

A large pile of cooked shrimp, likely crawfish, fills the background. Two penguins are standing on the pile: one in the upper left and one in the lower right. The penguins are black and white with yellow feet. The shrimp are orange and have long antennae.

Turning Tough Times into Opportunity

Photo courtesy of Louisiana Seafood Promotion Board

The Industry Is in Tough Shape

**Shrimp prices are half of what they were
10 years ago***

**3 major hurricanes have devastated the
Louisiana fishing infrastructure**

**Farm-raised shrimp have taken over 90%
of the U.S. market****

**Environmental regulations have become
increasingly strict**

*** NMFS ** LSU**

A group of seven penguins is standing on a white, snow-covered ledge. In the background, there is a large, translucent, and textured ice formation that resembles a giant's hand or a large sculpture. The penguins are of various species, including what appear to be Adelie and Chinstrap penguins. The scene is set in a cold, icy environment.

WHERE IS THE

OPPORTUNITY?


The Opportunity Is ...

**In the wild-caught taste that cannot be duplicated
by farm-raised product**

**In the rich storied history and culture of
Louisiana shrimp**

**In the exploding growth of the natural meat and
seafood markets**

**In the market growth brought to us by
farm-raised shrimp**

A close-up, top-down view of a large pile of cooked shrimp. The shrimp are a vibrant orange color, indicating they are fully cooked. They are piled together, with their heads, tails, and legs visible. The background is a dense, textured mass of the same shrimp.

**THE OPPORTUNITY IS
in the difference between
how we do it now ...
and how we can do it
in the future.**

Doing the Same Thing ...

**Competing directly with farm-raised
seafood product**

Being unwilling to be the first to change

Making excuses

Settling for less than the best quality

Selling your product like a commodity

Will Bring the Same Results

The Consumer is King

Understand what drives the consumer's buying choices



We all work for the consumer

Alaska Salmon ... A Parallel Story

10 years ago, pink salmon were 5¢ a pound

Fishermen were suing processors for price collusion

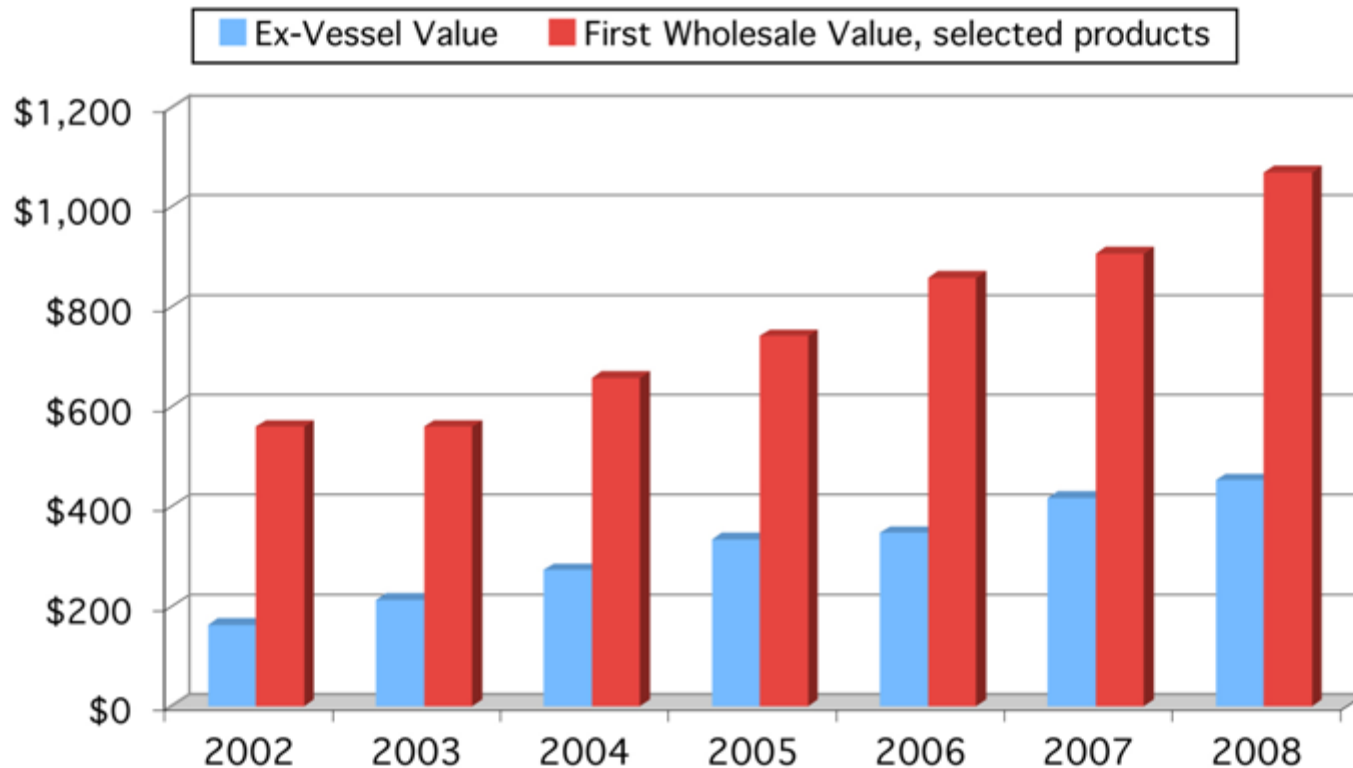
Salmon were being dumped by the ton and fishermen were on strike

Bristol Bay sockeye fishermen ended the season deeper in the hole

Farm-raised salmon were taking over the market and wild salmon prices had collapsed

This fishery turnaround provides insight for our future

Alaska Salmon Value Growth: \$ Millions, Ex-Vessel and First Wholesale



Source: ADF&G, AK Dept. of Revenue.

Fresh & frozen H&G, fresh & frozen fillet, salmon roe, canned salmon

What Will Work...

**Distinguish your Product
in the Marketplace**

Tell the Louisiana Story

Tell *Your* Story



Reputation for Quality



Rick Oltman direct-markets his Cape Cleare-quality salmon smoked or frozen H&G, commanding top dollar in the marketplace.

Quality and marketing pioneers prove that premium wild Alaska salmon—when handled well and chilled properly—has the market, the price, and the flavor to succeed.

“They rave,” says Rick. It looks like it came right out of the water. They are totally blown away by what it tastes like. I have more opportunity now than I’ve had in 20 years. There’s a silver lining here if you want to take advantage of it.”

Your Customers Include ...



FARMERS MARKETS

RESTAURANTS—
Well-Known Chefs

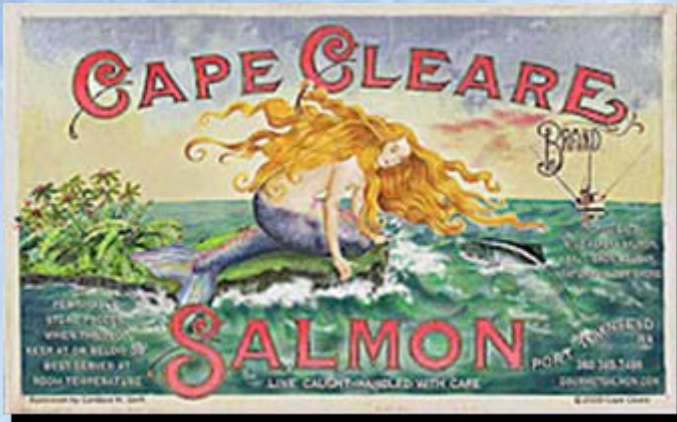
CONSUMERS DIRECT



HIGH-END GROCERY OUTLETS



Name Brand Recognition



Cape Cleare Fishery
Port Townsend, WA



Coastal Villages
Seafoods AK



Al's Alaska Seafood
Howard, CO



Cedars Lodge
Ketchikan, AK

Participation in Special Events

Cook Offs
Trade Shows
Conferences



Photo courtesy of Lance Nacio

What Will Work...

Create environmentally-friendly fishery

Make environmental groups your ally

**Seek guidance and certification from Seafood
Watch, Marine Stewardship Council and others**

Provide your consumer with traceability

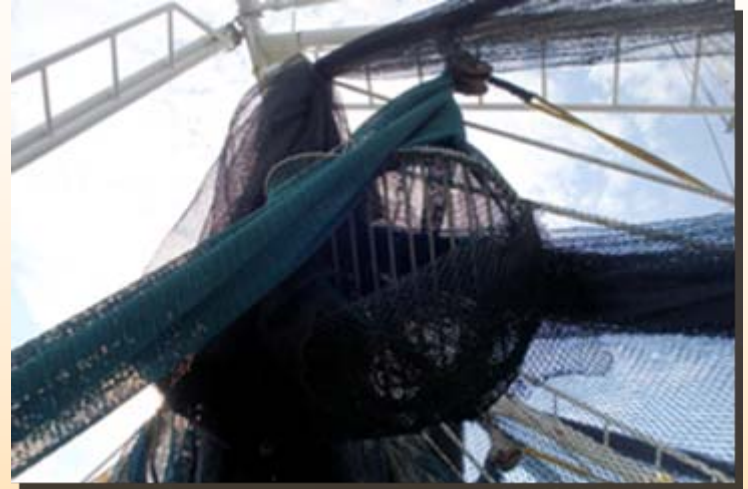
***Your Engagement Will Open New Markets
and Create Opportunity***

Improve Fishing Techniques

Use Excluders to
Reduce Bycatch



Photos Courtesy of Lance Nacio



A Clean Tow
Right Out of the Bag

What Will Work ...

Quality, Quality, Quality

Chill your shrimp immediately from the moment of harvest

Build an unbroken Cold Chain

Deliver an all-natural product

Expect your processor to handle your catch with care

Take pride in what you offer the consumer

You are starting out with a superior product



Short Tow Times

First step in producing top quality

On-Deck Organization

Quick sort and quick chill

Manage Icing & Freezing— Don't Overload

The faster you get it cold the
better quality it will be

THE COLD CHAIN IS KEY

**Chill Your Shrimp Immediately
Right Out of the Water**

Chill Across the Dock

Chill Through the Plant

**Chill During Shipping, at the Market,
All the Way to the Consumer**

Treasure Your Sustainable Resource



Photos courtesy of Icicle Seafoods

32' Bristol Bay Gillnetters

Installed Hydraulic Refrigeration Systems

**Processors pay more for their catch
Consumers pay more for a better product**



**Tenders equipped with
50-ton chilling systems
haul product from the
grounds to the processor**



Port Moller plant installed IMS *FastFreeze* system for value-added vacuum-packed consumer-ready product

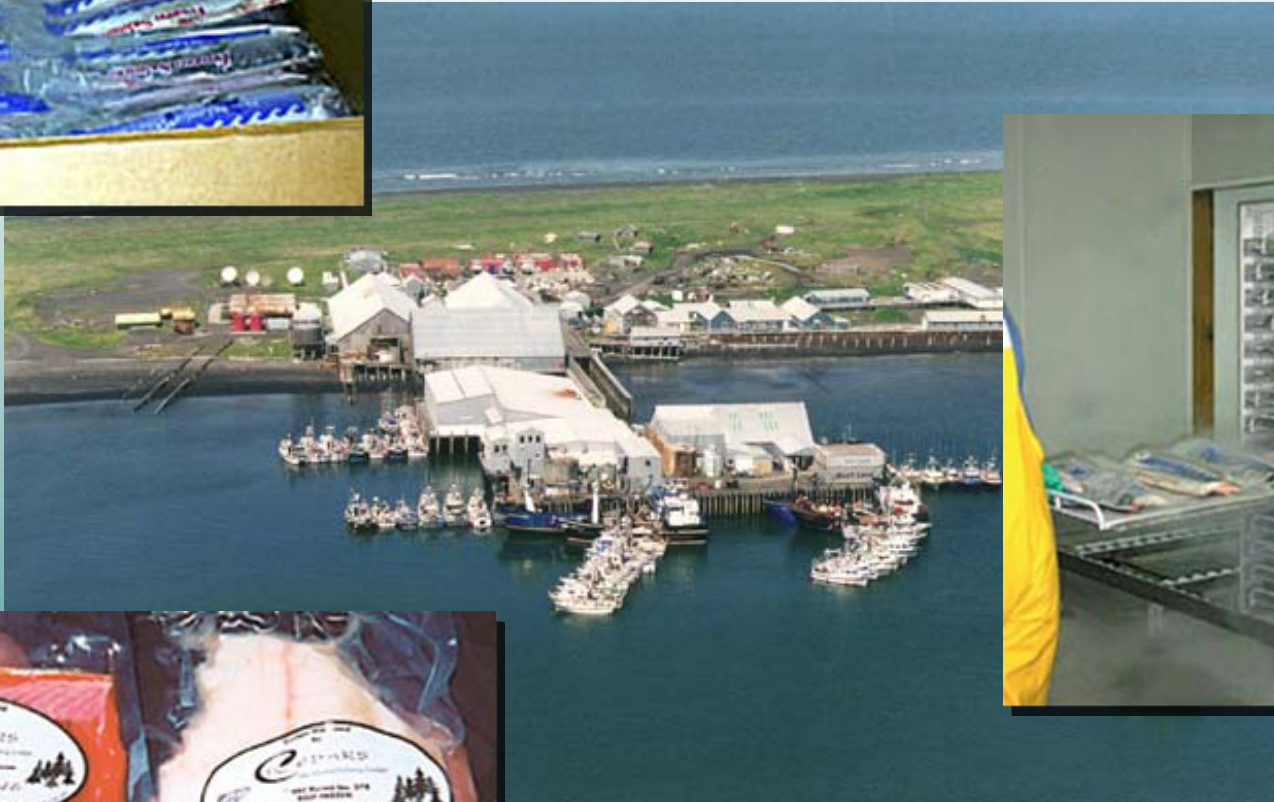


Photo courtesy of Peter Pan Seafoods

High-End Markets Display Product with Pride



Back Your Promotion with Quality



Photo courtesy of Louisiana Seafood Promotion Board

Every Step of the Way

All-Natural Frozen-At-Sea



Photos courtesy of Lance Nacio



Quick Chilled Right Out of the Water

Frozen Onboard with -40° F

Ultra-Low Temperature Plate Freezer

Handle with Care from the Sea to Your Plate



Photo courtesy of Lance Nacio



Photo courtesy of Louisiana Seafood Promotion Board

Frozen-At-Sea ... Right Onboard

Held at -30°F to -40°F



Photo by George Eliason



Alaska Wild King Crab chilled live onboard
with Titanium Chiller and shipped worldwide

Delight the consumer and you'll create raving fans

Bruce Gore has Built a Premium Market throughout the Northwest

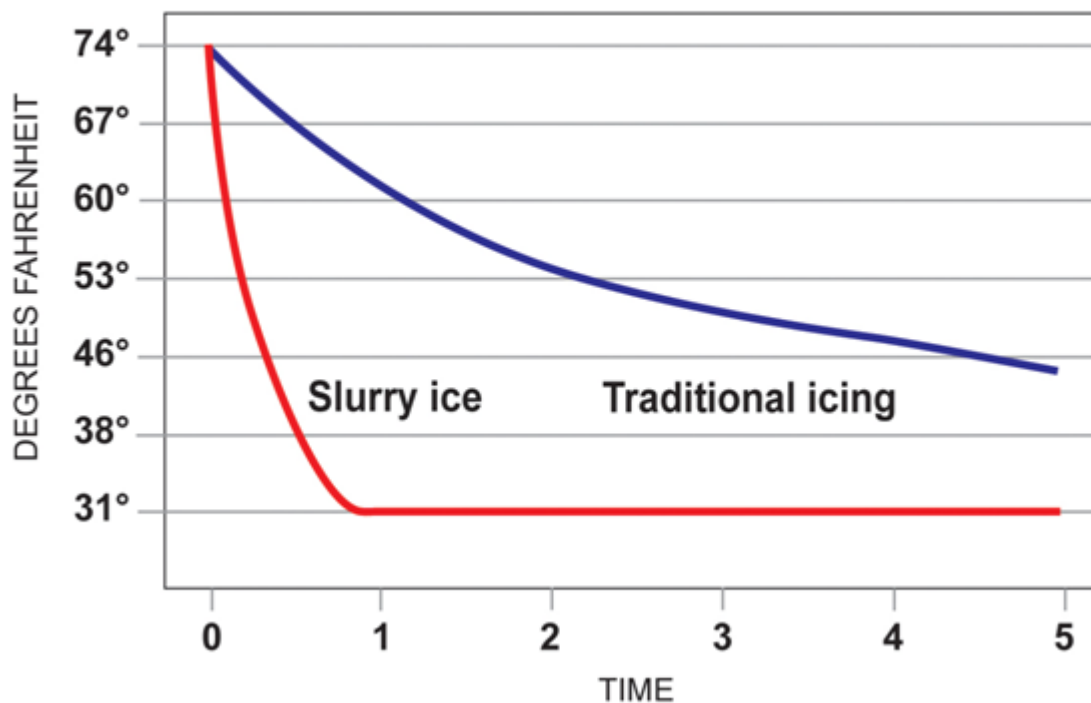


Photos courtesy of
Coastal Seafoods
Minneapolis, St. Paul
& Wayzata MN



Slurry Ice

Better Results with Slurry Ice Chilling



Preliminary slurry ice tests at LSU yielded impressive results

Head-on shrimp chilled in slurry ice for 9 days were still top quality with no melanosis

This Will Not Be Easy

First Make a Commitment to Change

There Will Be a Lot of Hard Work

**Every Step Will Not Always Take
Us Forward**

**Working Together We Can Transform
the Louisiana Shrimp Industry**

Our Path Forward ...

This is only an opportunity for us if it is also an opportunity for you

We will partner with fishermen to evaluate different chilling equipment and handling methods

We will partner with LSU and Sea Grant, using science to test our results

We will partner with markets to promote your products to consumers

We will partner with the Cameron community and the Parish to build a stronger economic base

Thank you

Cameron Fisheries