11(3.217C3

Australian Fish Names Standard AS SSA
5300-2007

Business Continuity Plan

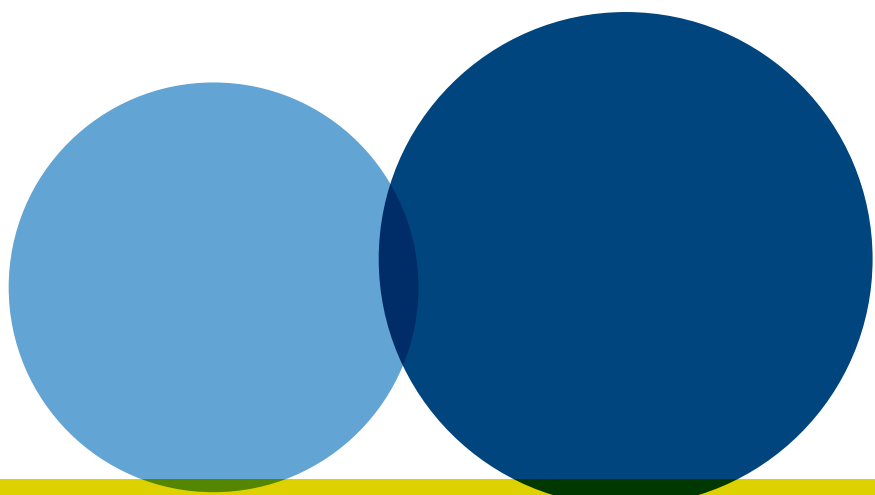
BUSINESS CONTINUITY PLAN

Business Continuity Plan

Business Continuity Plan

Business Continuity Plan

Business Continuity Plan



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