

**Chef  
PHILIPPE PAROLA**

AND



**SILVERFIN PROMOTION<sup>LLC</sup>**



Pan Sauteed Silver Carp with Fresh Berries

## **ASIAN CARP INVASION SOLUTION**

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***"Never Underestimate  
the Power of Cooking!  
CAN'T BEAT 'EM, EAT 'EM!"***

*- Chef Philippe Parola*



IN CONJUNCTION WITH

**S.O.R.**  
**Save Our Rivers**  
A National Campaign

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## A Letter from Chef Philippe

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After almost two years of research and development focused on the Asian carp invasion solution, we proudly have identified and engineered the necessary food technology to process Asian carp into boneless, pre-cooked, microwaveable, healthy, U.S. wild-caught, affordable, value-added Silverfin fillets. Our packaging concepts are consumer friendly and easy to identify as a premiere U.S. fish product under the *Silverfin Craze* brand name.

To be able to successfully remove Asian carp, we must create a strong incentive to put present and future fishermen to work. This incentive will be easily achieved by marketing our value-added fish products in national and international food market places. Furthermore, our formula will sustain itself and generate multiple tax revenues to Local, State and Federal governments.

Our clear and simple solution includes processing up to 80,000 pounds of raw fish per day. This will boost fresh water fisheries and local economies by creating permanent and part time jobs. It will also help control the Asian carp population, and prevent a total take-over by these invasive species which would displace our native fish. Our processing concept will be able to handle other invasive fish species such as Black carp and Snakehead .

Removing so many of these large jumping fish from American waters on a daily basis will also reduce the danger of someone being seriously injured, or even killed, by these fish when they leap from the water.

When we met with Mr. John Goss, President Obama's appointed Asian carp director, he explained that the federal mandate and funding for his office (approximately \$250 million) is strictly for the sake of the Great Lakes fisheries. We also spoke with Mr. Duane Chapman, the leading Asian carp biologist, who confirmed that the Asian carp can and will adapt to the brackish waters found in Louisiana and other Southern states along the Gulf Coast. Experts along the Gulf Coast are anticipating a probable disaster for our fisheries as the Asian carp continue to move South and East via the Gulf Intracoastal Waterway.

As a professional food consultant, I would like to point out that our seafood trade deficit is second only to petroleum, that the fish imported into the USA is very unsafe to domestic consumers, and that we are facing an international crisis as evidenced by our difficulty to meet the huge demand for fish around the world. We should strive to prevent scientists from wasting this incredible fish resource by trying to eradicate it without putting it to a use that is creative, innovative, and puts Americans to work while resolving the Asian carp threat.

Thank you for your support.

Sincerely,

Chef Philippe Parola  
President, Silverfin Promotion, LLC  
[www.asiancarpsolution.com](http://www.asiancarpsolution.com)



## Chef Parola Enterprises International Consulting



### Chef Philippe Parola

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President/CEO Chef Parola Enterprises

- International Consulting
- Production and Distribution of Gourmet Sauces
- Silverfin Promotion

Chef Philippe Parola has over 30 years experience of active service in the culinary profession. Chef Philippe has successfully developed business resources through creative cuisine skills, management techniques and public relations campaigns. He has a long list of award winning achievements and professional accomplishments on both national and international levels. Chef Philippe Parola is now focused on educating consumers on eating healthy while cooking at home. He is also launching a crusade to help stabilize our natural environment while developing a human consumption market for invasive and nuisance species such as: Alligator, Wild Boar, Snow Geese and is now working on the Asian Carp Invasion solution.

**Education:** Culinary Arts & Management Degree, 1975 - Institute of Culinary Art - Avermes, France

**Certification:** Certified Executive Chef - Brevet Professional in Hotellerie, Food and Beverage.

**Languages:** French, Italian, English

**Present Status:** President/CEO of Chef Parola Enterprise

#### Awards

- Featured Chef: INTERNATIONAL SEAFOOD LEADER (magazine), New York Times, Los Angeles Times, Gaishuko (Japanese Magazine), China Post, Taiwan News, Paris Express, Gourmet World Magazine, Cooking Light Magazine, and many others. Televised in CNN, Fox News, National Geographic, PBS, France 2, Fuji, and BBC.
- Silver Plate National Award, Chaine des Rotisseur, 1988
- Best French Continental Restaurant, LOUISIANA LIFE MAGAZINE, 1988 to 1990.
- Presidential Medallion, U.S. Presidents Alumni Dinner Inauguration, 1993
- Licensed by the Louisiana Department of Education for Chef Parola's Culinary Institute, 1994.
- Title of Commandeur de la Commanderie des Cordon Bleu de France, 1997.
- Represented the United States at FOODEX International, Tokyo, Japan; Paris, France; and Frankfurt, Germany 1988 to 1994.
- Founding Member of the Baton Rouge Chapter of the American Culinary Federation (ACF), 1983.
- Les Toques Blanches International, 1984.
- Honorary Member of Japan Chef Association (1999) Honorary Member of Quebec Chef Association (1997)
- Chairman of Judge's Panel / ACF Culinary Classics open culinary competition of southern states (since 1994)

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## Non-Disclosure and Ownership Acknowledgment Agreement

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Silverfin Promotion, LLC (“Company”) Business Plan (“Plan”) is confidential and contains proprietary information including trade secrets of Company. Neither the Plan nor any of the information contained in the Plan may be reproduced or disclosed to any person under any circumstances without express written permission of Company.

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The undersigned (“Recipient”) acknowledges all financial and other information that it has and will receive concerning Company is confidential; therefore, Recipient agrees not to disclose Information to any individual or entity without prior written consent.

The Information shall remain the property of Company and shall be returned to Company promptly at its request together with all copies made thereof.

Recipient acknowledges that no remedy of law may be adequate to compensate Company for a violation of this Agreement, and Recipient hereby agrees that in addition to any legal or other rights that may be available in the event of a breach hereunder, Company may seek equitable relief to enforce this Agreement in any Court of competent jurisdiction.

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Signature

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Name (typed or printed)

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Date

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## The Fish Story

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**How one single recipe almost caused the extinction of a fish species . . .** Prior to the early 1980's, Louisiana Redfish was not an especially popular fish. But after famed New Orleans Chef Paul Prudhomme developed a recipe for “blackened redfish”, the dish’s enormous popularity ended up causing redfish to be fished almost to extinction. With this precedent in mind, Chef Philippe Parola and his group plan to re-brand Asian carp as SILVERFIN and popularize the brand with value added, boneless, pre-cooked and flavored Silverfin Craze fish fillets for domestic and international markets.

*Chef Philippe Parola says:*

**“Never Underestimate the Power of Cooking!”**

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## Introduction

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Silverfin Promotion, LLC is a company focused on the conservation of the United States inshore fisheries and environment while providing a wild caught domestic food resource to millions of people.

The Asian carp species, both the silver and the bighead are a non-native invasive species that escaped into the Mississippi River Basin and has exponentially multiplied to dangerous numbers. These fish of Asian origin feed on plankton and are now at such high numbers that they are depleting the food source for native fresh water fish. They are migrating up the Illinois River and approaching the Great lakes where a multimillion dollar fishing industry exists. They are also migrating south into the Gulf Coast states where they threaten commercial fishing across the south. These fish have proved that they will continue to multiply and eliminate native species if nothing is done. With the recent opening of the Morganza Spillway in Louisiana, the danger is even greater since these fish now have full access to the Gulf Intracoastal waterway allowing their spread throughout the entire Gulf Coast region.

In the past, the Asian carp species has been viewed as a bloody, bony, and non-desirable food source for people of the United States. Chef Philippe Parola has found a way to debone, clean, and prepare these fish to supply healthy, tasty, and affordable seafood item to people of the United States and all over the world.

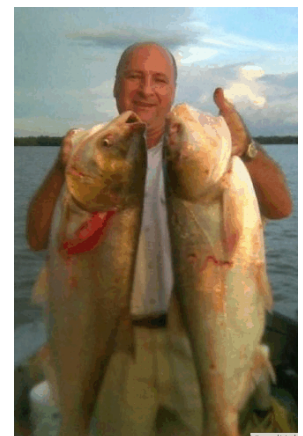
Chef Philippe and his team now propose that something be done. The Asian carp population must be controlled, and with advancements in cleaning and preparing techniques, they can now be used to supply the American population and reduce foreign seafood imports thereby solving the problem of the Asian carp invasion into America’s waterways.

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## Executive Summary

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**How it All Began.** It all started in August, 2009, with the Food Network cooking show *Extreme Cuisine* hosted by the legendary Jeff Corwin (left photo). Chef Philippe needed a special unique fish to cook with Corwin in a fishing camp near Houma, LA in the Atchafalaya Basin. Chef went fishing for alligator gar, a native Louisiana fish, with Billy Frioux, a local Cajun Frenchman who makes his living by fishing the river. Traveling in his boat for only ten minutes from the landing, two giant Asian carp jumped right at the feet of Chef Philippe (right photo). Don Dubuc, host of Louisiana Paradise Outdoor TV and ESPN radio talk show host, who was also on the boat, said, “They sure jumped in the wrong boat!” That was Chef Philippe’s first encounter with Asian carp, but definitely not his last!



**Background.** The Silver Carp and Big head carp fish are member of the Asian Carp family that was introduced to American waters in 1973 by a private fish farmer in Arkansas. Both species are primarily found in fresh bodies of water, but can also be found in brackish waters across in parts of the country.

The availability of Asian carp, both big head and silvers are currently very abundant at the confluence of the Mississippi and Illinois rivers. As a result fresh bodies of water are becoming overrun with Asian Carp, creating a direct and adverse affect on all other native fish populations in these fresh bodies of water.

With the assistance of educational institutes such as Lewis and Clark Community College and the support from Dr. Dale Chapman, who is leading the development of the National Great Rivers Research and Education Center in Alton, Illinois, and the Louisiana State Dept. of Wildlife & Fisheries we must educate the average American on consuming Asian carp and eliminate the negative perception that these two species, silver and bighead carp are ugly, smelly, trash fish. In addition to a very complex and abundant bone structure, this negative image is the biggest barrier to overcome if we want to sell our fish to domestic and international food market places.

Since the Asian Carp has begun to over populate many local fresh water bodies along the Mississippi, Missouri, Ohio, Illinois and many more rivers, we plan to build a facility that would be the first location for a processing, research, and marketing center for Asian carp and other fish. Following are some key factors about this project and what Chef Philippe is looking for in a potential processing plant location.

- An existing building and several acres of land available for use
- A location that is convenient for local fishermen to deliver the caught fish
- A location that is adaptable to green technologies
- A location with great fishing areas nearby - ideally there would also be short distance fishing areas which could be harvested while the fish repopulate in the closer areas.
- A location which is no more than 14 hours drive by refrigerated truck from affected areas within the Mississippi River Basin, making harvesting of carp possible throughout the Basin which opens new opportunities for commercial fishing over a multi-state area.
- A location that will have state-of-the-art food processing technology - Chef Philippe has created and engineered a process to remove floating bones from all species of Asian carp to provide US market food places with value added precooked fish products
- In regulating the population crisis of Asian carps, it will help preventing the fish entering Great Lakes and other important bodies of water
- Having a dollar value for Asian carp will change the outlook for many, and minimize other controversial solution

In addition, we must continue to work with federal agencies such as Sea Grant and the U.S. fish and wildlife service that have expressed a high level of interest in promoting our solution. This will give us needed credibility to obtain the proper funding of over \$6 million (please see page 27) for detailed list) for a processing, marketing and research center for human consumption of Asian carp.

**Silverfin Promotion, LLC** strives to facilitate an inland fish processing facility focused on the processing, packaging and distribution of Asian carp under the brand name "Silverfin Craze". Silverfin Promotion will:

- create a lasting, ongoing, stable process that will help regulate the nationwide Asian Carp Population crisis by processing up to 80,000 lbs of Asian carp per day in each facility.

- put Americans to work by creating multiple full and part-time jobs.
- utilize state of the art American food technology in various pieces of processing equipment.
- boost LOCAL ECONOMIES.
- establish the Asian carp as a valuable fish, rather than as a “trash” fish, thereby facilitating local consumption and possible export opportunity.
- give American consumers a domestic, clean, healthy, wild-caught and affordable fish to eat. The imported Chilean Sea Bass is sold as up to \$23 per lb.
- increase the tax base by creating multiple levels of taxes payable to local, state and federal governments, i.e. Income/business taxes paid by fishermen, processors, brokers, retail food stores and sale taxes paid by consumers.
- be embraced and supported by the media which will be of great value to the Silverfin Craze marketing plan.

**Celebrity Chef Spokesperson.** With over 35 years experience in the food industry, including marketing Alligator and Nutria products, Celebrity Chef Philippe Parola has emerged as the foremost spokesman/expert on the Asian carp issue and is regularly featured in national/international media. He is an internationally recognized authority within the culinary and food marketing field and is a consultant with the National Grocers Association and the Agricultural Trade Office. He has cooked for both President Gerald Ford and President George W. Bush, holds memberships in the National Restaurant Association and National Chef Association, and has hosted his own television show, “Tips from the Pros”.



President Gerald Ford (left) and Chef Philippe Parola (right)

He is considered a "media darling" and is very savvy about how to leverage small public relations budgets into millions of dollars of monetized mass media coverage. He is a natural on camera and has the highest like-ability score with audiences. His approach to the Asian carp issue has inspired many positive changes in the way the federal government looks at this issue. Chef Philippe has the ear and respect of all of the key stakeholders concerned with this problem and can be a tremendous asset in swaying public opinion and affecting the decision making of both Federal and State officials. He is also a member of our team and a part of the Inland Fisheries Processing company.

*With the support of the media and other backers, Chef Philippe and Inland Fisheries Processing could quickly bring this issue to the forefront of the public debate and end the economic threat to vital waterway commerce as well as commercial and recreational fishing.* Several injuries have been reported by skiers and boating enthusiasts who have been struck by the flying fish, some of which weigh over 40 pounds. To date, there have been no confirmed deaths caused by the fish.



President George W. Bush (left) and Chef Philippe Parola (right)

We are the only group that has a proven track record of gaining positive on-going, national and international media attention on this issue. It is not unusual for us to leverage our dollars 30 times or more using generally accepted ways of monetizing media coverage. To date we have spent thousands of dollars on media outreach and have gained millions in coverage in the United States and abroad.

Please visit our media links page at: <http://www.silverfincraze.com/multimedia.html>

*They include ABC World News, ESPN, NHK Japanese Television, Radio France International, NPR-All Things Considered, The Atlantic Monthly, USA Today, The Associated Press, UPI.com, TV 4 France, The National Culinary Review, Bass Times, and the Food Network, to name a few. A preview of these links are on the following page.*

## Multimedia Links Preview

This is a preview of the many multimedia links the Silverfin Craze website. Please visit the website to view these links.

<http://www.silverfincraze.com/multimedia.html>

|   | TITLE/TOPIC                               | SOURCE                | TYPE | LINK | PERM |
|---|---|-----------------------|------|------|------|
| ▶ | DIRTY IMPORTED FISH                       | SafeCatfish           | VID  | WEB  | N/A  |
| ▶ | Chef Philippe's ANSTF Meeting Summary     | chefphilippe.com      | DOC  | WEB  | PDF  |
| ▶ | Official USEPA Asian Carp Website         | asiancarp.org         | WEB  | WEB  | ---  |
| ▶ | <b>ASIAN CARP INJURIES</b>                | Various Sources       | WEB  | WEB  | ---  |
| ▶ | Chef Philippe's PHOTO GALLERY             | chefphilippe.com      | IMG  | WEB  | ---  |
| ▶ | Chef Philippe in Our Mississippi Magazine | ourmississippi.org    | DOC  | WEB  | PDF  |
| ▶ | Jumping Fish Invade Louisiana             | abc26news.com         | VID  | WEB  | ---  |
| ▶ | Cooking Carp by Talking Outdoors          | Talking Outdoors      | VID  | WEB  | ---  |
| ▶ | Silverfin Media Blitz in Arkansas         | silverfincraze.com    | PHO  | WEB  | ---  |
| ▶ | Chef Philippe at ANSTF Meeting            | silverfincraze.com    | PHO  | WEB  | ---  |
|   | Asian Carp Summit Notes                   | chefphilippe.com      | DOC  | N/A  | PDF  |
|   | New Weapons Against Invasive Carp         | livescience.com       | DOC  | WEB  | PDF  |
|   | Asian Carp and the Great Lakes            | U.S. EPA              | WEB  | WEB  | ---  |
|   | Aquatic Nuisance Species Task Force       | ANS Task Force        | WEB  | WEB  | ---  |
|   | Official US Govt Asian Carp ID Key        | ANS Task Force        | WEB  | WEB  | PDF  |
|   | Catfish Crunch                            | The Advocate          | DOC  | WEB  | PDF  |
|   | Carp Are Crap                             | Carp Are Crap         | WEB  | WEB  | ---  |
|   | Du Jour: Chef Philippe Parola             | 225 Baton Rouge       | DOC  | WEB  | PDF  |
|   | Asian Carp: Can't Beat 'Em, Eat 'Em       | ABC News              | DOC  | WEB  | PDF  |
|   | Can Eating Carp Stop Their Spread?        | ABC News              | VID  | WEB  | YT   |
|   | Yes We Can Eat Asian Carp                 | AllBusiness.com       | DOC  | WEB  | PDF  |
|   | Don't Let Silverfins Off the Hook         | The Advocate          | DOC  | WEB  | PDF  |
|   | A FISH STORY                              | AllBusiness.com       | DOC  | WEB  | PDF  |
|   | Another Helping ... of Carp?              | AllBusiness.com       | DOC  | WEB  | PDF  |
|   | Chef Parola to Demonstrate at Grafton     | AllBusiness.com       | DOC  | WEB  | PDF  |
|   | Asian Carp Good Eating ...                | AnnArbor.com          | DOC  | WEB  | PDF  |
|   | Eat those Asian carp                      | BR Business Rpt       | DOC  | WEB  | PDF  |
|   | SILVER FIN new name for Silver Carp       | Bass Angler           | DOC  | WEB  | PDF  |
|   | Hoosier to Lead Asian Carp Fight          | Journal Gazette       | DOC  | WEB  | PDF  |
|   | Chef Parola Cooking Carp in Alton, IL     | The Telegraph         | IMG  | WEB  | PDF  |
|   | ESPN's OTL: Asian Carp                    | ESPN                  | VID  | WEB  | ---  |
|   | The Invasive Species Cookbook?            | Field & Stream        | DOC  | WEB  | PDF  |
|   | Silverfin - Louisiana's Newest Delicacy   | WGMB Fox 44           | DOC  | WEB  | ---  |
|   | Group Eyes Grafton for Fish Plant         | Journal Courier       | DOC  | WEB  | PDF  |
|   | Chef Parola's Silverfin Campaign          | Gambit Weekly         | DOC  | WEB  | PDF  |
|   | One Giant Leap                            | Hemispheres           | DOC  | WEB  | PDF  |
|   | Asian Carp Getting Appetizing Image       | Houma Today           | DOC  | WEB  | PDF  |
|   | Asian Carp Cuisine: Recipes               | Indiana Sea Grant     | DOC  | WEB  | PDF  |
|   | Asian Carp in Louisiana Waterways         | KPLC TV               | DOC  | WEB  | PDF  |
|   | Silverfin: Asian Carp Has a Makeover      | La. Conservationist   | DOC  | WEB  | PDF  |
|   | LA Wildlife and Fisheries Silverfin Site  | Louisiana DWF         | DOC  | WEB  | PDF  |
|   | Silverfin: Eating Silver Carp             | LA DWF YouTube        | VID  | WEB  | YT   |
|   | The Silver Bullet                         | LA Sportsman          | DOC  | WEB  | PDF  |
|   | Let Fish Jump Into the Pan                | The Advocate          | DOC  | WEB  | PDF  |
|   | LWF Relaxes Regs on Silver Carp           | LSU Ag Center         | DOC  | WEB  | PDF  |
|   | Chef Says We CAN Eat Asian Carp           | Marine Cons. News     | DOC  | WEB  | PDF  |
|   | Chef Hopes to Make Carp Popular           | NPR                   | MUL  | WEB  | PDF  |
|   | Frankenfish, Carp Czar, and the Chef      | Rest. Hospitality     | DOC  | WEB  | PDF  |
|   | IL Investors and Chef Tackle Asian Carp   | St. Louis Biz Journal | DOC  | WEB  | PDF  |
|   | Demand As Food May Solve Carp Issue       | St. Louis Today       | DOC  | WEB  | PDF  |
|   | Rename It and Eat It                      | St. Louis Today       | DOC  | WEB  | PDF  |
|   | State Touts Fishing for Silverfin         | The Advocate          | DOC  | WEB  | PDF  |
|   | Would You Eat This Fish?                  | Salon Magazine        | DOC  | WEB  | PDF  |
|   | Let Them Eat Carp                         | Shore Magazine        | DOC  | WEB  | PDF  |
|   | An Asian Carp Invasion                    | The Atlantic          | DOC  | WEB  | PDF  |
|   | What's the Alternative?                   | Nat. Culinary Rev.    | DOC  | WEB  | PDF  |
|   | Louisiana Silverfin Promotion             | Outdoor Wire          | DOC  | WEB  | PDF  |
|   | A Silver(fin) Lining                      | The Telegraph         | DOC  | WEB  | PDF  |
|   | Asian Carp Proposed as Menu Item          | UPI.com               | DOC  | WEB  | PDF  |
|   | Possible Solution for Invasive Species    | Omaha World Herald    | DOC  | WEB  | PDF  |

## Mission & Objectives

**To Reduce and Control** the two species of Asian carp (bighead and silver carp) which are putting our inland waterways out of environmental balance.

**To create a domestic and international market** for the fish as a low-cost, boneless, healthy, value-added, pre-cooked and flavored fish product acceptable to consumers (*See Appendix A: Illinois Public Health Statement on Consumption of Asian Carp*). We have held numerous tastings of the prepared fish in many venues in different states, all with overwhelming positive feedback. 85% of fish consumed in the United States is imported. Only 2% of it is ever inspected – out of these 2% much of it is deemed unsafe by FDA inspectors. When given a choice, American consumers will choose a clean, domestic, wild-caught fish over dirty, imported fish. Educating the public on these concerns is a necessary step to successfully market our brand.

**To provide a solution** that can successfully remove the fish, on a daily consistent basis, not only in the Great Lakes region, but nationwide. Our research indicates some of the fish have already made it into the Great Lakes creating a real concern for the fisheries industry which is leading to litigation between State and Federal governments. Inland Fisheries Processing's SILVERFIN promotion will not only be successful in controlling the population of this species, but would also create jobs and boost local economies as well as revitalizing the local commercial fishing industry.

**To educate the public** with mass media supporting our "SILVERFIN CRAZE". We must immediately conduct cooking and tasting seminars to show the local population in the most affected areas, especially surrounding the Great Lakes, in Louisiana, and in other affected areas, that Asian carp is not a "trash fish" but is simply a fish delicacy. This marketing campaign will initiate a positive image for the Silverfin Craze brand which will further simplify and help our marketing strategy in developing our national and international markets for fish consumers.

**To create jobs and feed as many families as possible** by enacting fishing regulations, such as limiting the size of commercial fishing boats, nets and motors, which will reduce barriers to market entry and create an even playing field so more families can participate. We calculate that an average fisherman can catch approximately 5,000 pounds of Asian carp per day which has an estimated value of \$900 per day. To develop an independent local fishing fleet is a simple task accomplished by advertising the business opportunity in local media and conducting town hall style meetings. This business model supports the traditional mid-western family values of hard work and free enterprise.

**To remove Asian carp from the Federal Aquatic Nuisance Species (ANS) List.** Asian carp is a nuisance because there is not a real, substantial domestic market for the fish that can subsidize all costs, including giving great incentive to our fishermen. Re-branding Asian carp as "SILVERFIN" and creating the next "Fish Craze" will create a demand for the fish. With a sustainable market, a new generation of fishermen will be created.



*Chef Philippe Parola (right) receives an Asian silver carp right from the boat of commercial fishermen Rusty Kimble (center) and Preston Terrell (left) on the Red River near Simmesport, LA.*

Once we prove that the fish is safe and good to eat, tastes great and is healthy (high in Omega 3 and protein) and that there is a market for it... it is no longer a nuisance, and will be removed from the list. This could be an "end run" around the whole issue.

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## Market Opportunities

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### Demand for a New Fish

**Catfish in Short Supply.** Catfish is one of the most popular fish in America and is a Lenten staple everywhere it is available for purchase. Catfish farms have been slowly disappearing over the last several years which, according to economists and industry representatives, is making catfish harder to find and more expensive beginning in the Summer of 2011 and continuing for years to come.

Many catfish processors increasingly report having trouble getting catfish that are large enough for commercial food use. Some processors are even laying off workers or shortening their overall operations to only a few days a week. Suppliers are warning their commercial clients such as restaurants and grocery stores that they may not be able to get as much catfish as they want for their menus and shelves.

All of this, of course, results in catfish prices rising incredibly high. “Roger Barlow, president of The Catfish Institute in Jackson, Miss., said the industry is in ‘survival mode’ and will have to adapt accordingly, changing production models and making [do] in the meantime.”<sup>1</sup>

The influx of Vietnamese fish, marked as catfish, in the early 2000s which was immediately followed by an increase in imported catfish from China is the root of the shortage now. There was eventually legislation which ensured proper labeling of the Vietnamese fish but the Chinese catfish was already embedded in the market and no legislation available to stop it. The only solution was to ensure catfish from China was labeled with its country of origin and to launch a marketing campaign to encourage consumers to buy U.S.-farmed catfish.

With the surplus of catfish flooding the market and driving down prices, processors were able to buy the foreign fish cheaper than farmers in the U.S. could raise them. This resulted in many catfish farmers draining their ponds and begin row crop farming corn and soybeans. Between 2002 and 2010, the number of U.S. catfish farms dropped 42%.

This all results in sky high catfish prices, opening the door for a new, healthy, edible fish for consumers.

**Restaurants Seek Alternative Fish.** According to Clare Leschin-Hoar in the February, 2011 edition of National Culinary Review magazine<sup>2</sup>, “undervalued, lesser-known fish species might be the answer for chefs” who are seeking a new sustainable fish for their restaurant menus. She says, “Savvy chefs have started taking a closer look at undervalued fish. Increasingly, menus are sporting lesser-known species . . .”

*Culinary Review* continues by listing Asian carp as one of these undervalued species and heralds it’s maligned history and current nuisance status. The article contends that the solution to this invasive species will be found on our dinner plates and mentions the efforts of Chicago-based Chef Phillip Foss and Baton Rouge-based “Asian carp evangelist” Chef Philippe Parola to popularize the Asian carp which Chef Parola has renamed “silverfin”.

*Culinary Review* states, “. . . **finding a remedy for this invasive-species problem is something the seafood industry will be watching.**”

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<sup>1</sup> Calder, Chad; 2theadvocate.com: “Catfish crunch”; March 13, 2011  
<<http://www.2theadvocate.com/news/business/Catfish-crunch.html?showAll=y&c=y>>

<sup>2</sup> Leschin-Hoar, Clare; Culinary Review Magazine: “What’s the Alternative?”; February, 2011.  
<<http://www.ncrdigital.com/ncr-open/201102/#pg24>>

## The Future of the Fishing Industry

Every piece of information leads to the same answer:

**Fisheries all over the world are running out of stock due to over-fishing versus fish reproduction/management. The past and present fishing is simply not sustainable.**

So far, the fishing is primarily done in salt water in all oceans because it is easy to harvest in mass quantities and salt water fish is of course incredibly popular among chefs and consumers!

Facts of today are leading to search for an answer to our declined fisheries. The nuclear waste water dispersed in the Japanese sea, a huge catastrophe, could have a giant impact in fisheries worldwide. Our timing to process fresh water fish of all types (not just Asian carp) could not come at a better time!

All of our rivers are very rich with carp, grass carp as well as Asian carp, and these fish are currently sold whole at \$ 0.15 per pound versus an average of \$6 per pound for salt water fish – the difference is huge!!

Carp, in general, gets such a low price due to their complex bone structure. With the innovative new method of removing bones developed by Silverfin Promotion, LLC, we could change the outlook of our fresh water fisheries. According to various food media outlets, the market is starving for a new fish supply.

The farm-raised fish industry is facing a new challenge: there is a reduction in the availability of fish food and its cost is steadily rising at a very rapid pace. It takes an average of 18 months before a farm-raised fish reaches maturity for harvest. This discourages fish farmers to continue investing in their own business and results in farm downsizing and in many cases farm closure.

Inland Fisheries Processing & Marketing Center will be designed not only to process Asian carp but also all other fresh water fish. This will accommodate the demand of the presently starving fish market and revive the commercial fresh water fishing industry in America.

We will fish smart, putting in place management and controls that will sustain our fisheries. Market price for fresh water fish will rise and be a big player!!

## The Frozen Fish Market

The frozen seafood market is more viable than ever before. Consumers from individuals to restaurants to institutions are looking for and are ready for quality frozen fish. According to seafoodbusiness.com<sup>3</sup>:

*“Consumers looking to save money but still eat healthfully are turning to frozen seafood items more and more. Picking up on this trend, retailers are expanding branded and private-label frozen seafood selections.*

*‘People are buying differently than before. Our fresh fish sales are down, while our frozen sales are up,’ says Joe Lane, store manager and seafood director at Casey’s Market in Western Springs, Ill.*

*‘People are interested in quick and easy. They want something they can put in the microwave and go on their way,’ says Marty Gaul, a seafood buyer and merchandiser for Heinen’s Fine Foods, a 17-store chain in Warrensville Heights, Ohio.*

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<sup>3</sup> Christine Blank, “Freezer gains favor”, April 2009  
<<http://www.seafoodbusiness.com/articledetail.aspx?id=4294993864>>

*Total frozen fish and seafood sales are up, according to Infoscan Reviews, published by Information Resources Inc. . . .*

*. . . United Supermarkets in Lubbock, Texas, a chain of nearly 50 stores, is finding that consumers are much more interested in frozen plain and breaded seafood items than entrées. . . .”*

Not only are individuals buying more frozen seafood, but restaurants, cruise ships, schools, and other institutions are putting frozen seafood entrées on their menus more often than in previous years. The market is ripe for a frozen fish that is wild-caught, 100% natural, and microwavable.

### Asian Carp is an “Excellent Food Source”

Chef Philippe Parola recently spent some time with Nutrition Consultant, Dr. Roy Brabham. Here is what Dr. Brabham had to say about Asian carp as a food source:

*“I consider Asian Carp to be an excellent food source for a number of reasons. Like all fish, it delivers a lot of protein and healthy fats. Unlike ocean fish, sustainability is not an issue with Asian Carp. It is overrunning the central American waterways, making it a nuisance and crowding out other species. It feeds on plankton, which is at the bottom of the food chain. This means that progressive food chain concentration of harmful chemicals, such as dioxin and PCB’s, and heavy metals, such as mercury, does not occur in Asian Carp like it does in carnivorous/omnivorous fish. Some would argue that farm raised fish like catfish and tilapia avoid the food chain accumulation of toxic substances but this is not necessarily the case, as such farmed fish are typically fed fish-meal derived from fish that are subject to these kinds of contamination.*



Roy Brabham, MD  
Nutrition Consultant

*Many farmed fish are also given grain-based feeds. This reduces the levels of omega-3 fats and increases the amounts of omega-6 fats in their flesh. Since a proper balance of omega-3’s to omega-6’s is required for proper regulation of inflammation processes and thus good health, the imbalances in grain-fed farmed fish are counterproductive, particularly since most people already have too little omega-3 and too much omega-6 intake.*

*Another problem with farmed fish lies in the fact that large numbers of these fish are crammed into ponds or pens. This is similar to the concentrated animal-feeding operations such as those used for chickens. These conditions promote growth of pathogens like bacteria, yeasts, and parasites, and significant amounts of antibiotics and pesticides are needed to avoid infection issues. Antibiotics accumulate in the fish flesh and are passed on to consumers of the fish. This can result in issues such as emergence of antibiotic-resistant organisms and disruption of normal bacterial balance in the digestive tracts of consumers. The crowded conditions can also create problems with accumulation of excrement and even dead fish material. This is reduced by filtering and recirculating the water (assuming these are done), but some contamination from these sources will remain.”*

### Market Opportunities Summary

The bottom line is that the seafood market is ripe for a new U.S. wild-caught fish that is safe to eat, healthy, and flavorful. Silverfin Promotion, LLC is confident that Asian carp, especially silver carp and bighead carp, are exactly what is needed.

Inland Fisheries Processing has a list of grocers and distributors ready and starving for new domestic fish products for American consumers that also want a healthy, clean, and wild caught fish. We intend to provide them with that by offering pre-cooked, flavorful, boneless fillets in a consumer friendly package.

Having “Silverfin Craze” as the brand name will allow us to build recognition for a trusted, quality fish product at an affordable retail price. This is extremely important especially with today’s economy and the overall consumer demand for quality and convenience. This brand name will allow us to utilize both species of Asian carps and if needed other fresh water fish species such as the common carp.

## Production Plant, Processing and Distribution

**The “Floating” Bone Challenge.** The main reason the fish has not been harvested for consumption in the U.S. is the fact that it is a very bony fish. The “floating” bone structure of the Asian carp makes it extremely difficult to filet. Traditional methods are labor intensive and time-consuming resulting in hiking the cost of the fish to unacceptable levels.

**Chef Philippe, a nationally recognized expert on putting invasive species on the menu, has solved the bone problem!**

After spending 2 years studying the issue and consulting with numerous American Food Processing Companies and Food Scientists, Chef Philippe has developed a propriety method for deboning this wonderful tasting fish. The Chef’s techniques and protocols result in the highest possible yield and lowest amount of damage to the delicate fish flesh.

**The result: Very white, tasty meat that is a cross between scallops and crab.**

**The Production Plant.** Silverfin Promotion plans to build or occupy a processing plant that will be approximately 12,000 - 18,000 square foot facility located in the Mississippi River Basin. It will be equipped with the latest in state-of-the-art, U.S. food technology. The plant will require approximately 2 - 3 acres of land somewhere along the Mississippi River Basin. The location should be as centrally located as possible so that refrigerated truck driving distance to the plant from affected areas is within 14 hours driving time.

The initial plant will start with approximately 43 permanent jobs and will expand as we reach full capacity. *Please see the following pages for a draft floor plan of the processing plant and a draft schematic of the food processing technology used to yield such a high quality product.*

We intend to partner with a company who has a process that will allow them to buy all of our offal and process the offal with no odors or sewage waste. They will process the offal into Omega 3 tablets, fish oil, and protein tablets for consumption by other fish species. This will ensure our entire plant to be a 100% green project, vertically integrated operation.

The future plans are for a total of five production plants to be built at strategic locations from Ohio to Louisiana and possibly east along the Gulf Intracoastal Waterway. Each plant can process up to 100,000 pounds of Asian carp daily. These facilities can be used to process other invasive species into marketable products as well.

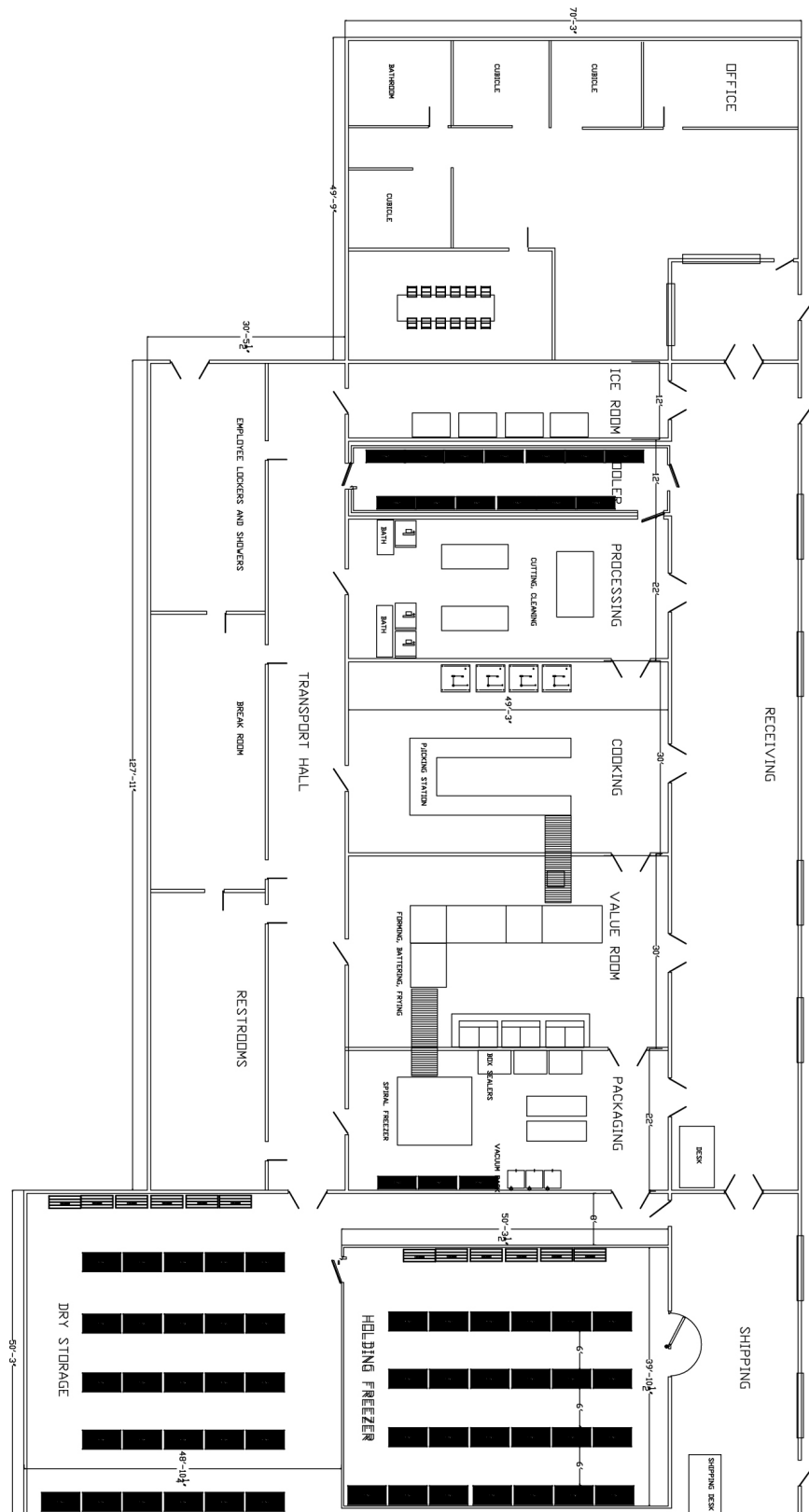
**Future Research and Development.** To help further expand the market for Silverfin products, a raw boneless fillet is in development. A raw product will open the market from retail stores and the home consumer to restaurants and chefs who would want to utilize the fish to express their culinary talents. The development of this raw boneless fillet is a key factor to further impacting the nationwide control of the Asian carp population.

It is estimated that a raw boneless Asian carp fillet could be sold at approximately \$6 per pound. This price structure can sustain processing and production costs while providing great incentive for fishermen.

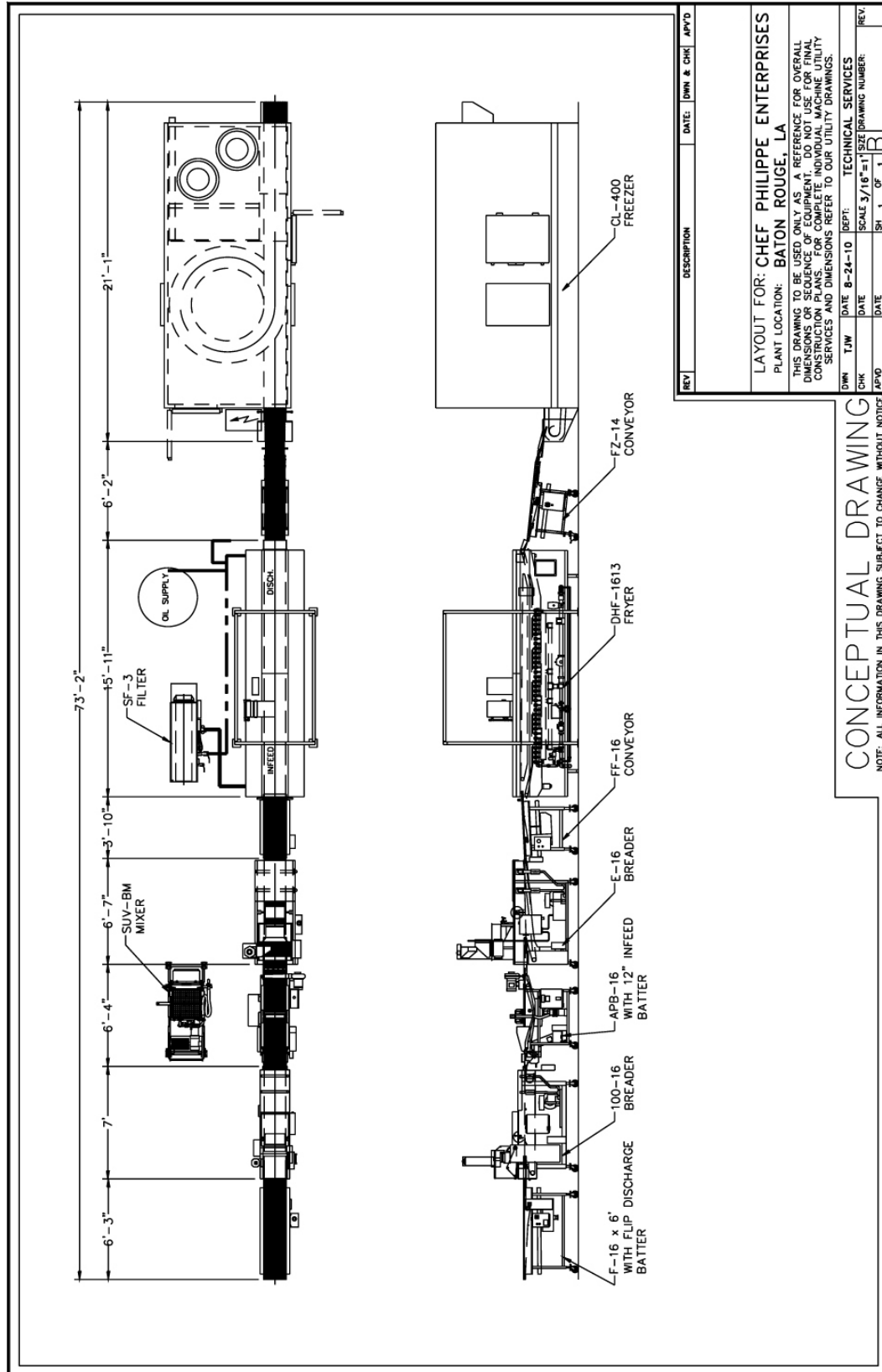
The initial research with enzymes for a raw boneless Silverfin fillet has been completed. More research and development is needed for a quality, marketable product. **This research has been stopped at this time due to lack of funding. Financial assistance is needed to continue research and development for this product.**



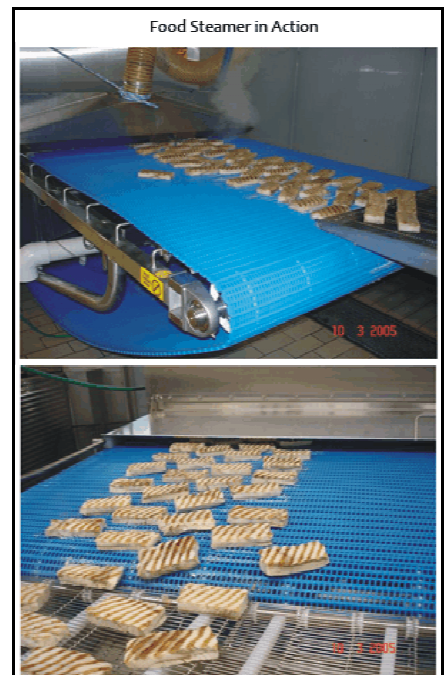
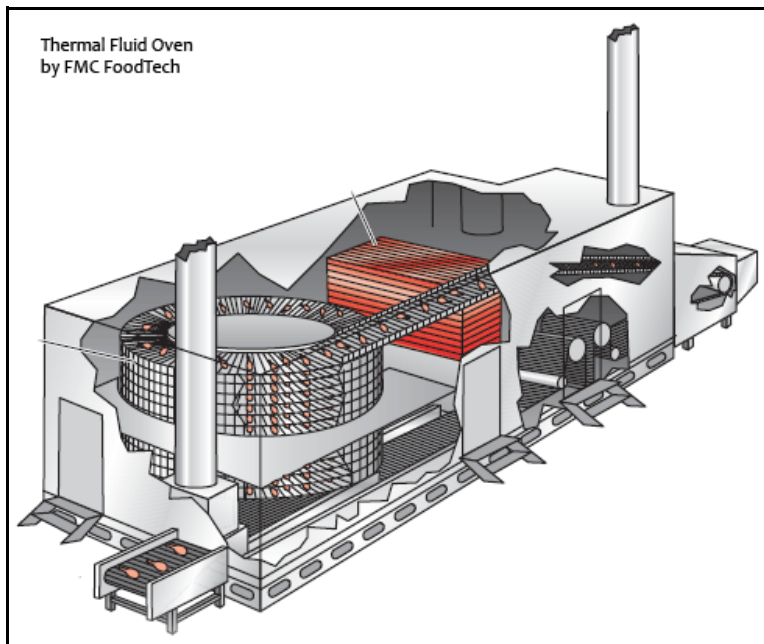
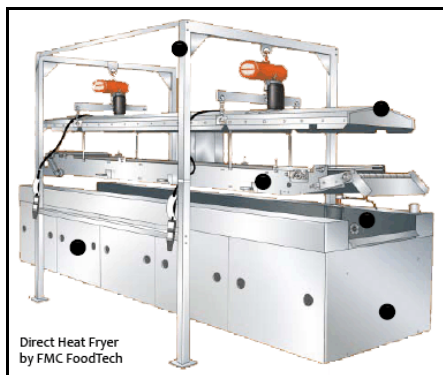
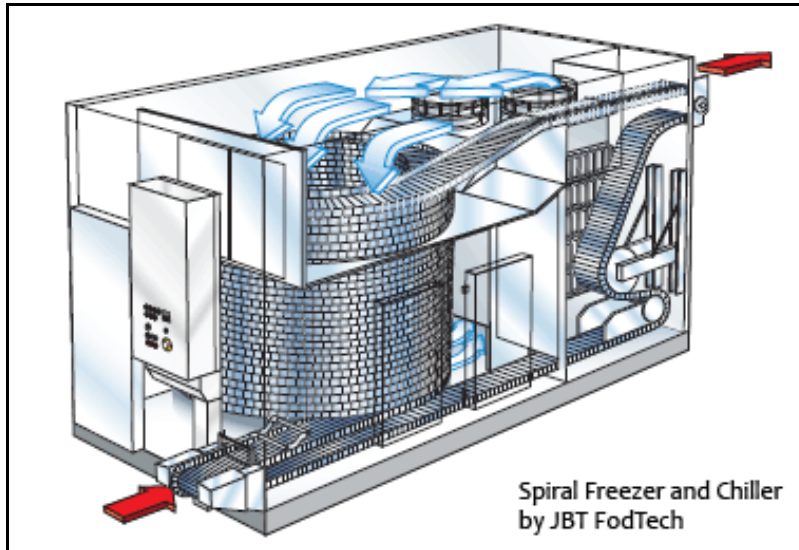
INITIAL DRAFT FLOOR PLAN OF THE SILVERFIN PROCESSING PLANT



INITIAL DRAFT SCHEMATIC OF THE STATE-OF-THE-ART FOOD TECHNOLOGY IN THE VALUE-ADDED ROOM



**PROCESSING EQUIPMENT EXAMPLES** (See Page 22 for Detailed List of Equipment and Equipment Cost)



**Distribution Channels.** The National Grocers Association (NGA) is by far our largest ally for marketing and distributing our brand name. Mr Frank Di Pasquale, head of this organization, understands the need for a new domestic fish that is consumer-friendly that is high quality with attractive packaging and affordable pricing. Our distribution network will include national food distributors such as KeHE Distributors and top food brokers. (see *Appendix B: Letters of Intent to Distribute*)

#### Institutional Distribution

- Including restaurants, schools, US. Navy, and others institutions
- Will be sold in bulk 24 fillets per case @ \$ 0.80 per unit for a total of \$ 19.20 per case
- Distributor: SYSCO FOOD SERVICE
- Marketing: Attending Chef Association meeting and the National Restaurant Association show

#### Retail Distribution

- Including all the independents grocery stores app. 35,000 units and Wall-Mart super centers app. 5000, super target 160.
- Distributor KEHE FOOD DISTRIBUTOR, distribute nationwide
- Marketing: Kehe food show and the National Grocers Association convention, Food Brokerage firms

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### Product, Packaging, & Point of Sale

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**The Silverfin Products.** The product we will sell is a quality, value-added, frozen fish that is affordable and microwavable. We will start with the freshest possible wild-caught 100% all natural Asian carp fished from American waters by local independent fishermen. Once the carp is received at our facility, it is inspected, bled, gutted, skinned, trimmed, washed, super chilled, cooked, deboned, formed, flavored, individually vacuum sealed in consumer-friendly microwavable trays, instantly quick frozen, and packed for retail, restaurant and institutional sale. The consumer will purchase a quality, flavorful frozen fish which can be prepared quickly in the microwave and comes in a ready to serve tray.

We have tested and will offer three boneless fillet flavors and one fishcake:

**BLACKENED CAJUN FILLETS | PECAN CRUSTED FILLETS | LEMON MEUNIERE FILLETS | CLASSIC FISHCAKES**

The suggested retail price for all four products is \$3.50 per unit. Each boneless fillet unit will be two 5.5 ounce fillets per box, and the fishcake unit will two 3.5 ounce fishcakes. Samples of the proposed packaging for these four delicious items are on the following pages.

**Chef Endorsed.** It is important that Chef Philippe Parola's photo will be on the packaging, giving us the only frozen fish product on the market that is "Chef Endorsed".

The Silverfin marketing campaign leading up to the sale of the product will put Chef Philippe in the spotlight throughout the Mississippi River Valley providing association of his face with Asian carp and the Silverfin product.

Experts at both health website [rodale.com](http://rodale.com) and at [foodbusinessnews.net](http://foodbusinessnews.net) agree that chef-/restaurant-endorsed products are trending at this time.

Chef Philippe Parola's endorsement on the packaging will provide credibility to the product and be a positive marketing influence toward consumers and increase product sales.

LABEL SAMPLES FOR VALUE-ADDED SILVERFIN (1-2 OF 4)



This label for Silverfin CRAZE Cajun Blackened features a chef's portrait in the top left corner with the quote "Simply Delicieux!" and the name Chef Philippe Parola. A yellow starburst in the top center reads "U.S. Wild Caught!". The top right displays the "Silverfin CRAZE" logo with a fish icon. The center image shows a piece of blackened fish on a white plate with a fork. The bottom left text states "FULLY COOKED MICROWAVABLE HEAT & SERVE" and "2 5.5 OZ. FILLETS NET WT 11 OZ. 312 G". The bottom right features the product name "CAJUN BLACKENED" in large white letters on a blue background.

**Silverfin<sup>TM</sup>**  
**CRAZE**

**U.S. Wild Caught!**

**"Simply Delicieux!"**  
Chef Philippe Parola

**FULLY COOKED  
MICROWAVABLE  
HEAT & SERVE**

2 5.5 OZ. FILLETS NET WT 11 OZ. 312 G

**CAJUN BLACKENED**



This label for Silverfin CRAZE Classic Fishcakes features a chef's portrait in the top left corner with the quote "Simply Delicieux!" and the name Chef Philippe Parola. A yellow starburst in the top center reads "U.S. Wild Caught!". The top right displays the "Silverfin CRAZE" logo with a fish icon. The center image shows a piece of fishcake on a white plate with a fork. The bottom left text states "FULLY COOKED MICROWAVABLE HEAT & SERVE" and "2 3.5 OZ. CAKES NET WT 7 OZ. 200 G". The bottom right features the product name "CLASSIC FISHCAKES" in large white letters on a blue background.

**Silverfin<sup>TM</sup>**  
**CRAZE**

**U.S. Wild Caught!**

**"Simply Delicieux!"**  
Chef Philippe Parola

**FULLY COOKED  
MICROWAVABLE  
HEAT & SERVE**

2 3.5 OZ. CAKES NET WT 7 OZ. 200 G

**CLASSIC FISHCAKES**

LABEL SAMPLES FOR VALUE-ADDED SILVERFIN (3-4 OF 4)



This label for Silverfin CRAZE Lemon Meuniere features a chef's portrait in the top left corner with the text "Simply Delicieux!" and "Chef Philippe Parola". A yellow starburst in the top center reads "U.S. Wild Caught!". The top right displays the "Silverfin CRAZE" logo with a fish icon. The center image shows a piece of breaded fish on a plate with lemon slices, being cut by a fork. The bottom left contains the text "FULLY COOKED MICROWAVABLE HEAT & SERVE" and "2 5.5 OZ. FILLETS NET WT 11 OZ. 312 G". The bottom right features the product name "LEMON MEUNIERE" in large white letters on a blue background.

**Silverfin<sup>TM</sup>**  
**CRAZE**

**U.S. Wild Caught!**

**"Simply Delicieux!"**  
Chef Philippe Parola

**FULLY COOKED  
MICROWAVABLE  
HEAT & SERVE**

2 5.5 OZ. FILLETS NET WT 11 OZ. 312 G

**LEMON MEUNIERE**



This label for Silverfin CRAZE Pecan Crusted features a chef's portrait in the top left corner with the text "Simply Delicieux!" and "Chef Philippe Parola". A yellow starburst in the top center reads "U.S. Wild Caught!". The top right displays the "Silverfin CRAZE" logo with a fish icon. The center image shows a piece of breaded fish on a plate with pecans, being cut by a fork. The bottom left contains the text "FULLY COOKED MICROWAVABLE HEAT & SERVE" and "2 5.5 OZ. FILLETS NET WT 11 OZ. 312 G". The bottom right features the product name "PECAN CRUSTED" in large white letters on a blue background.

**Silverfin<sup>TM</sup>**  
**CRAZE**

**U.S. Wild Caught!**

**"Simply Delicieux!"**  
Chef Philippe Parola

**FULLY COOKED  
MICROWAVABLE  
HEAT & SERVE**

2 5.5 OZ. FILLETS NET WT 11 OZ. 312 G

**PECAN CRUSTED**

**Point of Sale.** Over 80% of fish consumed in the U.S. is bought frozen by American consumers. Approximately 15% of fish consumed in America is fresh and approximately 5% is canned. The percent of frozen fish purchases is increasingly rising due to the growth and advancement in packaging and freezing technology which provides a safer and more convenient product.

Fresh fish is not home-consumer friendly due to preparation time and the fact that it needs to be consumed right away. Canned fish does not have optimal texture and flavor and is not home-consumer friendly. Opening canned fish can be a liability, and disposal of cans is not environmentally friendly.

Consumers are purchasing food items which are convenient, easy to prepare, and tastes fresh.

Our Silverfin Craze product will be placed in open box, reach-in, floor freezers. This placement, when combined with brightly colored, well-designed packaging with appetizing images, will be eye-catching providing great visibility. Silverfin Craze will also be promoted with point of purchase merchandising in each store which will facilitate sales.



Chef Philippe Parola holding a bag of frozen Salmon by an open-face, reach-in freezer which is convenient for consumers.

## Competition

Our research indicates there is only one other microwavable frozen fish on the market, this product is pre-grilled and packed loose in a bag versus our pre-cooked product packaged in consumer friendly microwavable trays. This new microwave packaging technology will minimize overcooking and preserve natural flavors and freshness. None of the frozen fish on the market are gourmet flavored and “Chef Endorsed”. The following images represent a sample of the frozen fish available in popular grocery stores.



Manufactured by Starfish, Inc. who offers several other varieties.



Van de Kamp's offers several other varieties



Mrs. Paul's offers several other battered fish items.



Manufactured by Fishin who offer several other varieties



Manufactured by Gorton's who offers several other varieties.

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## Silverfin Craze Marketing Plan

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### The Immediate Plan of Action

**Can't Beat 'Em, Eat 'Em.** Of most importance is to market the states most affected by the Asian carp invasion through cooking seminar events where Chef Philippe cooks Silverfin for the participants and discusses the how and why that makes his "Can't Beat 'Em, Eat 'Em!" the most viable solution to actually solve the Asian carp issue and control the population of these fish even after they expand their habitat to the Great Lakes and the Gulf Intracoastal Waterway.

In addition, we will encourage the local public to start eating Asian carp by distributing easy-to-make recipes during the tasting events. (Please enjoy the recipe card at the end of this document.)

**A Change of Thinking.** These cooking seminars will be attended by lawmakers in those key states and will effect a change of thinking regarding the Asian carp problem. A change of thinking by lawmakers will result in a change of how they vote on policy which may help prevent the closure of key shipping canals, encourage the dismissal of lawsuits, and provide multimedia coverage as a great start to the overall Silverfin marketing campaign.

This overall campaign will set the stage and make the consumer market ready for the upcoming value-added Silverfin product. Financial support is needed to make these high publicity events possible.

**The Great Lakes Region.** The goal of our plan is to educate people in the areas affected by the species, especially the Great Lakes region, on the edibility of Asian carp. We will do this by conducting cooking and tasting seminars. We will begin the focus of our national campaign in Illinois. We will then campaign in Ohio, Michigan, Minnesota, Wisconsin, and Pennsylvania, the states that are suing in federal court to close the locks and permanently sever the man-made link between the Great Lakes and Mississippi River watersheds, as well as campaigning in Southern States including Louisiana.

In order to do this, Chef Philippe Parola and his group need funding to help cover the costs involved in such a large scale marketing campaign. We would simultaneously reach out to our many friends and contacts in the national media at the same time. Controlling this heavily invasive species is paramount to the stability and endurance of the commercial fishing industry from the Ohio River to the rivers and bayous of Louisiana.

**The Gulf Coast Region.** The Gulf Intracoastal Waterway which is approximately 1050 miles long and stretches from Brownsville, TX to Carrabelle, FL could become infested with Asian carp. There are 17 major rivers and waterways (several of which are already infested with Asian carp) which intersect with the Intracoastal Waterway including some which lead to brackish water. These many intersections not only provide Asian carp with a path of access to the Intracoastal Waterway but also provide a means of transfer from one side of the Intracoastal Canal to the other. The Atchafalya, Mississippi River and Davis Pond Freshwater Diversion Canal are **already deeply affected** by the Asian carp invasion. If not controlled, Asian carp could have a grave impact on native fish species and commercial fishing from one end of the Intracoastal Waterway to the other.

According to the leading Asian carp biologist, Duane Chapman, Research Fisheries Biologist at the USGS Columbia Environmental Research Center, the Asian carp "would do well in moderately brackish water" which could have a huge impact on oysters, shrimp, and other Gulf Coast seafood which is commercially harvested in brackish waters. This would have a devastating impact on brackish water fisheries throughout the south.

**Engaging the Media.** The primary goal of the Silverfin Marketing Plan will be to promote and educate the public about the Asian carp danger and edibility through the local media in target areas.

#### Local TV Shows.

Local morning TV shows love anything they can "show and tell" and Chefs are one of their favorites. In this case we've got a chef that's cooking something that is in the news... Asian carp. We uniquely combine the entertainment value of a celebrity chef with the newsworthiness of a top story of legitimate national interest

and concern. It just doesn't get any better than that for a local TV morning show. Chef Philippe's booking on these shows are relatively easy and turn into an appearance on the noon and 5 pm newscast and a package for 6 and 10pm. Depending on market size the monetized value of these appearances is between 7 and 10 thousand dollars per station. We would normally penetrate each market an average of three stations deep.

#### **Mid-Day Radio Interviews.**

When Chef Philippe gets finished with his morning show appearance, usually between 5 and 7am, he then fields several phone interviews with local radio stations as well. This results in usually a half hour to a full hour appearance taking questions from listeners. The radio station news department will take excerpts from the interview and make news stories that run all day that day and the next morning. These appearances are usually monetized, depending on market size and Arbitron ratings, at \$800-\$3,000 each.

#### **Press Conferences.**

This is an opportunity for Chef Philippe to be questioned by print journalists and other broadcast media and usually results in numerous positive articles and sound clips used in other station newscasts. These media exposures can be worth thousands of advertising/marketing dollars and will often include local slick magazines. Certain web-based content providers will use this opportunity to interview Chef Philippe as well. Web sites are monetized by the value of comparable ads of the same size and placement.

#### **Local Events.**

With efficient planning, Chef Philippe can appear at local events that coincide with his schedule. He will often address those in attendance and establish a rapport with the audience by telling a few funny stories and a couple of jokes before getting serious with them about this issue. He is always well received. Sometimes when appropriate, he will provide samples of the Silverfin fish cakes for those in attendance to taste.

#### **Special Emphasis on Cooking the Carp for States Lawmakers.**

When visiting the capital city of any state, Chef Philippe will cook the Silverfin for state lawmakers and their staffs, proving that the fish is not a nuisance, it is good to eat and is, in fact, considered a delicacy in much of the world. In some cases, to organize an event of this nature could be very costly. These events usually generate residual media coverage as well as placing Chef Philippe not only in the cooking section and front page but on the legislative page as well.

#### **Other Opportunities.**

Usually this level of media attention results in numerous unanticipated opportunities. We will exploit any that we can to further the discussion of this important issue.



## Internet Support Plan

Chef Philippe and his group believe not only in the power of cooking, but also in the power of the internet. The Silverfin marketing campaign and media blitz, highlighted with all of Chef Philippe's public appearances and media air time, will be supported with a strong "information hub" website and regular interaction with social networks. This supporting website will be promoted in all Silverfin marketing activities as well as through link exchanges with other relevant websites.

The **SilverfinCraze.com** website will feature the following information:

### **SILVERFIN NEAR YOU!**

This section of the website will feature a calendar of events which highlights all of Chef Philippe's appearances and any other marketing activities which are happening in the coming months. It will be updated regularly to give site visitors as much advance notice as possible of Chef Philippe's appearances during the campaign. The goal of this section of the website is for people to see the buzz of activity and give them notice regarding marketing activity in their local area.

### **THE LATEST INFO!**

This option on the website menu will take visitors to a blog which will not only keep site visitors apprised of any new elements on the website, but will also provide summaries of events and other communications with Chef Philippe and others who are involved in the Silverfin Craze campaign. This will be the place that new press releases, new videos, and other multimedia are officially announced. Items posted in this blog will also be supported via links through social networking. The goal of the section of the website is to keep the site fresh and alive with new information as it happens!

### **WATCH! READ! LISTEN! LEARN!**

This section of SilverfinCraze.com will be a well organized multimedia section which will include videos, audio clips, print material and absolutely anything else we can find to educate the general public as well as those in commercial industries affected by the Asian carp invasion. Our goal for this section of the website is simple – EDUCATE! – through knowledge comes understanding.

### **SIDE BANNER**

The website will feature a vertical banner on the right side of the web page. This banner will serve as a way for us to highlight key elements of the website which we feel are most important to the overall goal. It will be a slideshow of banners which will point people to the things we want them to see, a focused push to encourage people to view the elements of the site which most support our cause and goal. These banners will change as needed and will often work as an aid to the multimedia section to help us EDUCATE!

### **SOCIAL NETWORKING**

There will be a Facebook page, a Twitter account, and a YouTube page to support this website and this overall marketing effort. We feel that if social networking can be used to coordinate protests which inspire entire countries to overthrow their governments, it can surely help us spread the word and educate people about the edibility of Silverfin. Our goal in using social networks is not only to educate but to provide multiple avenues to interact with the public (who we see as potential consumers).

The overall strategy of this website would be support the full blast Silverfin marketing campaign in a light and fun way that engages the average person. This will keep people coming back to the site and further strengthen our position once Silverfin is packaged and available for public consumption. At that time, this site will become an information only website which may include an Asian carp Population Tracker and will point visitors to the official branded product website. The layout for the SilverfinCraze.com website is on the following page. SilverfinCraze.com launched in early April, 2011.



## The Asian Carp Invasion Solution!



HOME THE LATEST INFO! THE SILVERFIN PLAN! PRODUCTS! SILVERFIN NEAR YOU! WATCH! READ! LISTEN! LEARN! PHOTOS! VISIT CHEF PHILIPPE!

### What Is Silverfin Craze?

Silverfin Craze is an upcoming Asian carp product from Inland Fisheries Processing and Marketing Research Center. Using an innovative processing technique to remove the nuisance bones from the carp, Inland Fisheries will be offering four amazing U.S. wild caught, microwavable, frozen fish products that are tasty and healthy.

### Our Mission

**To Reduce and Control** the two species of Asian carp (Bighead and Silver carp) which are putting our inland waterways out of environmental balance. Our solution is to create a domestic and international market for the fish as a low-cost, boneless, healthy, value-added, pre-cooked and flavored fish product acceptable to consumers. We have held numerous tastings of the prepared fish in many venues in different states, all with overwhelming positive feedback. 85% of fish consumed in the United States is imported. Only 2% of it is ever inspected – out of these 2% much of it is deemed unsafe by FDA inspectors. When given a choice, American consumers will choose a clean, domestic, wild-caught fish over dirty, imported fish. Educating the public on these concerns is a necessary step to successfully market our brand.

**To provide a solution** that can successfully remove the fish, on a daily consistent basis, not only in the Great Lakes region, but nationwide. Our research indicates some of the fish have already made it into the Great Lakes creating a real concern for the fisheries industry which is leading to litigation between State and Federal governments. Chef Philippe Parola and group's SILVERFIN promotion will not only be successful in controlling the population of this species, but would also create jobs and boost local economies as well as revitalizing the local commercial fishing industry.

**To educate the public** with mass media supporting our "SILVERFIN CRAZE". At first, we must immediately conduct cooking and tasting seminars to show the local population in the most affected areas, especially surrounding the Great Lakes, that Asian carp is not a "trash fish" but is simply a fish delicacy. This marketing campaign will initiate a positive image for the Silverfin brand which will further simplify and help our marketing strategy in developing our national and international markets for fish consumers.

**To remove Asian carp from the Federal Aquatic Nuisance Species (ANS) List.** Asian carp is a nuisance because there is not a real, substantial domestic market for the fish that can subsidize all costs, including giving great incentive to our fishermen. Re-branding Asian carp as "SILVERFIN" and creating the next "Fish Craze" will create a demand for the fish. With a sustainable market, a new generation of fishermen will be created.

Inland Fisheries Processing and Market Research Center want to feed as many families as possible. By enacting fishing regulations, such as limiting the size of commercial fishing boats, nets and motors, we will reduce barriers to market entry and create an even playing field so more families can participate. We calculate that an average fisherman can catch approximately 5,000 pounds of Asian carp per day which has an estimated value of \$900 per day. To develop an independent local fishing fleet is a simple task accomplished by advertising the business opportunity in local media and conducting town hall style meetings. This business model supports the traditional mid-western family values of hard work and free enterprise.

Once we prove that the fish is safe and good to eat, tastes great and is healthy (high in Omega 3 and protein) and that there is a market for it... it is no longer a nuisance, and will be removed from the list. This could be an "end run" around the whole issue.

**DIRTY  
WATERS,  
DANGEROUS  
FISH!**



A VIDEO ABOUT CATFISH  
PRODUCTION ALONG THE  
POLLUTED MEKONG RIVER  
FROM



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WebSite by TRYPTeCH



## Key Events

### Louisiana Department of Wildlife & Fisheries: Silverfin Promotion Announcement

January, 2010 – Baton Rouge, LA

Presentation/Cooking/Tasting for LDWF staff, media members and other attendees

### National Grocers Association 2010 Annual Convention

February, 2010 – Las Vegas, NV

Brochures/Cooking/Tasting for leaders and decision makers within the food industry

### Mississippi Earth Day Fair

April, 2010 – Ocean Springs, MS

Presentation/Cooking/Tasting for attendees

### Louisiana Seafood Festival: Cooking at the Capital

June, 2010 – Baton Rouge, LA

Presentation/Cooking/Tasting for Louisiana Legislature, media, and other attendees

### Fourth Annual Mississippi Earthtones Festival\*

October, 2010 – Alton, IL

Cooking/Tasting for local attendees of the festival

### Asian Carp Marketing Summit\*

October, 2010 – Alton, IL

Presentation/Cooking/Tasting for attendees

### Lewis and Clark Community College Research Center Grand Opening\*

October, 2010 – Alton, IL

Cooking/Tasting for attendees

### International Media Coverage at Chez Marilyn †

October, 2010 – Alton, IL

Cooking/Tasting for members of the French Press and other attendees at the restaurant, Chez Marilyn

### U.S. Corps of Engineers GLMRS Public Meeting

February, 2011 – New Orleans, LA

Presentation to Corps of Engineers and other attendees

### Private Meeting with John Goss, Director of the Asian Carp Regional Coordinating Committee

February, 2011 – New Orleans, LA

Meeting and opportunity to present Mr. Goss with the Silverfin Marketing Plan

### Wild Beast Feast

April, 2011 – New Orleans, LA

Cooking/Tasting for festival attendees and interview with ABC 26 in New Orleans (video link at [silverfincraze.com](http://silverfincraze.com))

### Wine and Food Festival

April, 2011 – Florida

Cooking/Tasting for festival attendees

### Aquatic Nuisance Species Task Force Meeting (ANSTF) ‡

May, 2011 – Little Rock, AR

Presentation/Cooking/Tasting for ANSTF meeting attendees

### Little Rock Media Blitz

May, 2011 – Little Rock, AR

Media Blitz to promote Asian carp as edible and great tasting at four radio stations and three television stations

\* See Appendix C: Asian Carp Marketing Summit Summary

† Visit

<http://www.silverfincraze.com/photos.html>  
to view photos from this event

‡ See Appendix D: ANSTF Meeting Summary

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## Management

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### Chef Philippe Parola – President/CEO

Chef Philippe Parola has over 30 years experience of active service in the culinary profession. Chef Philippe has successfully developed business resources through creative cuisine skills, management techniques and public relations campaigns. He has a long list of award winning achievements and professional accomplishments on both national and international levels.

Chef Philippe Parola is now focused on educating consumers on eating healthy while cooking at home. He is also launching a crusade to help stabilize our natural environment while developing a human consumption market for invasive and nuisance species such as: Alligator, Wild Boar, Snow Geese and now working on the Asian Carp Invasion solution.

### Cody Sibley

Cody Sibley attended Louisiana State University and has over 25 years experience in a business office environment with an emphasis on marketing, public relations, and multi-location communications and support. He has worked in numerous fields over the years from oil refineries to health care.

Cody currently owns and operates his own documents, design, and web company in Baton Rouge, Louisiana. He has strong general business skills and quality experience with documents management (both paper and electronic), communications coordination, and web design/maintenance to create a skill set that is ideal for the Silverfin Craze project.

## Financial

### Capital Investment

#### Physical Plant

Starting costs for raw building including electrical, plumbing and sewage under FDA and EPA rules. The estimated cost @ \$145 per square foot includes all permits and contractors fees.

|                            | Square Footage | Estimated Cost @ \$145/sq ft |
|----------------------------|----------------|------------------------------|
| Office/Kitchen Lab         | 2000           | \$290,000                    |
| Receiving Room             | 1000           | \$145,000                    |
| Ice Room                   | 600            | \$87,000                     |
| Raw Cooler                 | 600            | \$87,000                     |
| Raw Processing             | 1200           | \$174,000                    |
| Cooking Room               | 1500           | \$217,500                    |
| Value-Added Room           | 1500           | \$217,500                    |
| Box Room                   | 1200           | \$174,000                    |
| Holding Freezer            | 2500           | \$362,500                    |
| Warehouse                  | 2500           | \$362,500                    |
| Employee's Lounge/Bathroom | 1500           | \$217,500                    |
| Transport Hall             | 1200           | \$174,000                    |
| Test Kitchen/Lab           | 800            | \$116,000                    |
| <b>TOTALS</b>              | <b>18100</b>   | <b>\$2,624,500</b>           |

#### Equipment

|                       |                                   | Qty | Cost Each | Total Item Cost | TOTALS           |
|-----------------------|-----------------------------------|-----|-----------|-----------------|------------------|
| <b>OFFICE</b>         | Computers                         | 4   | \$2,000   | \$8,000         |                  |
|                       | Desks/Chair                       | 4   | \$1,200   | \$4,800         |                  |
|                       | Telephone                         | 4   | \$625     | \$2,500         |                  |
|                       | Miscellaneous                     | 1   | \$3,500   | \$3,500         |                  |
|                       |                                   |     |           |                 | <b>\$18,800</b>  |
| <b>RECEIVING ROOM</b> | Digital Scale                     | 1   | \$3,500   | \$3,500         |                  |
|                       | Desk/Chair                        | 1   | \$1,200   | \$1,200         |                  |
|                       | Computer                          | 1   | \$1,200   | \$1,200         |                  |
|                       | Baskets                           | --  | \$800     | \$800           |                  |
|                       | Miscellaneous                     | 1   | \$500     | \$500           |                  |
|                       |                                   |     |           |                 | <b>\$7,200</b>   |
| <b>ICE ROOM</b>       | Ice Maker                         | 1   | \$25,000  | \$25,000        | <b>\$25,000</b>  |
| <b>RAW COOLER</b>     | Pallets                           | --  | \$6,000   | \$6,000         | <b>\$6,000</b>   |
| <b>RAW PROCESSING</b> | Shaved Ice/Splitter/Scaler/Scales | 1   | \$248,000 | \$248,000       |                  |
|                       | Fresh Water Jet/Tub               | 1   | \$45,000  | \$45,000        |                  |
|                       | Electric Saws                     | 2   | \$1,750   | \$3,500         |                  |
|                       | Disposable Tubs                   | --  | \$4,500   | \$4,500         |                  |
|                       |                                   |     |           |                 | <b>\$301,000</b> |

|              |                      | Qty | Cost Each | Total Item Cost | TOTALS    |
|--------------|----------------------|-----|-----------|-----------------|-----------|
| COOKING ROOM | Conveyor Steamer     | 1   | \$179,945 | \$179,945       |           |
|              | Trays/Rolling Carts  | --  | \$20,000  | \$20,000        |           |
|              | Table/Infrared Lamps | --  | \$30,000  | \$30,000        |           |
|              | Disposable Tubs      | --  | \$4,500   | \$4,500         |           |
|              |                      |     |           |                 | \$234,445 |

|                  |                                |    |           |           |             |
|------------------|--------------------------------|----|-----------|-----------|-------------|
| VALUE ADDED ROOM | Formax Food Forming Machine    | 1  | \$88,410  | \$88,410  |             |
|                  | Predust Applicator             | 1  | \$45,600  | \$45,600  |             |
|                  | Batter and Breeding Applicator | 1  | \$70,600  | \$70,600  |             |
|                  | Fryer Feed Conveyor            | 1  | \$12,600  | \$12,600  |             |
|                  | Power Frying System            | 1  | \$285,800 | \$285,800 |             |
|                  | Batter Mixer                   | 1  | \$25,900  | \$25,900  |             |
|                  | Centrifugal Feed Pump & Motor  | 1  | \$43,200  | \$43,200  |             |
|                  | Pipping Package                | 1  | \$9,300   | \$9,300   |             |
|                  | Cooking Oil Supply Tank        | 1  | \$28,200  | \$28,200  |             |
|                  | Spiral Freezing System         | 1  | \$469,800 | \$469,800 |             |
|                  | Freezer Feed Conveyor          | 1  | \$10,000  | \$10,000  |             |
|                  | Batter/Breeding                | -- | \$70,600  | \$70,600  |             |
|                  |                                |    |           |           | \$1,160,010 |

|                            |                   |    |           |           |           |
|----------------------------|-------------------|----|-----------|-----------|-----------|
| PRE-BOXING AND BOXING ROOM | Packaging Machine | 1  | \$155,000 | \$155,000 |           |
|                            | Feed Conveyor     | 1  | \$13,800  | \$13,800  |           |
|                            | Tables            | -- | \$12,000  | \$12,000  |           |
|                            |                   |    |           |           | \$180,800 |

|                 |         |    |          |          |          |
|-----------------|---------|----|----------|----------|----------|
| HOLDING FREEZER | Shelves | -- | \$12,000 | \$12,000 | \$12,000 |
|-----------------|---------|----|----------|----------|----------|

|           |         |    |         |         |         |
|-----------|---------|----|---------|---------|---------|
| WAREHOUSE | Shelves | -- | \$4,500 | \$4,500 | \$4,500 |
|-----------|---------|----|---------|---------|---------|

|                 |                      |    |          |          |          |
|-----------------|----------------------|----|----------|----------|----------|
| EMPLOYEE LOUNGE | Microwave            | 1  | \$550    | \$550    |          |
|                 | Coffee/Water Station | 1  | \$500    | \$500    |          |
|                 | Bathroom             | 1  | \$4,500  | \$4,500  |          |
|                 | Table/Chairs         | -- | \$12,000 | \$12,000 |          |
|                 | Miscellaneous        | -- | \$5,000  | \$5,000  |          |
|                 |                      |    |          |          | \$22,550 |

|                |            |   |          |           |           |
|----------------|------------|---|----------|-----------|-----------|
| TRANSPORT HALL | Forklifts  | 3 | \$45,000 | \$135,000 |           |
|                | Desk/Chair | 1 | \$600    | \$600     |           |
|                | Computer   | 1 | \$1,200  | \$1,200   |           |
|                |            |   |          |           | \$136,800 |

|         |                    |    |          |          |          |
|---------|--------------------|----|----------|----------|----------|
| VEHICLE | Refrigerated Truck | -- | \$80,000 | \$80,000 | \$80,000 |
|---------|--------------------|----|----------|----------|----------|

|             |             |
|-------------|-------------|
| GRAND TOTAL | \$2,189,105 |
|-------------|-------------|

|                     |             |
|---------------------|-------------|
| PHYSICAL PLANT COST | \$2,624,500 |
|---------------------|-------------|

|                       |           |
|-----------------------|-----------|
| MARKETING EXPENDITURE | \$750,000 |
|-----------------------|-----------|

|  |           |
|--|-----------|
| NEEDED WORKING CAPITAL<br>includes: Graphic Design (\$15,000) and Printed Box for Retail (\$120,000) | \$800,000 |
|--|-----------|

|                      |             |
|----------------------|-------------|
| TOTAL CAPITAL NEEDED | \$6,363,605 |
|----------------------|-------------|

## Projected Daily Profit

### Cost of Raw Product

\$ 0.18 per lb whole fish ( silver and bigheads )

It will take 4.55 lbs of raw fish for 1 lb of steamed meat. ( 4.55x \$ 0.18= \$ 81.9 )

Yield 22% of steamed meat @ a cost of \$ 0.89 per lb.

### Daily Production

43,640 lbs per day of raw fish @ \$ 0.18 per lb= \$ 7855.20

9600 lbs of boneless steamed meat or 153,600 oz

Units of two x 5.5 once fillets per box or 11 once net weight per box of finished product

Total of units per day

153,600oz divided per 11oz = 13,963 units

### Wholesale Price

\$ 1.80 per unit with a total of \$ 25,133.40 per day.

Suggested retail price: \$ 3.50 per unit

By products will be sold @ 3 cents per lb for fertilizer or 34,040 lbs @ \$ 0.03= \$ 1021.2

|                       |                                  |             | TOTALS      |
|-----------------------|----------------------------------|-------------|-------------|
| DAILY OPERATIONS COST | 30 employees: 8 hr/day @ \$15/hr | \$4,200.00  |             |
|                       | Management                       | \$2,400.00  |             |
|                       | Utilities                        | \$300.00    |             |
|                       | Insurance                        | \$200.00    |             |
|                       | Mortgage (based on \$6 million)  | \$1,700.00  |             |
|                       | Marketing                        | \$1,400.00  |             |
|                       | Packaging                        | \$4,200.00  |             |
|                       | Accounting and Legal             | \$180.00    |             |
|                       | Professional Engineering         | \$100.00    |             |
|                       | Waste Expense                    | \$300.00    |             |
|                       | 10% Contingency                  | \$1,400.00  |             |
|                       |                                  |             | \$16,380.00 |
| DAILY COST            | Raw Product                      | \$7,855.20  | \$24,235.20 |
|                       | Daily Operation                  | \$16,380.00 |             |
| DAILY SALES           | # of Units                       | 13,963      | \$25,133.40 |
|                       | Wholesale Price per Unit         | \$1.80      |             |
| DAILY PROFIT          | Total Daily Sales minus          | \$25,133.40 | \$898.20    |
|                       | Total Daily Cost                 | \$24,235.20 |             |
|                       | Plus By-Product Sales            | \$1,020.00  | \$1,918.20  |
| TOTAL DAILY PROFIT    |                                  |             | \$1,918.20  |

## Sales Projections

| INSTITUTIONAL SALES  |  |   |   |                          |                         |
|--|--|---|---|--------------------------|-------------------------|
| Including restaurants, schools, US Navy, and other institutions  | Will be sold in bulk. 24 filets per case @ \$0.80 per unit for a total of \$19.20 per case | DISTRIBUTOR:<br><br>SYSCO<br>FOOD SERVICE   | MARKETING:<br><br>Attending Chef Association Meeting and the National Restaurant Association Show | YEAR 1                   | 50,000 CASES            |
|  |  |   |   | YEAR 2                   | 75,000 CASES            |
|  |  |   |   | YEAR 3                   | 100,000 CASES           |
|  |  |   |   | YEAR 4                   | 150,000 CASES           |
|  |  |   |   | YEAR 5                   | UP TO 300,000 CASES     |
| RETAIL SALES   |  |   |   |                          |                         |
| Including independent grocery stores (35,000), Walmart Super Centers (approx. 5,000), and Super Target (approx. 160) | DISTRIBUTOR:<br><br>KEHE FOOD DISTRIBUTOR (distribute nationwide)                          | MARKETING:<br><br>Kehe Food Show, the National Grocers Association Convention, and Food Brokerage Firms | YEAR 1  | 3,500 units per store    | 1 - 3 unit/store/day    |
|  |  |   | YEAR 2  | 5,000 units per store    | 2 - 4 unit/store/day    |
|  |  |   | YEAR 3  | 7,500 units per store    | 3 - 5 unit/store/day    |
|  |  |   | YEAR 4  | 12,000 units per store   | 4 - 6 unit/store/day    |
|  |  |   | YEAR 5  | up to 25,000 units/store | up to 10 unit/store/day |

## Benefits

Chef Philippe Parola's and Silverfin Promotion, LLC's plan for domestic consumption, "If you can't beat em, eat em!", was voted the best plan to deal with the Asian carp invasion at the recent Asian Carp Marketing Summit in Alton, IL. His is the only plan that will almost immediately:

- ✓ Reduce and manage the population of this fish
- ✓ Create a domestic market to replace the influx of unsafe imported fish
- ✓ Put Fishermen back to work and create a new young generation of workers in the commercial fishing industry
- ✓ Save commerce on the affected waterways and the jobs they support by preventing closure of crucial commercial links such as the Chicago Sanitary and Ship Canal
- ✓ Reduce negative environmental impact
- ✓ Create Jobs. Fishermen, processing plant workers, seafood dealers and distributors, truck drivers, etc.
- ✓ Provide American consumers with a new, inexpensive and healthy domestic fresh water wild-caught fish to eat..
- ✓ Provide a New fish to put on the menu at your favorite seafood restaurant.

**The Result:** The Asian carp species will be removed from the Aquatic Nuisance Species List. An environmental and commercial disaster will be averted. Commercial waterborne commerce and the jobs they support will be saved. The plankton will return and with them the fish that have been crowded out by the Asian carp. Both recreational and commercial fishing will be saved. The dangers posed to boaters by the flying fish will be greatly diminished. American consumers will have a new, healthy and affordable domestic, wild-caught fish to buy; and lawsuits will be dismissed.

## Summary

Chef Philippe is the right man, in the right place at the right time and on the right side of this issue to make a difference. He's been described as an "Asian Carp Evangelist" and is an inspirational speaker "par excellence". His approach through Silverfin Promotion, LLC is aggressive, transparent, comprehensive, credible and has the most cost effective impact for all major stakeholders.

By proving the edibility and marketability of this fish to the domestic market, he has laid the foundation for what promises to be a rapid and successful mass media and targeted media campaign to accomplish our shared goals. This will take a coalition between federal and state governments and private enterprise. Only together can we defeat the Asian Carp Invasion.

It's the Fisheries Industry that's driving the call to close the waterways. They are behind the lawsuits in five states to protect their \$7 billion USD a year industry. When we demonstrate to them that they can make money catching this fish and maintain the Asian carp population at manageable levels by doing so, they will not only withdraw from the fight; they will become an ally in creating a domestic market for the species. We can effectively demonstrate that instead of hurting their industry, it will increase it.



*"Our solution is simple, clear and transparent."*  
- Chef Philippe Parola

**FOR MORE INFORMATION ABOUT HOW YOU CAN HELP CHEF PHILIPPE FUND HIS CAMPAIGN, PLEASE CONTACT:**



Chef Philippe Parola  
225-315-5111  
[chef@chefphilippe.com](mailto:chef@chefphilippe.com)

Visit Us on the Web at: <http://www.silverfincraze.com>

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## Final Statement

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**“Our #1 Priority** is to revamp our dying nationwide freshwater fishing industry by giving great incentives to our fishermen. Only with great incentive will we put a new young generation to work and therefore boost local economies. **They, our fishermen, are the master-key** of our Asian carp solution.

Fishing the Asian carp will not only provide a new, healthy, wild-caught domestic fish for consumers, it will also help prevent the destruction of freshwater ecosystems, boost local economies, and create a multitude of needed jobs.

Never underestimate the power of cooking!” - *Chef Philippe Parola*

## Appendix A: Illinois Public Health Comments on Consumption of Asian Carp



525-535 West Jefferson Street • Springfield, Illinois 62761-0001 • [www.idph.state.il.us](http://www.idph.state.il.us)

Pat Quinn, Governor

Damon T. Arnold, M.D., M.P.H., Director

March 31, 2011

Mr. Marc Miller, Director  
Illinois Department of Natural Resources  
One Natural Resources Way  
Springfield, IL 62702

Dear Mr. Miller:

We are in receipt of your letter requesting our official opinion on the use of Asian carp for commercial and humanitarian food purposes. Since the Illinois Department of Public Health is a member of the Illinois Fish Contaminant Monitoring Program, we are aware of the current fish consumption advisories for Asian carp in Illinois.

Fish tissue data currently available for Asian carp caught from the Mississippi River and the lower Illinois River would place many of these fish in the "unlimited consumption" category. A few fish samples had levels of polychlorinated biphenyls (PCBs) that were in the range of the "one meal per week" category; however, the average PCB levels in Asian carp in all samples was in the lower end of the "one meal per week" range.

Based on this data, the Department determines that using these fish commercially as a food resource in institutional settings or for various humanitarian relief efforts, including food banks, food pantries, and homeless shelters would not be expected to pose a public health hazard. We find that these proposed uses of Asian carp present very low health risks, and in view of the benefits that would be derived, we conclude that the use of these fish could be beneficial.

If you have additional questions, please contact Ken Runkle, Chief, Division of Environmental Health at 217-782-5830.

Sincerely,

*Damon T. Arnold*  
M.D. M.P.H.

Damon T. Arnold, M.D., M.P.H.  
Director

KDR:kdr

cc: Dr. Tom Hornshaw, Illinois EPA

*Improving public health, one community at a time*

*printed on recycled paper*

## Appendix B: Letters of Support and Intent to Distribute

Loren Hitchcock  
Director

Don Brazil  
Deputy Director and  
Chief of Staff



Keeping the Natural State natural.

### Arkansas Game and Fish Commission

May 20, 2011

Mike Armstrong  
Assistant Director

Scott Henderson  
Assistant Director,  
Special Projects

Chef Philippe Parola  
P. O. Box 84524  
Baton Rouge, LA 70884

Dear Chef Philippe:

First, I would like to express my appreciation for your assistance in our effort to educate the public about the table qualities of silver carp. Your demonstrations at the Mississippi River Basin Panel/National Aquatic Task Force workshops in Little Rock this month were educational and very well received by the attendees. I also thank you for your enthusiastic participation in a variety of media venues (radio, television, and print) we set up to promote the food use of Asian carp.

Asian carp have become a serious threat to the ecological balance of our country's aquatic resources. Currently, the only viable control for managing this growing invasion is commercial harvest. Unfortunately, the value of the Asian carp on the food market is too low to generate a lot of commercial fishing effort.

I have seen the plan you developed for processing and marketing Asian carp, as well as other native commercial species, and was very impressed. I think your value-added concept has a lot of potential for incentivizing the commercial fishing industry by increasing the value of these fish.

Please feel free to use this letter as my wholehearted endorsement for your processing and marketing concept. I fully believe that this would have the positive result of reducing populations of Asian carp in our waters. I will continue to pursue funding opportunities to help your venture and with other potential solutions.

Thanks again for helping us provide a spotlight on the food use of Asian carp. You definitely convinced me that they are delicious!

Sincerely,

Mark Oliver  
Chief of Fisheries  
Arkansas Game and Fish Commission

2 Natural Resources Drive • Little Rock, AR 72205 • [www.agfc.com](http://www.agfc.com)  
Phone (800) 364-4263 • (501) 223-6300 • Fax (501) 223-6448

*The mission of the Arkansas Game and Fish Commission is to wisely manage all the fish and wildlife resources of Arkansas while providing maximum enjoyment for the people.*

## Appendix B: Letters of Support and Intent to Distribute (continued)

**Louisiana Seafood Exchange, Inc.**  
11975 Lakeland Park Blvd.  
 Baton Rouge, Louisiana 70809  
 225-756-5225

Chef Philippe Parola  
P.O. Box 84524  
 Baton Rouge, La. 70884

Wednesday, November 03, 2010

Mr. Parola,

As owner of Louisiana's largest multi-varietal seafood processor/wholesaler/ distributor, I believe there is a strong need for another source of indigenous seafood like the carp for not only here in Louisiana but the nation as well.

As you know, here in Louisiana our industry's access to abundant natural resources of seafood has been drastically reduced and limited by over regulation; much of which was fueled by special interest ignorance and greed. This trend has played out all over the country in the last two decades causing shortages here on domestically produced seafood and massive importation of foreign seafood. Aside from the instability associated with importing products from foreign countries, we face the possibility of health risks that may also be associated with imported seafood products.

After reviewing some of your ideas surrounding the carp project, I can see a very useful purpose for expanding the creation and availability of these products. I also believe that my company would be very active in helping to cultivate the demand of this product and will be anxious to market these final products.

Thanks,

Robbie Walker  
 Owner,  
 Louisiana Seafood Exchange, Inc.

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**Appendix B: Letters of Support and Intent to Distribute (continued)**

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**ROUSES SUPERMARKETS**

1301 St. Mary Street  
Thibodaux, Louisiana 70301  
985-447-5998

Chef Philippe Parola  
P.O. Box 84524  
Baton Rouge, La. 70884

Wednesday, November 11, 2010

Chef Philippe,

As the director for seafood of Rouses Supermarkets, I believe there is a potential for another source of indigenous seafood like the carp for consumer's throughout the country. We are in agreement that there is a need to move forward in finding ways to produce this specie not only for another source of seafood but to help combat the destruction that this species takes on our eco system.

With the help of yourself and idea's you have presented thus far, I am confident that by working together we will be able to help promote and push this new species of fish. This will bring an affordable source of product to our seafood mix which is much needed in this market because of the inconsistency of product flow due to regulations. Having a sourced product that is local and affordable speaks volumes. It is my hope that by you expanding into this we will be able to push forward with making this a successful program together so that we can help save the waters of not only Louisiana but the country.

I look forward to working together in the future with this program to help make it a success. As always, I am committed to helping as long as it make since! This is a no brainer and a win for everyone from the fisherman to the consumer. If there is any other information or support that you need please contact myself directly.

Thanks,

James Breuhl  
Director of Seafood,  
Rouses Supermarkets

## Appendix B: Letters of Support and Intent to Distribute (continued)



**School of Renewable Natural Resources**  
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**Research and Extension Programs**  
Agriculture  
Economic/Community Development  
Environment/Natural Resources  
Families/Nutrition/Health  
4-H Youth Programs

October 13, 2010

To whom it may concern:

The Louisiana Sea Grant College Program at Louisiana State University is pleased to present this letter in support of Chef Philippe Parola's efforts in creating new business and employment opportunities by developing both a commercial fishery and value added products from the invasive Asian silver and bighead carps. It is hoped that the new commercial fishery will also prove effective in preventing the spread and over-population of the carps to the detriment of Louisiana's native fish species

As a state/federal program that promotes research, education, and outreach on coastal and marine issues, we are keenly aware of both the harmful impacts of invasive species and the need to adequately address their spread in Louisiana's rivers and streams. We are also sensitive, in these difficult economic times, to the growing number of unemployed Louisianans and support any efforts to generate new businesses and new jobs. We are confident that Chef Parola's will aid in remedying both of these issues not just in Louisiana, but in communities in all the states of the Mississippi River Valley.

Please contact me if you have any question regarding our support.

Sincerely,

Dr. Julie Anderson  
Fisheries Specialist  
Louisiana Sea Grant and LSU AgCenter

## Appendix B: Letters of Support and Intent to Distribute (continued)



Wednesday, May 11, 2011

To whom it may concern,

As the Executive Director of the Louisiana Seafood Promotion and Marketing Board, I would like to endorse the efforts of Chef Philippe Parola and his Asian Carp utilization project. This is an invasive species to our waterways and are threatening to expand their reach. Promoting this species as a recreational and commercial species through market acceptance by creating value-added products is a win-win for Louisiana. We are able to expand our recreational fishery, employ additional commercial fishermen and create economic opportunities for our state - while reducing the impact of an invasive species.

Please consider supporting Chef Philippe's efforts.

Thanks you,

Ewell Smith

Executive Director

## Appendix C: Asian Carp Marketing Summit Summary

### Asian Carp Marketing Summit: Summary, Mission, & Conclusion

*Illinois - October 1st, 2010*

#### Introduction

Chef Philippe Parola has over 30 years of active service in the culinary profession and has successfully developed business resources through creative cuisine skills, management techniques, public relation and marketing campaigns.

Chef Philippe has a long list of award winning achievements and professional accomplishments on both national and international levels.

#### Summary

##### Fourth Annual Mississippi Earthtones Festival in Alton, Illinois - Day 1

Prior to the day of summit, Chef Philippe Parola was invited to attend the Fourth Annual Mississippi Earthtones Festival where he served silver carp (the most aggressive species of Asian Carp) to an estimated crowd of 50. On the menu, silver carp was filleted and cut into one-ounce "bone-in" strips then fried and served to attendees. The response and feedback was positive and exciting. Asking the crowd if they had tried silver carp before, the response was no. To their understanding it is a "no good trash fish". For never having eaten silver carp and of no surprise to Chef Parola, everyone loved the taste and texture.

##### Asian Carp Marketing Summit - Day 2

While the cookout was ideal for serving up samples of silver carp to locals, Chef Parola's agenda was to

suggest launching not only an educational campaign for eating the fish but also speak about marketing ideas on how to target local consumers like the "average Joe". "How can you sell a fish that you don't eat?" Parola said. While convincing the crowd that local consumers at local fishing tournaments, outdoor festivals and grocers can all get involved in enjoying a smart food and a smart buy - right here at home, Chef Parola also deemed local chefs such as Chef's Geo and Laurie Raftopoulos of Chez Marilyn who were excited about the quality of this fish should be involved in preparing silver carp. They could easily do so by making the fish available for easy tasting and serving it up as fried Asian carp ribs.

The first half of the day was dedicated to scientists and biologists that have studied the habitat and population of Asian carp in freshwater systems, whereby upon presenting their findings, evidence presented by Heather Ann Calkins, B.S., University of Missouri-Columbia, verifies that silver carp may be able to successfully invade areas with little phytoplankton, the essential food in all freshwater systems for native species.

Following the scientific presentation, arguments were raised by Robbie Walker, owner of the largest seafood distributor in the South. Mr. Walker contested that enough tax payer dollars have been spent on scientific studies of Asian carp and he maintains that it is now time to spend money on advancing process and marketing of

silver carp.

While advocating strongly that the silver carp market potential for Human consumption is the way to go, Chef Parola emphasize that good financial incentive for the fishermen are the first priority.

The summit officials submitted four category for possible market:

- Fertilizers
- Pet Foods
- Export to Asian markets
- Human consumption

As a leading supporter to the Asian carp marketing summit, Parola's sights are without a doubt set with his plan to revitalize the fresh water fishing industry which will create a whole new generation of fishermen that will guarantee a consistent availability of both species of the Asian carps. Without such a plan all of the above ideas wouldn't work.

Chef Parola firmly believes that breaking down the fish to value-added products such as boneless, pre-cooked, flavored fish fillets and fish cakes for domestic human consumption is the key in giving the best possible incentive to the fisherman.

While the current price paid to fishermen by Big River Seafood is between 7 and 14 cents per pound, chef surmised by talking with the men attending the summit that this was not near enough to even consider fishing the silver carp. Comments

from several fishermen were that they could make more money drawing unemployment benefits.

This information, along with others, seems to support the fact that chef's idea is very solid and makes sense. Chef Parola believes that breaking the fish down into a domestic value-added product is the way to go. This business model is the only one presented that will create enough revenue to pay the fishermen a good living wage. Under chef's model, besides the value added fish products, there will also be by-products such as skin, bones, heads and guts available for pet food, fertilizers and other interested industries. This will prevent buying the whole fish for fertilizers, or pet food and others with help from tax payers dollars.

Chef's plan does it all under one roof. By maximizing each part of the fish there is no waste and the most money can be squeezed out of each process.

The chef gave a ten-minute presentation for a strategy to market the value-added boneless, precooked Asian carp fillets and cakes for domestic use, outlining his marketing network with his affiliation with the National Grocers Association, the National Restaurant Association and the National Chef Association. The highlight of the day was when chef served his processed silverfin cake to the whole audience most of which had never tasted the fish before. All in attendance were amazed at how good the fish tasted and all made positive comments toward chef's solution.

#### Asian Carp Marketing Summit - Day 3

More debate, challenges and questions arose on which market to pursue. Understanding the challenges, Chef Parola explained how his plan will effectively meet the

demands of all segments of the fishing industry and beyond. Making clear his idea that the most valuable and popular solution to the Asian carp conundrum is - the fillet; stressing that this portion alone will be processed as a pre-cooked, boneless, flavorful cut which can be sold at an average cost of \$3.50 per pound, and upward.

Processing costs and creating the best possible incentive for the fishermen are keys to his strategy. Chef suggests that by marketing Asian carp fillets, this will allow fishermen to better invest in boats, nets, and fuel, in addition to providing the needed infrastructure to successfully insure sustainability of the fish.

Reiterating that the remaining parts of the fish, the "by-products" will be marketed to other industries and generate ancillary revenues. In a nutshell, this process will create jobs and opportunities for a new generation to make a living with freshwater fisheries and boost local economies.

Chef Philippe along with Mr. Gary Tilyou, representative from the Louisiana Wildlife and Fisheries, Mr. Robbie Walker owner of the Louisiana Seafood Exchange, Chef Moe Bauer from New Orleans based restaurant Oceana Grill and local associate Mr. Ben Allen representing the Illinois based Grafton Summit Enterprises, LLC, made several key points. Mr. Gary Tilyou commented that the Asian carp population have to be controlled nationwide. The only economical way to remove them is to provide a good financial incentive to fishermen.

Mr. Ben Allen responded to the scientist's statement that the carp Czar and other federal officials were taking action geared toward the critical needs of the Great Lakes possible invasion. Mr. Allen

emphasized that the Asian carp population crisis has reached epidemic proportions already in the majority of our inland rivers systems. If that is not recognized by officials then not only could it lead to a disaster for the Great Lakes, whereas the inland rivers will never recover. If we don't fish down the rivers there is not much hope for the Great Lakes. The crisis on the rivers has already damaged both commercial and recreational fishing industries in more than one third of America's waterways.

Consensus of the majority of attendees was positive towards promotion of domestic, value-added, pre-cooked and flavored product from all species of Asian carp and in agreement that this is the number one strategy to pursue. Although this advantageous process will take up to approximately 24 months to procure, until then, smart and beneficial export solutions should be pursued.

#### Media Meeting at Lewis and Clark Community College - Day 4

Chef Parola demonstrated how bighead and silver carp are suited for gourmet value-added product by cutting and cooking each fish. Attendees taste buds were gnawing for more after positive feedback on taste, color and texture was raised. The turnout agreed that these invasive fish need to be processed and put on grocery store shelves and restaurant menus throughout America.

Chef Parola encouraged the Lewis and Clark Community College to be proactive toward his ongoing educational campaign by promoting Asian Carp as a fish delicacy. He assured the meeting goers that he will be working closely with heads of the college in an ongoing effort to support and pursue a solution that all can benefit from.

Meeting with representative of large Chinese food conglomerate - Grafton, Illinois

A privately owned Chinese importer set a meeting with Chef Parola and partners, Mr. Gray Magee and Mr. Ben Allen to discuss a possible formula to facilitate U.S. export of Asian Carp to China. In a two hour discussion, talks proceeded on the experiences and great difficulties with local seafood distributorships in China.

Chef Parola and friends discovered that two Chinese companies were only interested in buying bighead carp and not the silver carp. The silver carp being the most aggressive and probably most bountiful was completely of no value to Chinese market. This presents a new challenge and frustration to fishermen as they return the less valuable fish to the water. There is no method to maximizing their daily catch when, according to fishermen the silver carp outnumber the bighead carp three to one. Releasing silver carp would unduly overburden fishermen if trying to catch this fish for export and this type of solution is not helping our present Asian carp invasion crises.

In addition to China needing bighead, the request calls for 30 million pounds a year. Local fishermen simply could not meet this type of demand as they are not equipped for such an astronomical haul. The process would call for large commercial fishing vessels with huge dragging type nets and demand costly processing plant with blast freezers, which is necessary for facilitating export and ensuring high quality fish. By the uncertainty to provide such volume, it will be very difficult to establish a stable selling price for bighead carp and other fish species. When it comes down to it, this fishing process could rape our rivers and leave us with a much bigger

disaster, a severely damaged commercial and recreational fishing industry for many years to come.

Some problems with requests from China is the fact that the first container from an Illinois fish house was shipped 2.5 months late. This concern points to the fact that the present fishing workforce cannot provide the daily requested production of 40,000 pounds of only bighead carp. It is evident that the incentives from our Federal Government to accomplish such tasks were miscalculated.

Furthermore Chef and partners find it interesting that one of the Chinese exporter, China State Farm Group, want our Asian carp ( bighead only ) because our fish is healthier and less contaminated than their own farmed raised or wild caught fish. Ironically we import millions of pounds of "unsafe" fish from China while we give our clean and healthier fish at tax payer expense, so the "rich only" Chinese can eat safe fish from USA.

### Fishing the Illinois & Mississippi Rivers - Day 5

Chef Parola fished the waterways with commercial fishermen and angled silver carp weights between 3-12 pounds. Silver carp seemed smaller than fish in southern states where the average is 15-35 pound in Louisiana. Knowing the fact that fish growth is determined by its food intake, this could prove that plankton food source is now limited in the majority of northern and central rivers where the Asian carp population is reaching its peak and therefore displacing all native fish.

## Mission

With the assistance of more

educational institutes such as Lewis and Clark Community College and the support from Dr. Dale Chapman, who is leading the development of the National Great Rivers Research and Education Center in Alton, Illinois, we must educate the average American on consuming Asian carp and eliminate the negative perception that these two species, silver and bighead carp are ugly, smelly, trash fish. This negative image is the biggest barrier to overcome if we want to sell our fish to domestic and international food market places.

## Our DOMESTIC Solution

Our DOMESTIC solution will maximize many benefits:

- Harvesting both species of Asian carp from a sustainable managed approach will preserve both our recreational and commercial fisheries, and keep our environment safe.
- Create stable full & part time jobs.
- Boost the Local Economy
- Create a domestic, clean, healthy, U.S. affordable, wild-caught fish for consumers versus the unsafe, unpredictable imported fish.
- Increase the tax base by creating multiple levels of taxes - payable to local, state, and federal governments, i.e. income/business taxes paid by fishermen, processors, brokers, retail food chains, and sales taxes paid by consumers.

Chef Philippe Parola and his team need to join forces with local and federal governments in an effort of working together on plans of opening

a processing and marketing center in order to convert Asian carp into a variety of gourmet value added fish fillets and cakes.

These fish products are to be marketed as domestic, healthy, clean, wild-caught fish and made available as pre-cooked, flavored, boneless fillets in a consumer friendly package with “silverfin” as a brand name to U.S. food market places.

## Objectives

The availability of Asian carp, both big head and silvers are currently very abundant at the confluence of the Mississippi and Illinois rivers. Also, the Missouri is only a few miles from Grafton, Illinois. Grafton should be the first location for a processing, research and marketing center because of the following :

- We already have a plant and 12 acres available to us.
- The plant location is only 1.5 mile from the 2 rivers.
- The location is very green
- Great fishing locations, there is Kaskaskia and Carlyle lakes and rivers just south of Grafton. Wabash and the Ohio rivers during cold weather. Fishermen could also fish Cape Girardo and

the Cairo, Illinois area on the Ohio river while they let the fish population revise themselves at the confluence of the Mississippi and Illinois rivers.

- Chef Philippe has created and engineered a process to remove floating bones from all species of Asian carp to provide US market food places with value added precooked fish products.
- In regulating the population crisis of Asian carps, it will help preventing the fish entering Great lakes.
- Having a dollars value for Asian carp will change the outlook for many, and minimize other controversial solution.

We must continue to work with federal agencies such as Sea Grant and the U.S. fish and wildlife service who have expressed a high level of interest in promoting our solution. We need to be officially endorsed by these federal agencies.

This will give us needed credibility to obtain the proper funding of \$ 4.5 millions for a processing, marketing and research center in Grafton, Illinois for human consumption of Asian carp.

## Conclusion

One underrated and less discussed problem concerns the ever increasing risk of being hit, or killed, by flying Silver carp, which can weigh up to 100 pounds.

Our solution will help solve multiple problems, not only in the Great lakes region, but rivers and lakes nationwide that suffer from this growing population crisis of Asian Carp.

With our nation currently facing high unemployment and economic uncertainty, Chef Philippe’s solution could solve the present invasive crisis as well as create multiple jobs and strengthen local economies.

The need for an immediate marketing campaign to increase the awareness of the edibility of both species of Asian Carp is critical to facilitate domestic consumption and commercial activity, including export. Currently, the image of the Asian Carp is classified as a “trash” fish and therefore cannot be profitably sold.

Chef Philippe Parola and group.

S.O.R. “Save Our Rivers”  
The Asian carp invasion solution  
Can’t beat’em? Eat’em!

## Appendix D: ANSTF Meeting Summary

**Chef  
PHILIPPE PAROLA**

### Summary and Response Aquatic Nuisance Species Task Force (ANSTF) Meeting Little Rock, AR - May, 2011

#### Tasting Asian Carp

Chef Philippe Parola was invited by the Arkansas Game and Fish Commission (AGCF) to attend an ANSTF workshop and cook Asian carp for the ANSTF members in attendance. With the help of the AGCF staff, Chef Philippe prepared and served over 100 pounds of silver carp, which is the most aggressive, dangerous, and prolific of the two nuisance species of carp. The ANSTF members were more than willing to taste test the carp and raved about the flavor and texture of the fish.



*ANSTF members tasting Asian carp*

#### Offering A Solution

Chef Philippe made a presentation to the ANSTF members detailing his solution to the Asian carp invasion: building a processing plant which will process both the silver and bighead Asian carp species to produce a value-added, boneless fillet product to be sold to retail stores and institutions.

Chef Philippe's solution not only helps solve the problem with the Asian carp population but also boosts local economies, creates jobs, yields tax revenue, revitalizes commercial fishing in affected areas and most importantly, provides a healthy, wild-caught fish product that feeds families across America.

Please visit the website, <http://www.silverfincraze.com/>, for more details on Chef Philippe's Asian carp invasion solution.



*Chef Philippe presenting his Asian carp solution to the ANSTF*

#### Question & Concern

- Q. After his presentation, Chef Philippe opened the floor to questions. A prominent question, supported by three of the 30+ members in attendance, focused on concern that pending the success of Chef Philippe's plan, fishermen would have incentive to relocate Asian carp from affected waters to non-affected waters to create commercial opportunity for themselves. This of course, raised concern that the Asian carp problem would continue to grow into new areas.
- A. Chef Philippe, shocked by the question, had the following answer: If the fishermen take the time and effort to travel, catch the live fish, and transport them up to hundreds of miles away to the nearest non-affected waters, it will be evident that we have achieved three crucial goals:
1. A domestic demand for silver and bighead Asian carp for consumption has been achieved.
  2. For the fishermen to be motivated to this type of behavior, the silver and bighead Asian carp will have achieved a state of high value.
  3. Commercial fishermen are fishing the silver and bighead Asian carp to the point that fishermen feel the need to relocate the fish to ensure stability and continued availability of the fish for commercial opportunity.

The question or concern that the members have posed should not be a cause for fear or alarm, but should be a celebration. At this time, Asian carp is considered by most private and commercial fishermen to be a “trash” fish. If Chef Philippe’s plan is successful, the popularity of the silver and bighead Asian carp for consumption by the public and the value it offers to commercial fishermen will have made Asian carp a staple in the commercial fishing industry in the affected areas and will obviously no longer be a “trash” fish.

Relocating Asian carp from affected waters to non-affected waters will not be a new environmental threat, but will instead create a new commercial fishing opportunity in the new area. The fish will be relocated, and they will grow to appropriate size. They will then be harvested for consumption until they are over-fished just like they were in the old area which was what inspired the relocation to begin with.

### Reluctant Agreement

Despite the fact that he has released a DVD tolling the quality and edibility of the Asian carp, Duane Chapman, the leading Asian carp biologist of the Columbia Environmental Research Center, voiced his skepticism for mass consumption of Asian carp by being one of the three ANSTF members who were concerned about the side effects of the success of Chef Philippe’s solution. Even though Mr. Chapman’s DVD and YouTube videos promoted Asian carp for public consumption, which could have led to mass consumption of the fish, he was very vocal in agreement with the concern the other two members had.



*Mr. Duane Chapman (lt) and Chef Philippe Parola (rt) cutting Asian Carp*

In response to Mr. Chapman’s concern, Chef Philippe, having already explained the concern with fish relocation expanded on his concept by discussing how his Asian carp

processing plant would be otherwise beneficial. He explained that having the “Silverfin Craze” brand name would allow the processing plant to produce value-added products for any other invasive fish that is deemed edible. This concept is practiced by other major fish processing companies such as Mrs. Paul’s and Gorton’s who process multiple species of fish into various products from one processing center. He assured Mr. Chapman that all regulations would be strictly followed and made it clear that the actual type of fish (silver carp, bighead carp, etc.) would be clearly stated in the ingredients on the packaging of the finished product. Chef Philippe believes that the ANSTF and other agencies and individuals should support his plan as much as possible since it offers an outlet for not only dealing with the Asian carp problem but also provides a possible opportunity to help deal with any future aquatic invasive species problems.

Chef Philippe also pointed out that once the Asian carp are being fished for mass consumption, as with snapper, redfish, tuna and any other fish that is over-fished, market price and availability will be the stabilizers for sustaining the silver carp and bighead carp populations for commercial fishing purposes and most likely prevent live fish relocation and fish farming. Availability greatly affects market price which in turn strongly impacts consumption level which has the effect of stabilizing the fisheries and effectively controls the Asian carp population.

After Chef Philippe’s response, Mr. Chapman said that he still had some concern but was willing to agree with the potential of Chef Philippe’s plan and see how it goes.

### Research vs. Consumption

Another ANSTF member, from a state which does not have a problem with Asian carp said that he did not care one way or the other about Chef Philippe’s solution to control the silver carp and bighead carp population but encouraged scientific research relative to advancements in bio-engineering as a means to stop Asian carp reproduction.

Chef Philippe believes that while research into bio-engineering is very interesting and could lead to scientific discoveries which could be beneficial to many zoological projects, it is incredibly expensive and would not resolve for many years. Chef Philippe believes that bio-engineering research and exploration should continue. Incorporating it as the primary solution to the Asian carp problem is not ideal. By the time the research solutions are resolved to the point of implementation, the Asian carp problem will have grown even larger and expanded to even more waters and most likely more states. However, Chef Philippe does see bio-engineering research as a viable

solution for dealing with non-edible invasive species, potentially for both aquatic and non-aquatic species.

### The Problems With Exportation

The ANSTF members were more supportive toward solving the Asian carp problem through exportation to China. Over the last 15 years, there have been many attempts to export Asian carp to overseas locations. These ventures resulted in little or no success.



Exportation of raw food products, especially fish, is impossible to achieve successfully on a consistent basis. Every step in the exportation process of raw food products, from preparation to delivery, allows multiple opportunities for contamination, spoilage, and other degradation of quality. The buyer on the receiving end of the shipment will not accept or pay for any product that does not meet their standard. Also, the purchase price offered by the overseas buyers is not high enough to fully cover the cost of processing and shipping and therefore will not be sustainable. This of course usually results in an unsuccessful exportation operation which eventually forces closure. In addition, the price paid by overseas customers is too cheap to give good incentive to fishermen, fishermen are the key success to any and every solution and need to be paid accordingly!

Furthermore, the exportation solution to the Asian carp problem will not generate the number of jobs or have as

high an economical boost (including sales tax revenue) to affected areas compared to that which will be yielded by Chef Philippe's mass consumption plan. Chef Philippe's plan will create 40+ jobs and generate tax revenue on multiple levels including retail purchases, wholesale purchases, and raw product purchases.

### Conclusion

With an influx of over 300 million tons of unsafe import foreign fish, such as Chinese Tilapia and Vietnamese catfish, Chef Philippe wants to offer an alternative to U.S. consumers by providing a clean, healthy, domestic, value added Asian carp fish fillet. Chef Philippe's solution will not only help in controlling the daily increasing Asian carp population in America's waterways, but will also provide jobs, boost local economies, and revitalize commercial fishing in affected areas.

In the spirit of one of Chef Philippe's favorite philosophies, "Never underestimate the power of cooking", he believes that processing Asian carp for mass consumption will play a vital role in solving America's Asian carp problem. It will provide relief to affected waterways more quickly than any other solution posed thusfar by removing the fish from the waters on a daily basis, providing jobs and boosting local economies.

Asian carp are a serious threat to native species of fish in affected areas. Several possible solutions have been attempted over recent years and resulted in little or no success. To that, Chef Philippe says:

***"Can't Beat 'Em, Eat 'Em!"***

## Silverfin (Asian Carp) Recipes

### Silverfin Provencale

4 servings

#### Ingredients:

4 Silverfin fish steaks  
4 Table spoon of olive oil  
4 oz of white wine  
2 Table spoon of lemon juice  
1 Table spoon of fine chopped fresh garlic  
2 Table spoon of fine chopped onion  
1 diced tomato  
1 bunch of parsley fine chopped  
Seasoning to taste

#### Instructions:

- ☐ Season Silverfin to taste
- ☐ Pour olive oil in a baking pan than place Silverfin steaks
- ☐ Sprinkle garlic, onion and parsley
- ☐ Add lemon juice
- ☐ Bake at 325 for 5 minutes
- ☐ Add white wine and diced tomato
- ☐ Continue baking at 325 for 12 minutes

Serve over pasta, rice or mashed potatoes.

### Silverfin Almondine

4 servings

#### Ingredients:

4 Silver fin fish steaks  
2 Table spoon of olive oil  
2 ounces of unsalted butter  
3 oz of white wine  
1 table spoon of lemon juice  
½ cup of roasted almonds  
Seasoning to taste

#### Instructions:

- ☐ In a skillet, preheat olive oil and butter until very hot
- ☐ Place seasoned Silver fin steaks and brown both sides
- ☐ Add white wine and lemon juice
- ☐ Place Silverfin steaks with sauce into a baking pan
- ☐ Bake at 350 for 10 minutes or until done

When served, top Silverfin steaks with sauce then top with roasted almonds.

### Silverfin Steak & Fresh Berries

4 servings

#### Ingredients:

4 Silverfin steaks  
1 or 2 ounces of each raspberries, blueberries and seedless grapes of your choice.  
2 Table spoon of pecan oil  
2 ounces of unsalted butter  
2 Table spoon of heavy cream  
3 ounces of white wine  
1 lemon and 2 oranges for juice.  
Seasoning to taste

#### Instructions:

- ☐ Preheat in a skillet, oil and butter until very hot
- ☐ Place seasoned Silverfin steaks in skillet
- ☐ Brown both sides
- ☐ Add white wine, juice from lemon and orange
- ☐ Bring to a boil
- ☐ Add all the fresh berries
- ☐ Bake for 12 minutes at 325 degrees

When serving, top with sauce and berries.

### Silverfin Cakes

4 servings

#### Ingredients:

4 Silverfin steaks  
4 ounces of melted unsalted butter  
1 Table spoon of Dijon mustard  
1 Table spoon of lemon juice  
1 whole egg  
1 ounce of bread crumble  
Seasoning and hot sauce to taste

#### Instructions:

- ☐ Poach or steam Silverfin steaks until fully cooked
- ☐ Break it up in pieces to remove bones
- ☐ Place all the meat into a mixing bowl
- ☐ Add butter, mustard, egg and lemon juice
- ☐ Mix well
- ☐ Add bread crumble, seasoned to taste.
- ☐ Make small cakes, rolled into egg wash and seasoned flour
- ☐ Fry for 4 to 5 minutes until golden brown

Serve with a beurre blanc or lemon butter sauce.

### Silverfin Fried Strips

4 servings

#### Ingredients:

16 strips of Silverfin fish (boneless if possible)  
2 eggs  
1 cup of Kleinpeter half & half for eggwash  
1 cup of Louisiana fish fry Seasoned flour  
Pickapeppa mango sauce for dipping

#### Instructions:

- ☐ Preheat fryer at 350
- ☐ In a bowl, crack 2 eggs
- ☐ Stir well
- ☐ Add half & half
- ☐ Stir well (then you are having an eggwash for your fish)
- ☐ Place the Silverfin strips into eggwash
- ☐ Coat each strip with the seasoned flour
- ☐ Fry until done

Served with pickapeppa mango sauce.