Production and Marketing American Paddlefish

Ohio Aquaculture Conference

February 2013
Food  Wine  People

How I got into the fish business

Big Fish Farms LLC

Thursday, February 14, 2013
American Paddlefish

Using existing resources
Forming non-traditional partnerships
Reservoir Ranching

Using existing water

Big Fish Farms LLC
Nursery Phase
Fall Stocking
Caviar
Examining Resources

- Regional
  - Land and Water
  - Outlets
- Support and Infrastructure
Personal Resources

- Knowledge
- Contacts
- Family
- Abilities
- Time
Getting to Market

- Who
- What
- Where
- When
- Why
The Product Line

Every layer means additional cost and a new skill set but more profit.

- On the pond bank - Department of Natural Resources & Land
- Delivering live fish - Add live haul equipment and transportation permits
- Processing and value added - add FDA / HACCP, packaging and storage
  - The more people you interact with, the stronger your people skills need to be.
Should You Direct Market?

YES - Why, because it makes you stronger and safer

Big Fish Farms LLC
Grrls Meat Camp

http://www.sheddaquarium.org/

North American Native Fishes Association

Community Farm Alliance
Real Change Comes From the Ground Up!

Make a Connection

Big Fish Farms LLC
It’s Education - Not Self Promotion

Put on your teachers hat
A Word To The Wise

✤ Sales is a relationship business

✤ Word of mouth is the best way to grow
Big Fish Farms

www.bigfishfarms.com

Renee Koerner
513.233.5909