Turning Tough Times into Opportunity

Photo courtesy of Louisiana Seafood Promotion Board
The Industry Is in Tough Shape

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

3 major hurricanes have devastated the Louisiana fishing infrastructure

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

Environmental regulations have become increasingly strict

* NMFS  ** LSU
WHERE IS THE OPPORTUNITY?
The Opportunity Is …

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

In the rich storied history and culture of Louisiana shrimp

In the exploding growth of the natural meat and seafood markets

In the market growth brought to us by farm-raised shrimp
THE OPPORTUNITY IS in the difference between how we do it now ... and how we can do it in the future.
Doing the Same Thing …

Competing directly with farm-raised seafood product
Being unwilling to be the first to change
Making excuses
Settling for less than the best quality
Selling your product like a commodity

Will Bring the Same Results
The Consumer is King

Understand what drives the consumer’s buying choices

We all work for the consumer
10 years ago, pink salmon were 5¢ a pound
Fishermen were suing processors for price collusion
Salmon were being dumped by the ton and fishermen were on strike
Bristol Bay sockeye fishermen ended the season deeper in the hole
Farm-raised salmon were taking over the market and wild salmon prices had collapsed

This fishery turnaround provides insight for our future
Alaska Salmon Value Growth:
$ Millions, Ex-Vessel and First Wholesale

Source: ADF&G, AK Dept. of Revenue.
Fresh & frozen H&G, fresh & frozen fillet, salmon roe, canned salmon
What Will Work …

Distinguish your Product in the Marketplace

Tell the Louisiana Story

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

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

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

RESTAURANTS—
Well-Known Chefs

CONSUMERS DIRECT

FARMERS MARKETS

HIGH-END GROCERY OUTLETS
Participation in Special Events

Cook Offs
Trade Shows
Conferences

Photo courtesy of Lance Nacio
What Will Work …

Create environmentally-friendly fishery

Make environmental groups your ally

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

Provide your consumer with traceability

*Your Engagement Will Open New Markets and Create Opportunity*
Improve Fishing Techniques

Use Excluders to Reduce Bycatch

Photos Courtesy of Lance Nacio

A Clean Tow Right Out of the Bag
What Will Work …

Quality, Quality, Quality

Chill your shrimp immediately from the moment of harvest
Build an unbroken Cold Chain
Deliver an all-natural product
Expect your processor to handle your catch with care
Take pride in what you offer the consumer

You are starting out with a superior product
Short Tow Times
First step in producing top quality

On-Deck Organization
Quick sort and quick chill

Manage Icing & Freezing—Don’t Overload
The faster you get it cold the better quality it will be
THE COLD CHAIN IS KEY

Chill Your Shrimp Immediately
Right Out of the Water
Chill Across the Dock
Chill Through the Plant
Chill During Shipping, at the Market,
All the Way to the Consumer

Treasure Your Sustainable Resource
32’ Bristol Bay Gillnetters

*Installed Hydraulic Refrigeration Systems*

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

Photos courtesy of Icicle Seafoods
Tenders equipped with 50-ton chilling systems haul product from the grounds to the processor.
Port Moller plant installed IMS *FastFreeze* system for value-added vacuum-packed consumer-ready product

Photo courtesy of Peter Pan Seafoods
High-End Markets Display Product with Pride
Back Your Promotion with Quality

Every Step of the Way

Photo courtesy of Louisiana Seafood Promotion Board
All-Natural Frozen-At-Sea

Quick Chilled Right Out of the Water

Frozen Onboard with –40º F

Ultra-Low Temperature Plate Freezer

Photos courtesy of Lance Nacio
Handle with Care
from the Sea to Your Plate

Photo courtesy of Lance Nacio

Photo courtesy of Louisiana Seafood Promotion Board
Frozen-At-Sea … Right Onboard
Held at –30°F to –40°F

Photo by George Eliason
Alaska Wild King Crab chilled live onboard with Titanium Chiller and shipped worldwide

Delight the consumer and you’ll create raving fans
Bruce Gore has Built a Premium Market throughout the Northwest

Photos courtesy of Coastal Seafoods Minneapolis, St.Paul & Wayzata MN
Preliminary slurry ice tests at LSU yielded impressive results. Head-on shrimp chilled in slurry ice for 9 days were still top quality with no melanosis.
This Will Not Be Easy

First Make a Commitment to Change
There Will Be a Lot of Hard Work
Every Step Will Not Always Take Us Forward
Working Together We Can Transform the Louisiana Shrimp Industry
Our Path Forward …

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

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

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

We will partner with markets to promote your products to consumers

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

Thank you

Cameron Fisheries