

Production and Marketing American Paddlefish

Ohio Aquaculture Conference

February 2013

Big Fish Farms LLC



Food Wine People

How I got into the fish business

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American Paddlefish

Using existing resources

Forming non-traditional partnerships



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Reservoir Ranching

Using existing water

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Nursery Phase



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Fall Stocking



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Caviar



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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.*



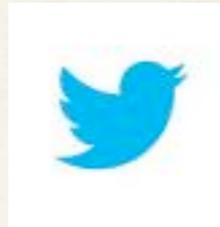
Should You Direct Market?

YES - Why, because it makes you stronger and safer

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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

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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



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