



GERALDTON
FISHERMEN'S
CO-OPERATIVE

Rock Lobster Exporters

BROLOS

WESTERN ROCK LOBSTER



WILD CAUGHT WESTERN ROCK
LOBSTER FROM THE PRISTINE
ABROLHOS ISLANDS





SINCE 1950

Founded in 1950 by a group of rock lobster fishers with a desire to improve the status quo. This unwavering focus on quality and product development has continued for over 70 years.

WILD CAUGHT LIKE NO OTHER

Caught wild every day of the year from the clean and abundant waters of Western Australia, each Brolos lobster is selected by hand for its quality and vitality.

TRULY BOAT TO PLATE

From a small group of fishers, we've grown to be the largest rock lobster processor in the world. Our unique organisational structure gives us complete product quality control through the supply chain, from the boat to the customer's plate.

YEAR ROUND SUPPLY

We're optimised to meet the requirements of our clients. With scale and processes to support year round supply to multiple markets.

PURSUIT OF EXCELLENCE

A dedication to product development, quality control and continuous improvement. Our values are integral to who we are as our products.



BROLOS WESTERN ROCK LOBSTER



Geraldton Fishermen's Co-operative is 100 per cent owned by fishermen supplying the Co-operative and is operated for the benefit of members and the communities in which they operate.

GFC specialises in the processing and exporting of Western Rock Lobster under the Brolos brand name. With over 70 years of product innovation and market development, we're a reliable and respected partner to many wholesale and foodservice buyers worldwide.

With approximately 70 per cent of Western Australia's commercial rock lobster catch flowing through its supply chain, GFC is the world's largest rock lobster processor.

**A UNIQUE
COMPANY**



A UNIQUE PRODUCT

A spiny lobster species with no claws, the Western rock lobster holds most of its meat in the tail. The average meat yield is approximately 40%, higher than many clawed lobster species.

High in omega-3 and protein, the Western rock lobster taste profile is light, sweet; it is the ideal texture for sashimi and compliments many cuisines.

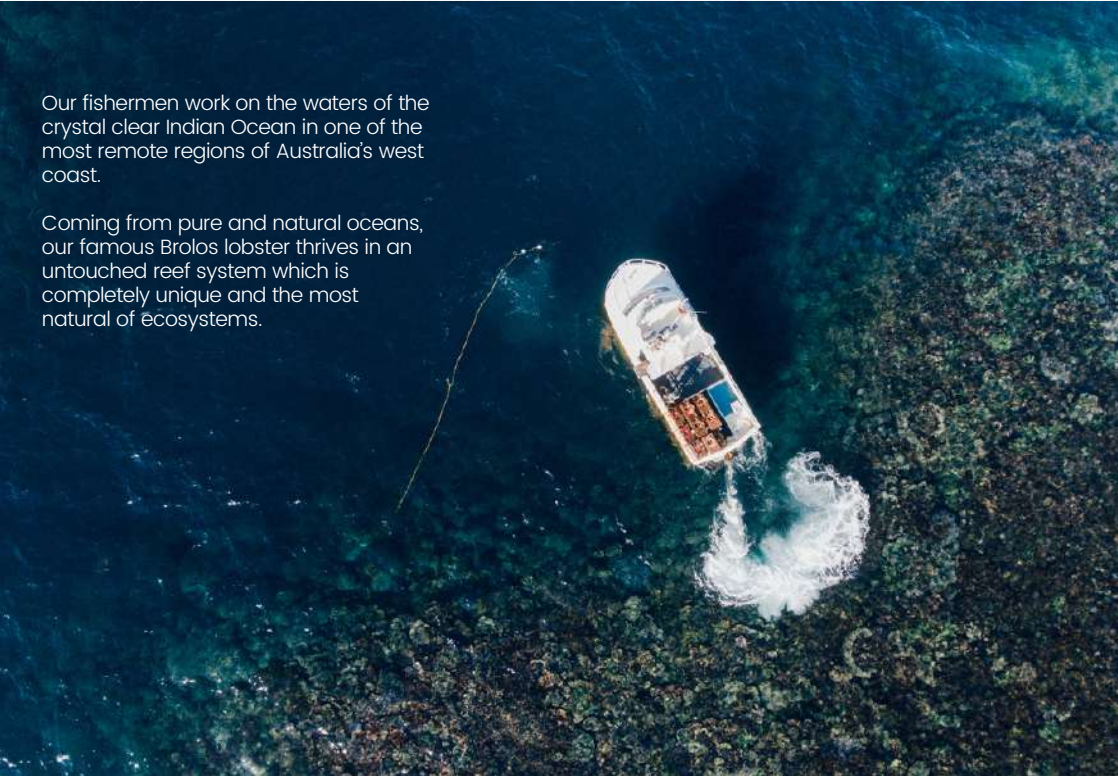
An industry-leading sustainability model means the quota of Western Rock Lobster is carefully managed for sustainability and transparency. This careful management means the fishery has never been healthier, and catchability is higher. Therefore our fishers focus on quality, not quantity.

The Western Rock lobster fishery was the first commercial fishery independently certified as sustainable by the Marine Stewardship Council.



Our fishermen work on the waters of the crystal clear Indian Ocean in one of the most remote regions of Australia's west coast.

Coming from pure and natural oceans, our famous Brolos lobster thrives in an untouched reef system which is completely unique and the most natural of ecosystems.



BROLOS PRODUCT RANGE





LIVE

Caught fresh from the crystal clear waters off the coast of Western Australia, each Brolos lobster is selected by hand for quality and vitality.

Brolos live rock lobsters can be ordered in a variety of sizes.

SPECIFICATIONS

SIZE GRADE	WEIGHT
A size	<490 gm
B size	491-610 gm
C size	611-740gm
D size	741-850gm
E size	851-970gm
F size	971-1220gm
G size	1221-1800gm
H size	>1800gm



FROZEN

Brolos frozen and chilled lobster is renowned for retaining their freshness; all the quality of live lobster, with the convenience of a prepared product. Our processing techniques capture in time that last moment of freshness and vitality of the lobster.

PROCESSED PRODUCT RANGE



Whole raw frozen lobster



Whole cooked frozen lobster



Raw frozen lobster tails



Raw frozen lobster heads





PROCESSED PRODUCT RANGE

FROZEN PRODUCT RANGE

With production used-by dates up to 30 months and convenient product packaging configurations, the Brolos rock lobster processed product range is ready for the commercial foodservice industry.

BESPOKE PRODUCTION

We work with customers seeking a customised solution for their frozen lobster product needs. Whether it's a specific production technique or a unique packaging solution, our manager will work with you to achieve a bespoke result.



Frozen cooked half split



Frozen raw half split



Cooked and chilled whole lobster



OPTIMISED SUPPLY CHAIN

The staging process for live product culminates at our purpose-built 80-tonne live storage facility strategically located next to Perth international airport. Covering more than 4000m², this facility is the world's largest rock lobster export facility, capable of holding up to 80 tonnes of live lobster.

The lobster is held in a climate-controlled, computer monitored aquaculture system, in more than 1,200 tonnes of refrigerated seawater.

After final quality checks, lobster is prepared for export and then direct-loaded into aircraft containers ready to be transported worldwide; every step in the supply chain has been optimised to minimise transport time and improve arrival quality.

PROVEN QUALITY

We have a quality assurance and research team dedicated to monitoring and analysing the quality of our product.

The team work alongside our supply chain partners such as airlines and customers to ensure that all of our live lobster shipments arrive as fresh as the moment it was caught.





GERALDTON
FISHERMEN'S
CO-OPERATIVE

Rock Lobster Exporters

Speak to our business
development team today.

+61 8 9435 8900

SALES@BROLOS.COM.AU

BROLOS.COM.AU

@GFCBROLOS

