Craig and Traci Bell

Promoting Seafood Products

www.ripplerockfishfarms.com
INDUSTRY NETWORKING:

- OHIO AQUACULTURE ASSOCIATION
  - Attend Annual Meetings (and talk!)
  - Join Association
- OHIO STATE UNIVERSITY SOUTH CENTER
  - Take classes
  - Attend Events
  - Join ListServe
- FISH FARMERS OF OHIO
RAS Short Course
Cornell University

Dr. Michael Timmons
Dr. James Ebeling

Get to know who’s who in aquaculture. Networking brings references!
LOCAL NETWORKING:

- SMALL BUSINESS DEVELOPMENT CENTER (SBDC)
- Community College – Culinary Dept.
- Export Office
- Tech Ohio
- Website Support
- Chamber of Commerce
LOCAL NETWORKING:

- COUNTY EXTENSION OFFICE
  - Community Ag Organization – presented
  - 4H Clubs - tours
  - Regulatory questions answered
Visited by:
- Brian Hill, Ohio Representative
- Tom Portman, Pres. Zanesville Chamber of Commerce
- Mike Jacoby, Port Authority
FEDERAL NETWORKING:
Farm Services Agency/USDA
EDUCATION

- Entrepreneurial Programs
- Home School Groups
- Ag Departments
Grow-Out fish live in the largest tanks, called Raceways.

Complete the crossword puzzle:

ACROSS
1. The process of raising fish
2. Water cycle through fish to clean the tank
3. Assimilate use of feed and water resources
4. The temperature of your aquarium
5. Fish grow-out in this tank

DOWN
Do the fish look the same?
ADVERTISING:

- FLYERS/BROCHURES
- LOCAL SIGNS – on farm sales, 1st Saturday
- T-SHIRTS
- GIFT CARDS – DONATIONS
- ARTICLES
  - Local newspaper
  - Ohio Soybean Council
  - North American Aquaculture Magazine
  - Governor’s Award
Fish Magic

Directions: Dilute in warm water at a 1:20 ratio. Apply daily for 5-7 days to soil in ground or in pots. Water only 3-4 days.

Natural Flower and Plant Fertilizer
6805 Old Stagecoach Rd
Frazesburg, Ohio
740-828-2792

No harmful chemicals
* Enhances color and height of annuals and perennials
* High in Nitrogen
* Byproduct from tilapia

$10/Gallon of Concentrate
2 Gallons for $15

Tilapia for Ponds/Bait Fish

Call for pricing or visit www.ripplerockfishfarms.com

* Live, locally grown tilapia
* Great for algae control in ponds!
* Bait fish available to feed your Bass!

Amazing results in just a few weeks!

6805 Old Stagecoach Road
Frazesburg, Ohio
740-828-2792
T-SHIRTS $10/$12
TECHNOLOGY:

- FACEBOOK – 209 “Likes”
  - Advertise monthly retail sales
- YOU TUBE – link to Website (still to do)
- WEBSITE – www.ripplerockfishfarms.com
  - Work in progress!
IN THE FUTURE:

- RESTAURANTS – need HAACP certification
- HAULING FOR OTHERS - capital investment
- CONSULTING – gaining momentum
- FRANCHISE – research grant in the works!
IN SUMMARY:

- EDUCATE
- SHARE/TALK
- BE PATIENT
- STAY OPEN MINDED
  - Learn from others
  - Listen to suggestions