

News National Back Australia

EXCLUSIVE

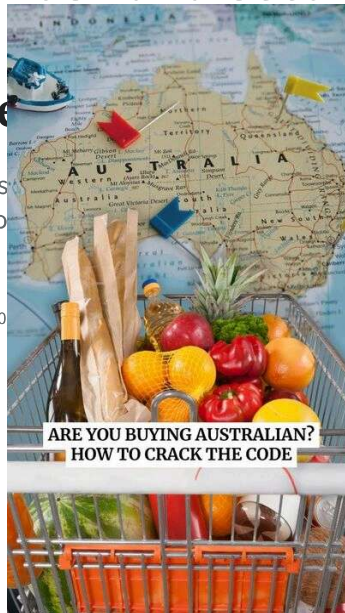
Murray Cod Australia secures Halal status for its dining market to hit UAE luxury

Loved by King Charles, Hes... msay, Australia's Murray cod caviar is now going glo... illions.

Anthony Piovesan

2 min read November 2, 2025 - 5:0

60 Comments



Are you buying Australian? ...

How well do you know... [more](#)

King Charles tried it during his last Australian visit.

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their kitchens.

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Now, our native Murray cod is headed to the Middle East, after an Aussie company farming the prized fish secured Halal approval.

The Australian Halal Authority and Advisers granted Aquna Sustainable Murray Cod the certification after a six-month audit, opening the door for its premium, pond-grown cod to be served in white-tablecloth restaurants and luxury hotels across the United Arab Emirates.

How important is buying an item that is made to a high quality standard?

It's very important

It's somewhat important

It's not important

No matter what, price always determines what I buy

Cast your vote

POST COMMENT



King Charles tried the Murray cod caviar on his last visit.

Jon 2 hours ago

Murray Cod Australia CEO Ross Anderson said shrinking supply of the premium species – grown only in the Murray-Darling Basin – put the NSW-based company “in the box seat”.

@Bruce A...can't compare 5 million people in one city...more than whole of Qld.

“This is a fantastic opportunity and this will have a very significant impact on us,” Mr Anderson said, noting his was the only native Australian fish to have achieved Halal status.

Curiously the majority of Australians can afford a few beers a week and a takeaway pizza.

A great number of "financially challenged" Australians seem to be able to afford a pack of “Chiefs and the Patrons” and Heston Blumenthal are the ones who have been using our product and there are a very large number of quality restaurants across the UAE where our fish will now get sent to which will be huge for us.”

Seen how many line up at the Lotto counter every day and especially when the jack pots reach eight figures? Are they going to bed hungry that night? How they spend is often a discretionary choice.

How do you personally "Back Australia"?

I buy local products

finished products That could work!

 18  Reply

ANDREW 6 hours ago

@gayle That makes too much sense for our Labor Government, plus they are just too in bed with the Chinese. Labor just doesn't see the danger which is China.

 19  Reply

KimA 5 hours ago

sure sure most Australians would be more than happy to pay two or three times more for stuff...oh and where exactly would those Australian manufacturers get their cheap reliable and baseload electricity?

 8  Reply

Gary 5 hours ago

@KimA We would have to buy back from China.

 3  Reply

Aif 3 hours ago

@KimA ain't that the truth

 2  Reply

MarshFGC 2 hours ago

@gayle yet people are howling from the roof tops when trump is doing this exact thing because ABC told them he's bad . Ridiculous

  Reply

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On HOId 5 hours ago *(Edited)*

How long are you gunna keep banging on about Australian made ... same story every year .. same results every year .. zero impact ., zero government support

 17  Reply

Michael 2 hours ago

Every month more like it.

 1  Reply

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I support Aussie businesses



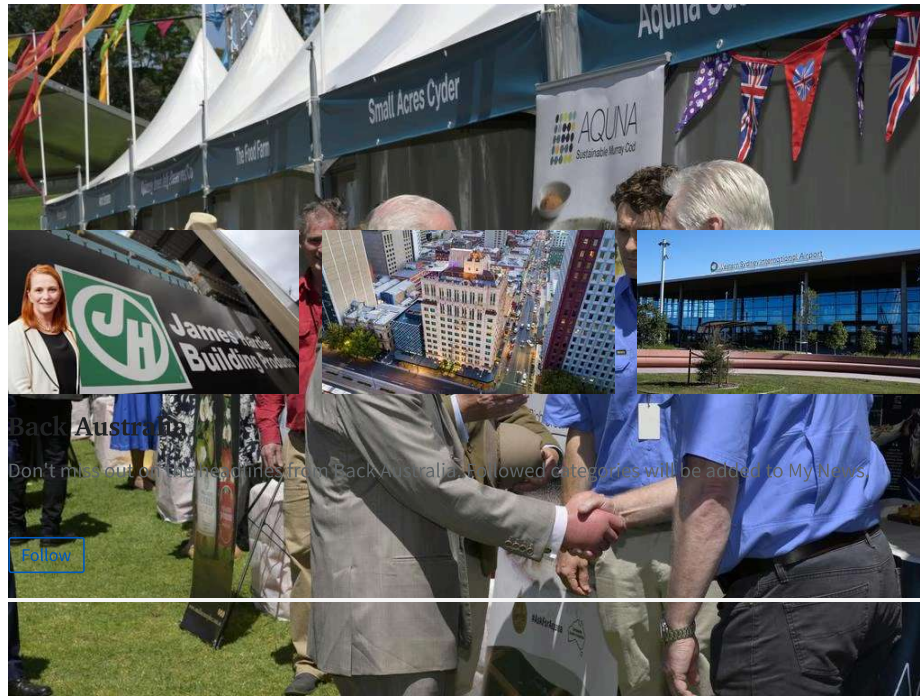
No

Unsure, depends on the item



Back Australia

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King Charles meets Ross Anderson, CEO of Aquana Sustainable Murray Cod, at Parramatta Park in Sydney.

Good Afternoon George Recommended based on what you've read
"We certainly had the great pleasure of presenting our fish and our caviar to



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The company secured its first investors in 2017 following "an experiment" with just one pond in the ground and by March 2020, had 39 per cent of its sales going out as exports
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Learn what's made here: When you buy, ask where it's made



SCALE THE SMALL GUYS - THE "MISSING MIDDLE"

Support local startups, and policies and leaders who back small businesses



But growth stalled during the Covid-19 pandemic, as lockdowns shuttered restaurants and brought exports to a halt.

“We became really conservative and didn’t put a lot of baby fish in the water at that time,” Mr Anderson said.

“As it takes up to three years to grow a fish we didn’t have enough available to service our export markets in the following few years, but now we’re in the very fortunate position that we’re moving our stock up into the thousands of tonnes again.”





Aquna Sustainable Murray Cod has received halal certification for its caviar.

Australian Halal Advisors Association national manager Khalil Esfandiar said Murray Cod Australia's Halal certification was "not just a commercial milestone but a demonstration of trust and credibility".

"This is more than market expansion; it's about cultural respect and inclusivity," he said.

"By embracing halal certification, Aquna is recognising the diversity of global consumers and showing that Australian agribusiness can compete internationally while honouring cultural values.

"It's an important step in building stronger trade relationships between Australia and the Middle East."

Aquna will make its official Middle East debut at the Gulfood Show in Dubai in January next year.

This article is part of the Back Australia series, which was supported by Australian Made Campaign, Harvey Norman, Westpac, Bunnings, Coles, TechnologyOne, REA Group, Cadbury, R.M. Williams, Qantas, Vodafone and BHP.

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