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ASIAN CARP



Environmental Impact

- 1. Disruption of the ecosystem
- 2. Reducing numbers of native fish
- 3. Unchecked uncontrolled population explosion
- 4. Threat to the Great Lakes

LOGISTICS

- Business Aspect

Commercial Fisherman



Fishmarkets



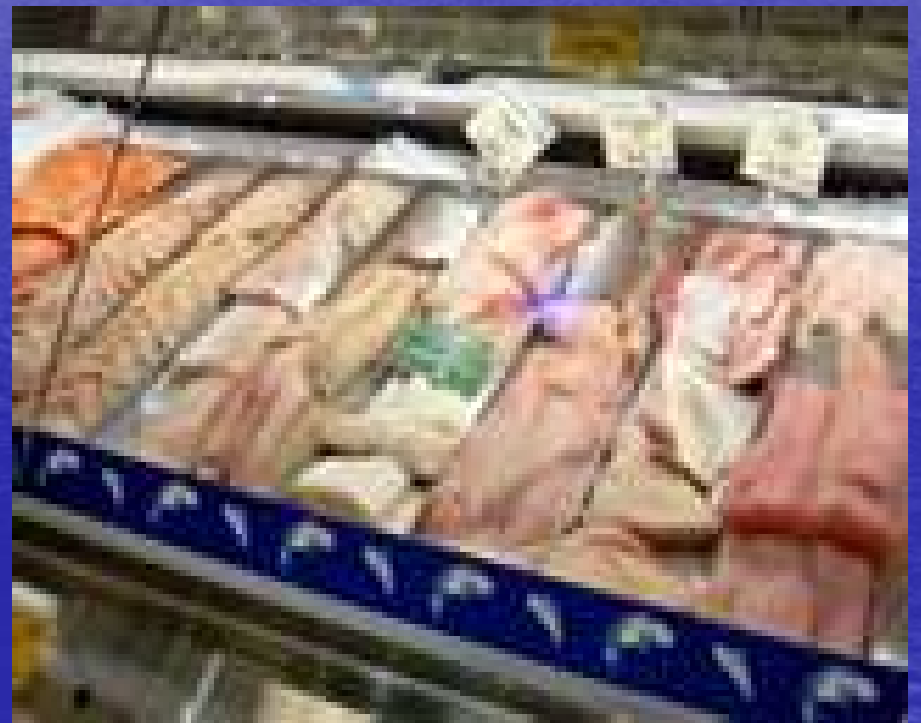
Marina's



Restaurants



Grocery Stores



Logistics

- Recreation

Boaters



Jet Ski



Sport Fishing



Any Water Activities



HARVESTING

- Facts:

- 1. 1250 licensed Illinois commercial fishermen
- 2. 20 2-men crew
- 3. Records of local fish market

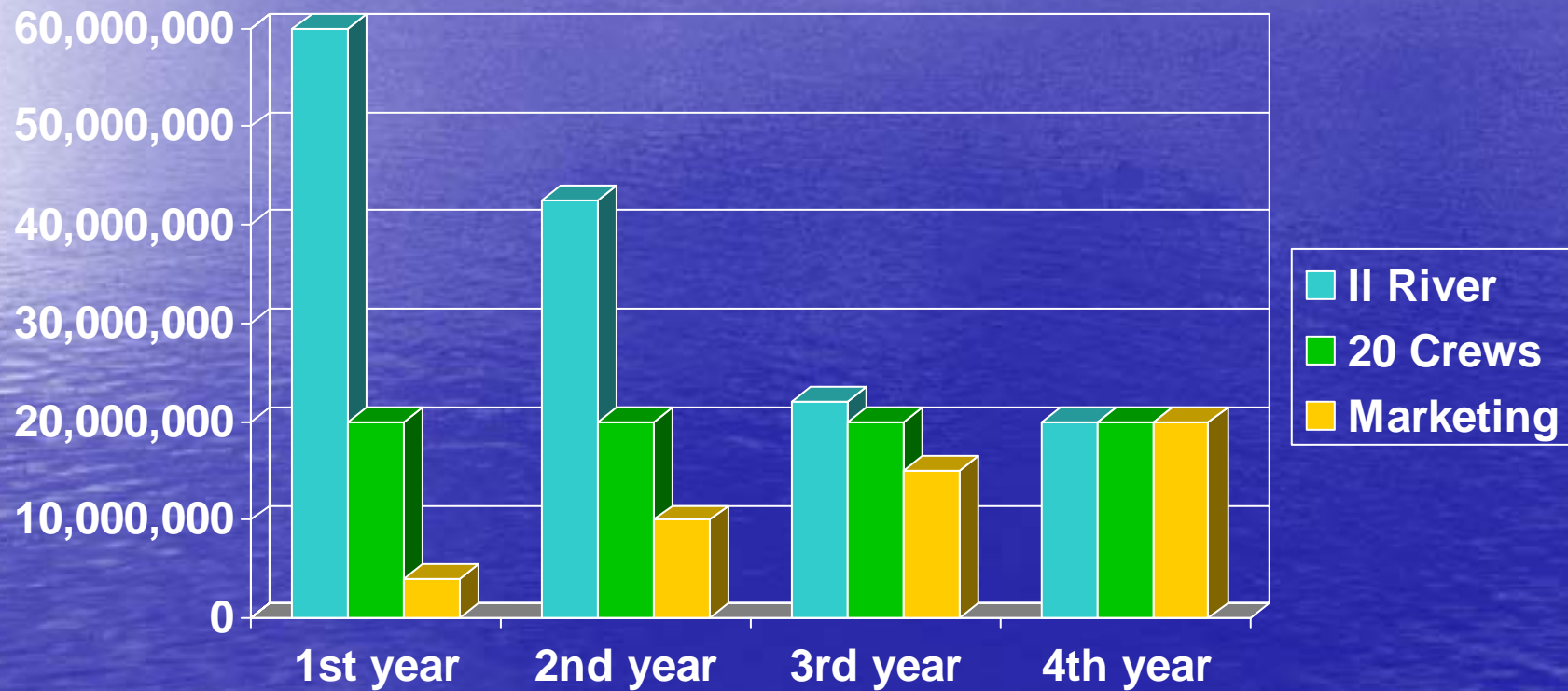
- Methods:

- 1. Seines
- 2. Gil Nets
- 3. Hoop Nets

Abundance and Size



Rapid Reduction Graph



Conclusion:

- In 2005 a bill was introduced by Representative Jim Watson in the 94th General Assembly which was HB1455. The Rapid Reduction of Asian Carp

Marketing of the Asian Carp

- 1. Market Analysis:

42,000 lbs. Fresh Asian Carp



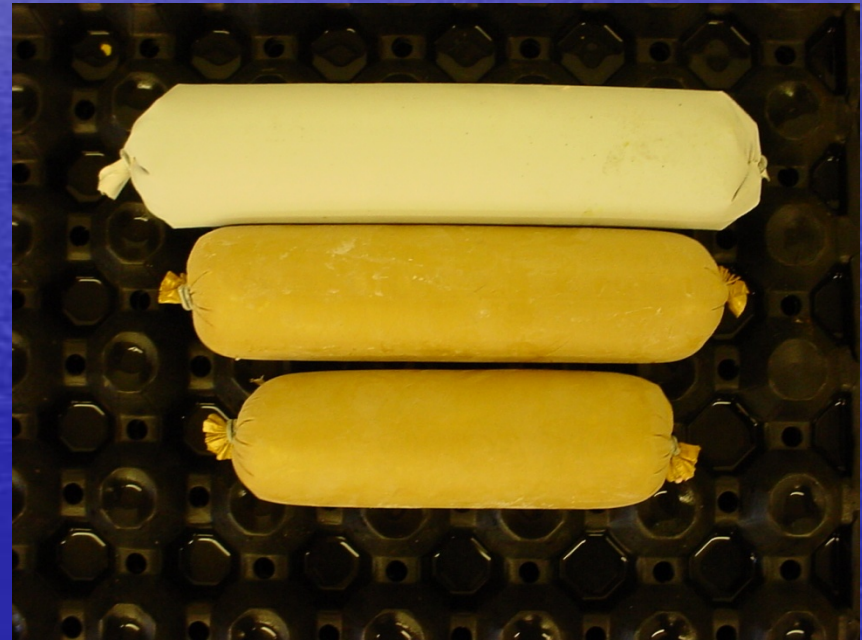
Marketing Plan:

- This has been a long slow process starting out over 5 years ago, but the next few pictures will show what Big River Fish has done in the creation of new markets and products formed from the Asian Carp

Minced Product



Gelfite Fish and Chub packs



Smoked/Dried Asian Carp



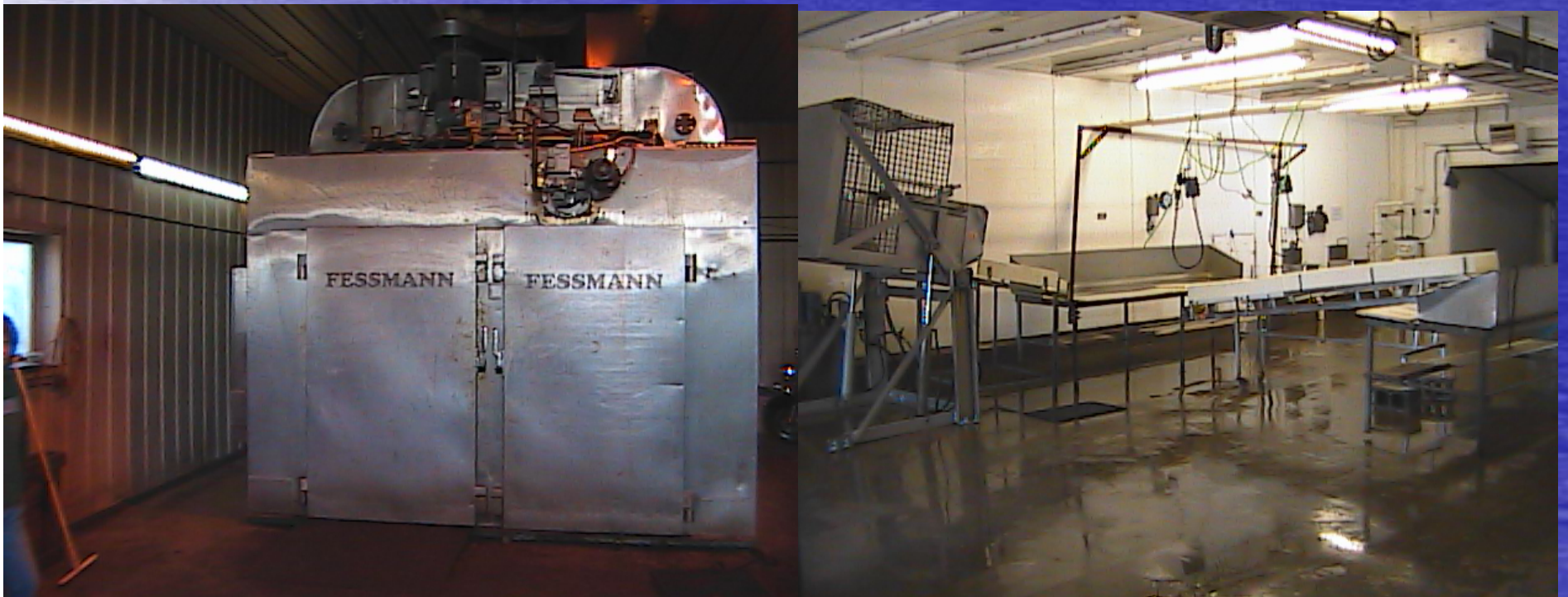
Minced Asian Carp Patty



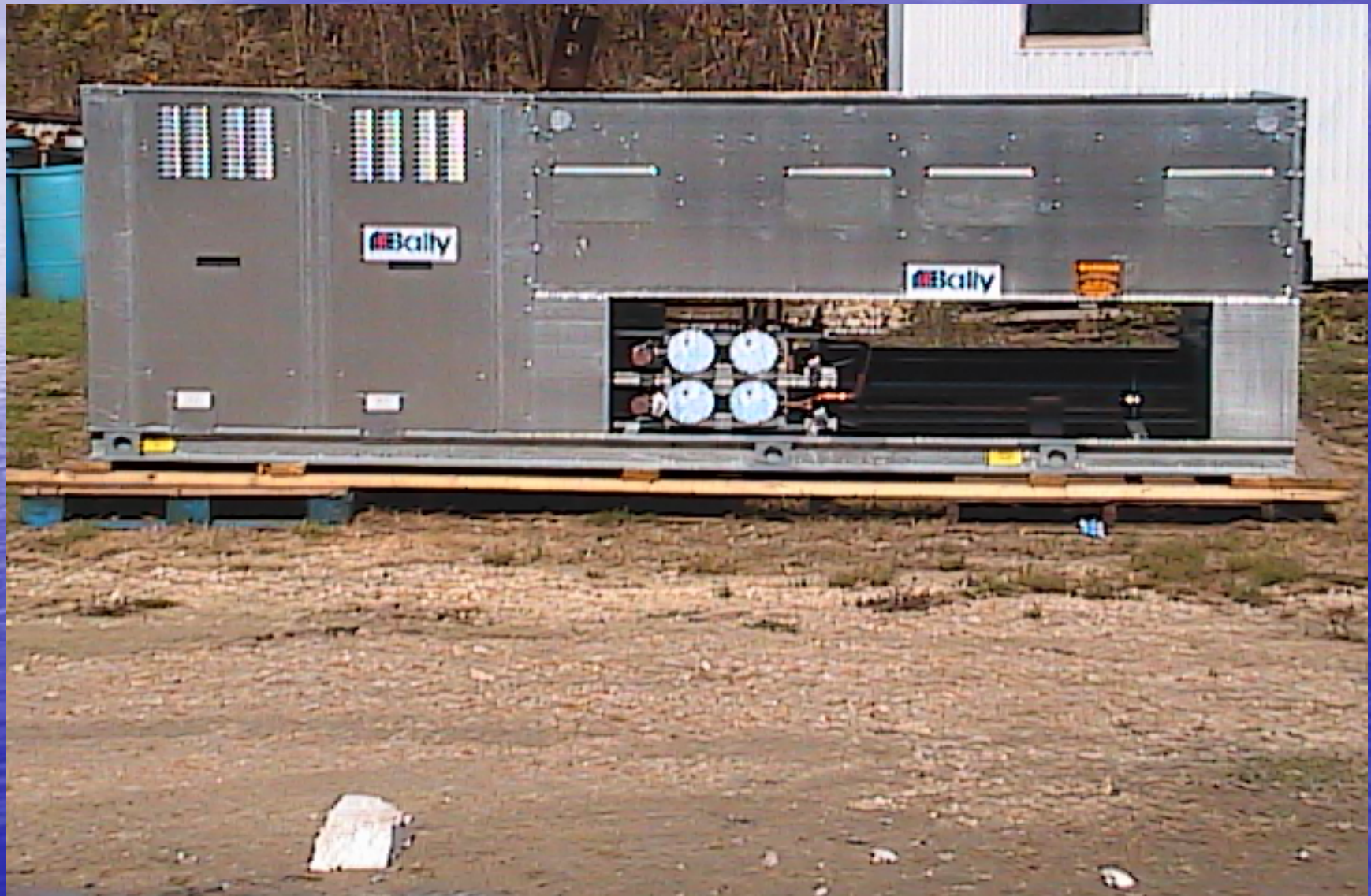
Breaded Asian Carp Patty



Operational Plan: Purchase and Installation of New Equipment



New Generator for Blast Freezer



Implementation Plan:

- Replacing
- New products
- New Equipment
- Travel

Establishing a personal relationship



Business Agreement



Persistent Effort Pays

- Following thru with Business Plan
- Marketing and development
- Purchasing of New Equipment
- Improving on Products

New and Improved
Great Look

Great Taste

