

Wild Gulf BARRAMUNDI

The name Lenrex Seafood Marketers is synonymous with the provision of wild caught, frozen at-sea Gulf Barramundi and seafood products.

Through its decades-long partnership with the fishing industry's most respected professionals, Lenrex Seafood Marketers is able to provide its customers with Gulf Barramundi fillets which are caught wild, expertly filleted and then frozen at sea to maintain freshness and the beautiful whiteness of this delectably tasting fish.

Although established in 1985, the expertise and reputation of Lenrex Seafood Marketers are based on decades of seafood processing and marketing knowledge of its late founder, Walter Richardson. Since 1967, Walter's business endeavours saw him and his brother build an enterprise which included establishing seafood receiving depots all over Queensland, securing extended contracts to process seafood from New Guinea and the Torres Straits, and exporting cray tails to San Francisco and prawns to Japan.

Following a move to Cairns, Walter and his family founded Lenrex Seafood Marketers in response to market demand for a seafood supplier which not only understood the industry but was committed to providing wild caught seafood to the domestic market that was always of the highest quality and presentation. Utilising his wide network of professional fishermen who Walter knew were just as dedicated as he was to sourcing and providing fresh, market-leading seafood products, Walter was able to implement at-sea seafood processing procedures which would stand his product apart from his competitors in the domestic market.

Since his passing in 2012, Walter's family continue to operate Lenrex Seafood Marketers as a thriving business true to Walter's vision.

Products at a glance;

The Gulf Barramundi and seafood products provided by Lenrex Seafood Marketers are all sourced from the pristine waters of the Gulf of Carpentaria, Queensland's east coast and the Torres Straits.

To maintain freshness and the glorious white flesh that the Gulf Barramundi is famous for, once caught, the fish is sent through brine and then expertly filleted and snap frozen. The fish is then packaged with fillet counts displayed on the carton.

Packaging options include:

10kg top-loaded fish cartons;

- Fillets are individually bagged or interleaved, depending on the fishermen's practises, with the number of fillets per carton clearly displayed.
- All labelling complies with Safe Food Qld regulations with information such as the pack date and best before date.
- All fillets are trimmed with the belly-flap removed.
- Graded or regulated fillet cartons are available through selected fishers with an average fillet weight of between 0.6kg to 1.25kg.

Professional memberships;

Eager to see the maintenance of Queensland's reputation for responsibly sourcing and marketing the highest quality seafood products, Lenrex Seafood Marketers is a member of both the Queensland Seafood Marketing Association (QSMA) and Queensland Seafood Industry Association (QSIA).

Lenrex Seafood Marketers also maintains strong professional relationships with:

Department of Agriculture, Fisheries and Forestry Australia (DAFF)
Australian Fisheries Management Authority
Seafood Services Australia
Safe Food Queensland
Fisheries Research and Development Corporation



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