


Eel Product ideas

Introduction

Samples of eels were sent from two NSW sources to Noosa Seafood Market. Assessments were undertaken to understand the basic sensory characteristics of the product. There was extreme variability in the product received therefore the following list of products is based on the need to be able to use the entire run of catch while appealing to the greatest range of markets/consumers.

A product ideation process was undertaken. The process consider a number of factors, including, but not limited to:

1. Potential variability in the size and quality of eel products available
2. Traditional/cultural preparation and utilisation
3. Potential variability in the access to a quantity of product (drought impacts availability)

	Product form	Photo	Cultural origins	Comments
1	Whole live eel		China	The supply chain for live eel from NSW to China is not functional for any large volume. Some local (Australian demand for live product – particularly for Japanese, Chinese and Korean restaurants
2	Processed graded frozen (gilled/skin on/skin off) bulk packs		General	Would provide minimally processed product to customers to use in multiple ways
3	Smoked eel		Traditional	Smoking has been used for centuries as a means of preservation. Smoking is also a process that is part of creating other product formats. See products number 4 and 5 below.

4 Smoked Eel fish cakes



General

Value add with potential to use waste products. Targeting time poor consumers

5 Smoked eel rilette



General

Potential to use waste products. Snack market. Delicatessens

6 Unagi



Japanese

Specially suited for smaller eels. There are two ways of preparing the eel. Expert knowledge required to learn how to process for specialised Japanese restaurants.

7 Jellied Eels





UK/European Traditional recipe.

8 Pickled Eels



Traditional

9	Eel piece in Spicy stew		Korean	There are four potential Korean products that could be developed
10	Sous vide eel		General	
11	Roasted eel bones		Korea	Bar snack in Korea
12	Eel Skin		General	Will need to find a leather company interested in assessing commercial viability of eel skin processing
13	Eel liver		Japan/China	Delicacy in Japan in particular
14	Eel roe		Japan	Delicacy in Japan
15	Collagen		General	Potential beauty product

16	Gelatine	General	Food additive
17	Eel Stomach	China	Chinese Traditional Medicine
18	Other	General	Requires investigation
