



CAN'T BEAT 'EM, EAT 'EM AN ALTERNATIVE SOLUTION GETTING INVASIVE SPECIES...



Silverfin™ Group Inc

Out of the water, off the land, and onto the dining table

Chef Philippe Parola, our leader

Chef Philippe forged a deep connection with nature as a young child. He hunted, fished and foraged just to put food on the table.

He grew to understand nature's central role in sustaining life. Now, his daughters, Danielle and Jolie, and all future generations, continue to inspire his commitment to bettering our environment.



Danielle and Jolie fishing



He has successfully brought nuisance and invasive species such as alligator, nutria, wild boar and now Asian carp, to the table. He has prepared meals for the homeless, with the same care as private dinners for US Presidents and royalty.

Through his culinary arts school, he has trained countless young chefs. He is recognized as a leading authority in the food processing and marketing industry.

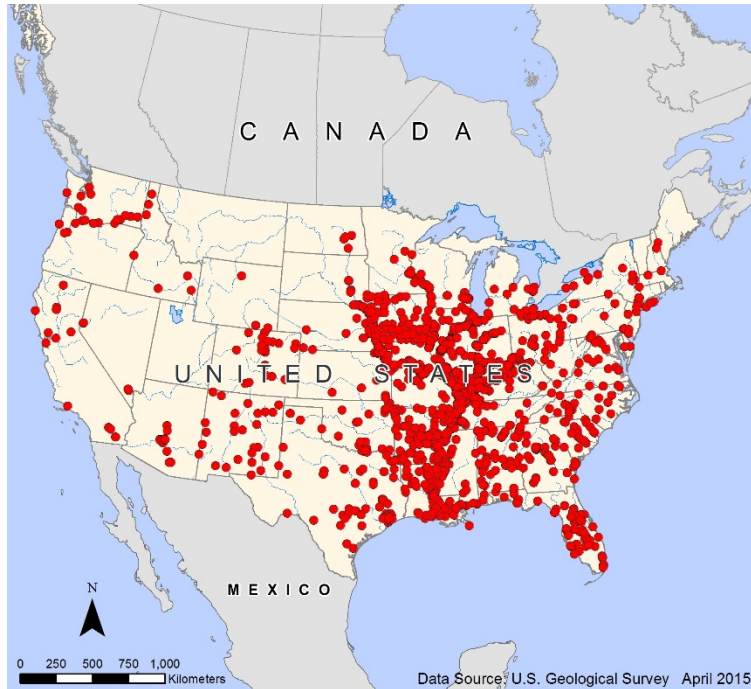


OUR PRIORITY: TACKLING OUR ASIAN CARP CRISIS

We must unite, educate and control this ravenous alien fish whose reign of terror is ripping through our native ecosystems, economy and lives.

Keep in mind that FISH IS FOOD!

Asian carp are invading the brackish water of our Gulf Coast...



2015 US Geological Survey Map of Asian Carp (Silver, Bighead, Black and Grass)

All signs point toward increasing numbers of Asian carp and worsening impacts.

At risk: a fisheries industry worth several billions annually – one that supports 40,000 jobs and 21% of all fisheries landings.

There are no proven control methods for this species other than the direct removal of fish from the water.

– *Michael Massimi, Invasive Species Coordinator, Barataria – Terrebonne National Estuary Program*



Sam Polles, PhD, Executive Director,
Mississippi Dept of Wildlife, Fisheries and Parks

The potential economic impacts of Asian carp to Mississippi's recreational and commercial fisheries are of great concern. These species are now firmly established in the Mississippi River and in river systems and lakes in the Delta region of Mississippi. I appreciate your willingness to address the problem. I also support your plan to develop and market food products from these species that may generate new businesses and new jobs.

I applaud your innovation and your willingness to address a problem that impacts thousands of residents across Louisiana...

While we are fighting back these fish as they continue to invade water bodies across Louisiana, there are limitations to our efforts.

Developing a commercial fishery for these destructive fish is the next step.

Innovation is the key to re-establishing a healthy economic picture. I truly believe your project will help do that in communities throughout the Mississippi River Valley.

– *Robert J. Barham, Secretary,
Dept of Wildlife and Fisheries, Louisiana*



Red River at sunrise

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.

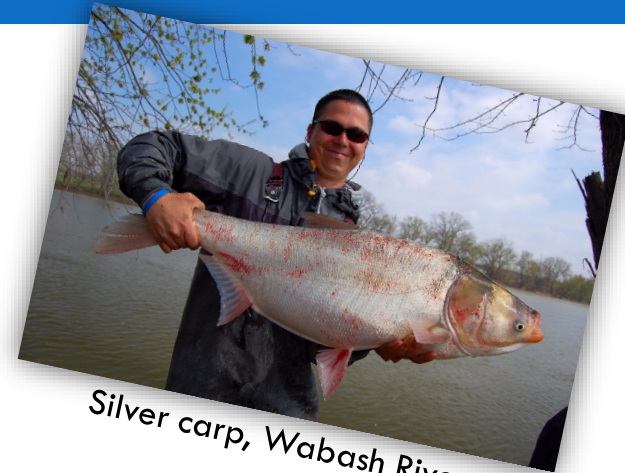
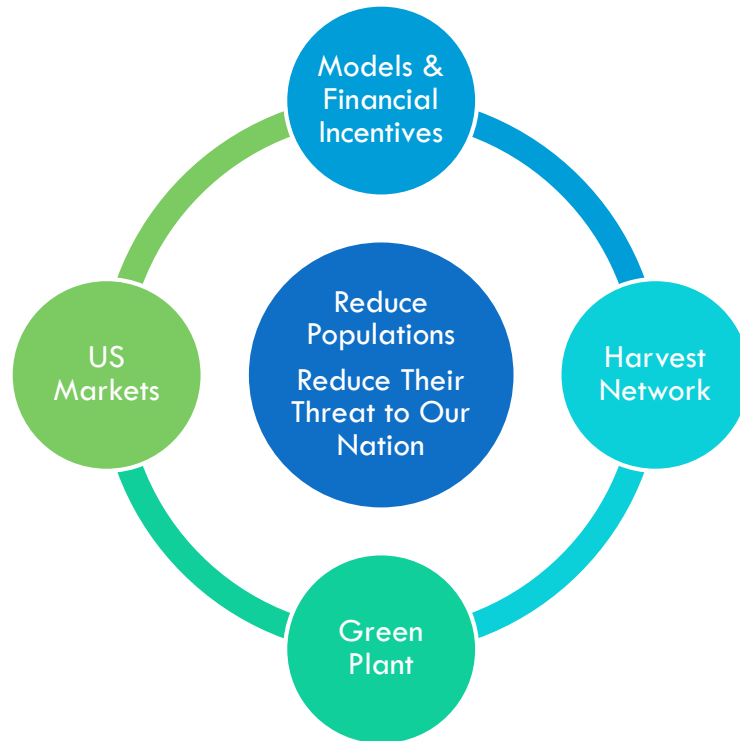
– Mark Oliver, Chief of Fisheries,
Arkansas Game and Fish Commission



We will sustainably harvest and transform Asian carp into Silverfin™ value added food products for human consumption in domestic markets

We recognize that commercial harvest of Asian carp is currently the most viable way to manage and control their populations.

— Larry Pugh,
Fisheries Bureau
Director, Mississippi
Dept. of Wildlife,
Fisheries & Parks



Silver carp, Wabash River

The Asian carp industry's current business model for processing and selling Asian carp products

□ Current Business Model

- 100% of fish is used for by-products such as fish fertilizers, fish meal, pet food, surimi and others.
- Up to \$0.15 per lb – the rate for such products that processing plants can pay fishermen for their catch.



□ Cost of Exporting By-Products

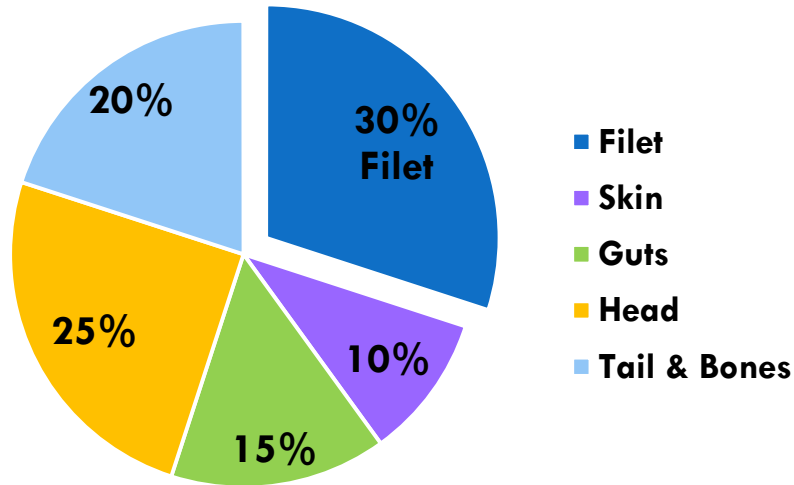
- \$1.15 per lb – the estimated cost to properly process Asian carp for export.
- Up to \$0.80 per lb – the purchase price foreign importers will pay for delivered product.
- **-\$0.35** – the loss incurred per lb.
- Result – without financial incentive from government, the result is stranded fisherman and failure.
- No control over this business model in creating a profit margin.

The Silverfin™ business model for processing and selling Asian carp products

Maximizing Fish Value

30% filet for value added products such as fish cakes – \$6 per lb wholesale price

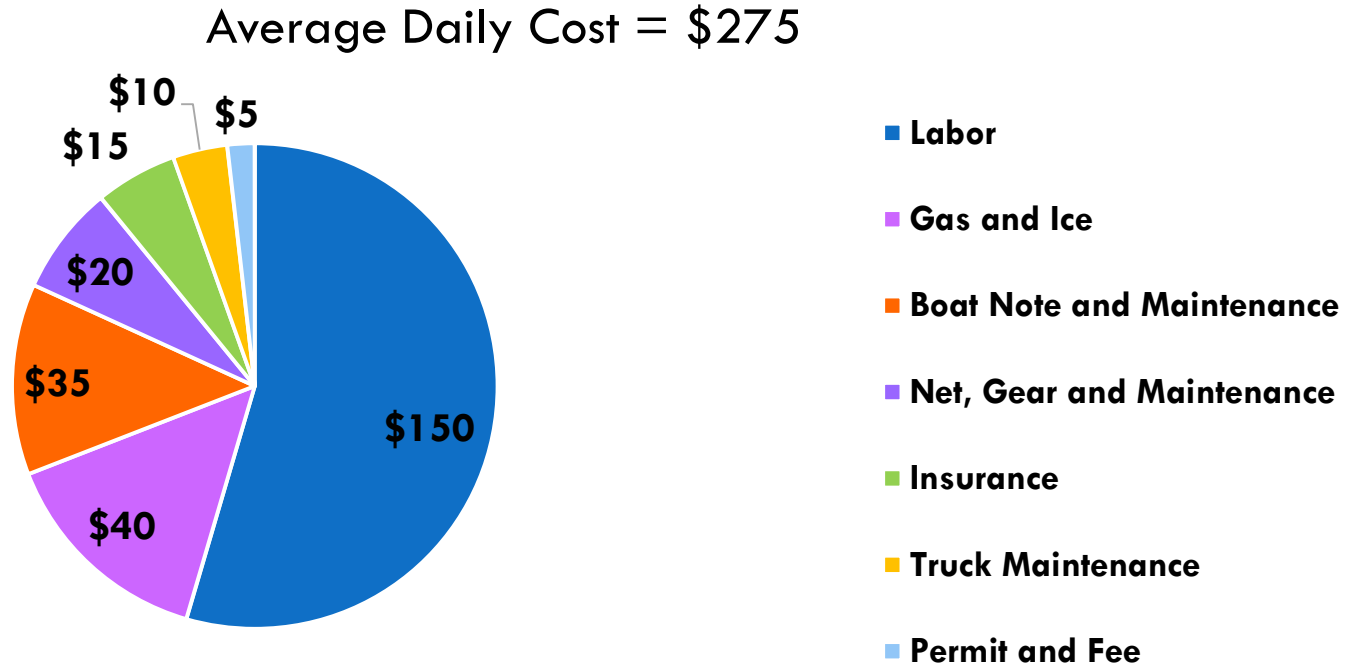
70% for fish fertilizers, fish meal, pet food, and others – \$1 per lb wholesale price



□ Silverfin™ Business Model

- \$0.40 per lb – the rate that the Silverfin™ Group will pay fishermen.
- An average of \$3.00 per lb – the cost to process Asian carp into value added fish products.
- \$6.00 per lb – the US wholesale price for value added fish products.
- Result – sustainable growth, create 1000s of jobs, boost local economy, deliver new healthy fish products to US consumers, reduce Asian carp population and their threat.

Projected daily cost for Asian carp commercial fisheries



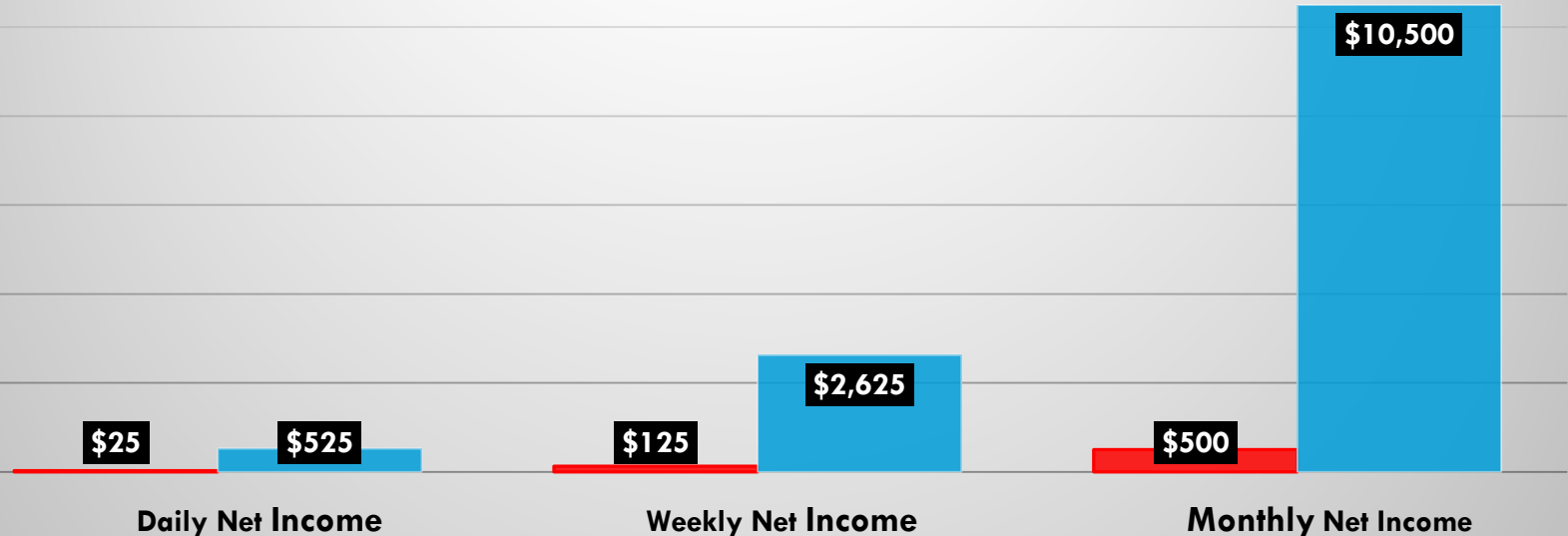
Projected net income for Asian carp commercial fisheries

Potential Net Income Comparison for Commercial Fishermen

Based on seasonal average daily catch of 2000 lb, \$275 daily cost, 5 days a week

■ Current Rate / Lb (\$0.15)

■ Silverfin™ Rate / Lb (\$0.40)



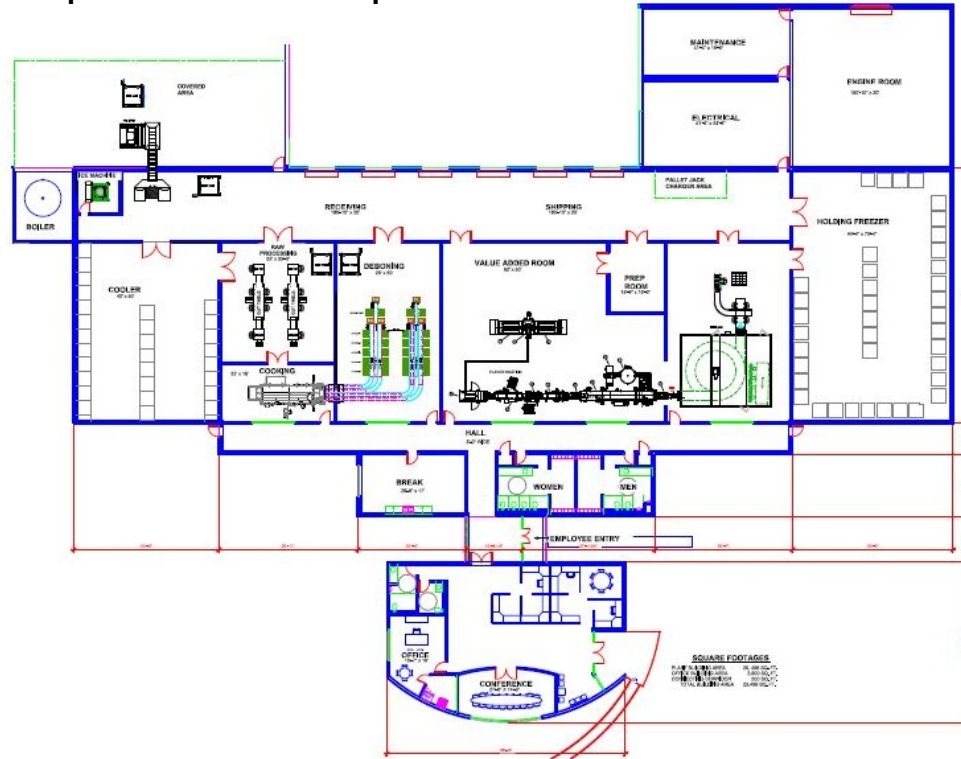


We will build an eco-friendly food processing plant

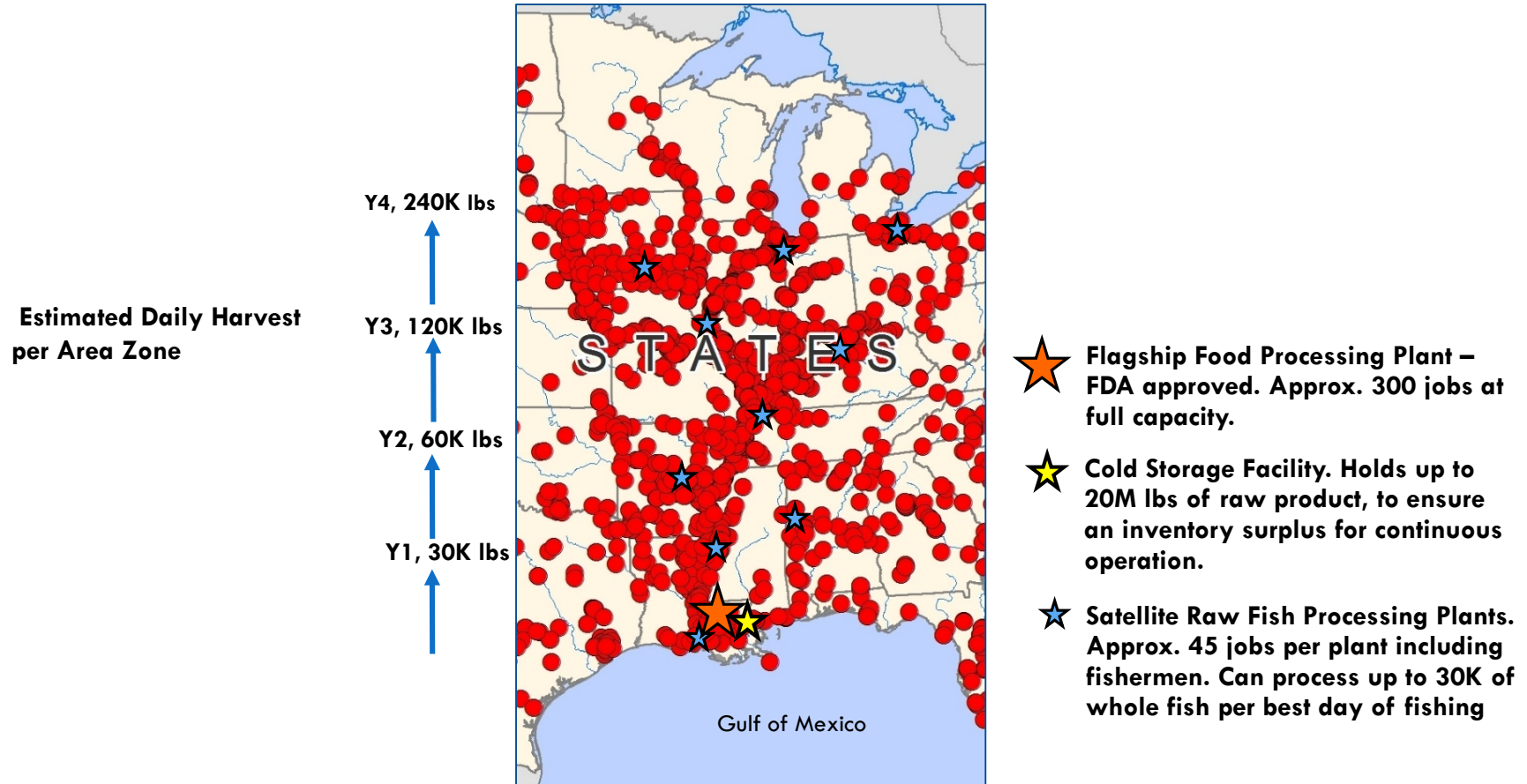
Our plant will specialize in producing Silverfin™ value-added food products, developing recipes in a kitchen lab, and deploying sustainable practices and green technology to minimize environmental footprint.

Silverfin™ Processing Plant – Floor Plan

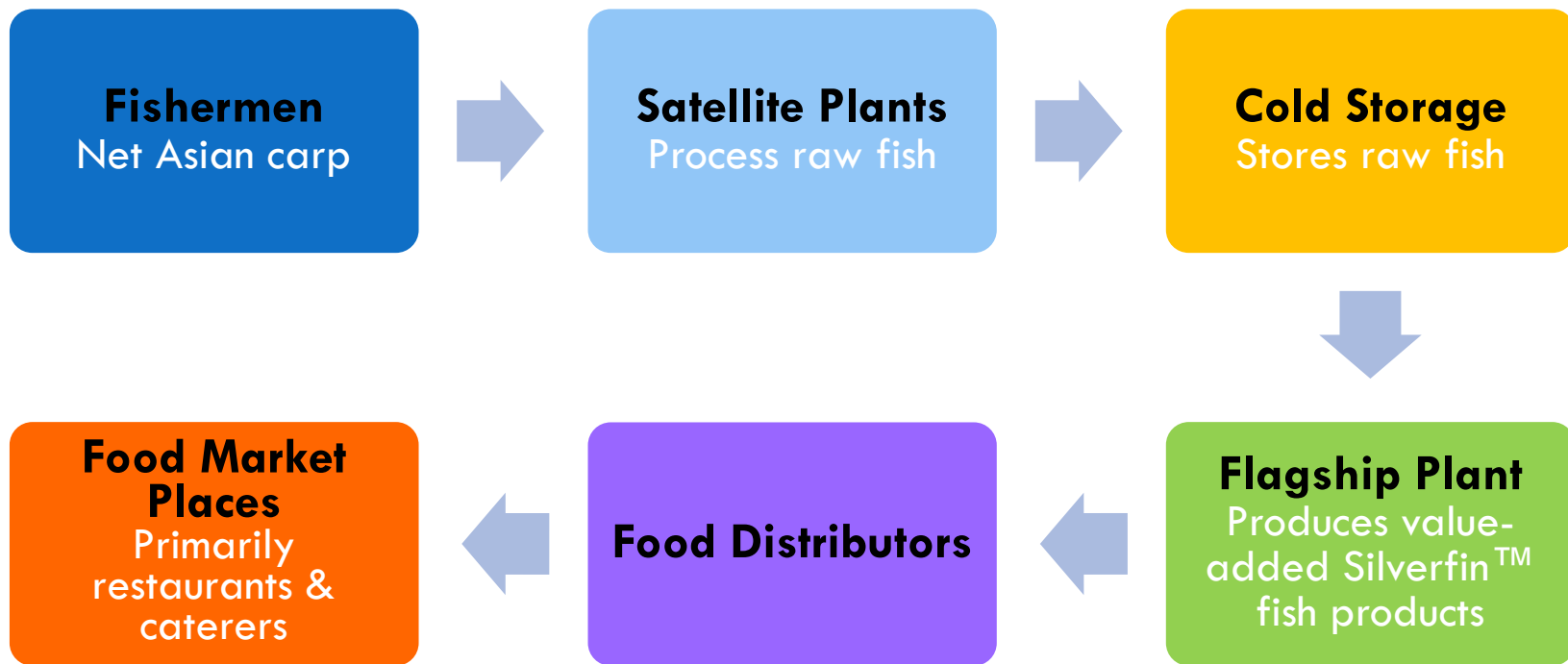
Preliminary Drawing for
expandable floor plan



We will serve the Mississippi River Basin with our Silverfin™ Flagship and Satellite Plants



Silverfin™ Infrastructure



Silverfin™ Value Added Products – Croquettes, Boulettes, and Fish Cakes

□ Product Packaging

- Use Instant Quick Freeze (IQF) process to package products.
- Capacity to customize per piece weight based on customer need.
- Package up to 1000 cases per day in Year 1.
- 10 lbs – average weight per box.
- \$6.00 – wholesale price per lb.
- \$1.12 – wholesale price for 3 oz serving (at restaurant)
- \$8.00 - \$12.00 – retail menu price for 3 oz serving (incentive to chefs).



IQF packaged Silverfin™ products

We will regenerate our domestic markets...

Robert “Robbie” Walker, Co Owner and GM, Louisiana Seafood Exchange

The US is pushing past 80% of all seafood consumed being imported. That trend is not abating. Instead, it is gaining.

Commercial harvest for human consumption gives us the chance to gain some of that domestic production back, revitalize fisheries and create 1000s of jobs.



Alabama is one of the few states that tests imported seafood for drugs like chloramphenicol, nitrofurans and malachite green – chemicals so toxic to humans that they’re banned in all food.

In some cases, between 40 and 50 percent of our tests come out positive. That’s a disturbing number.

Ron Sparks, Commissioner of the State Dept of Agriculture, Alabama

We will produce safe, nutritious wild caught Silverfin™ food products...

I consider Asian carp to be an excellent food source. It delivers high protein and healthy fats. It feeds on plankton, which is at the bottom of the food chain.

This means that progressive food chain concentrations of harmful chemicals such as dioxin and PCBs, and heavy metals such as mercury, do not occur in Asian carp like they do in carnivorous and omnivorous fish.

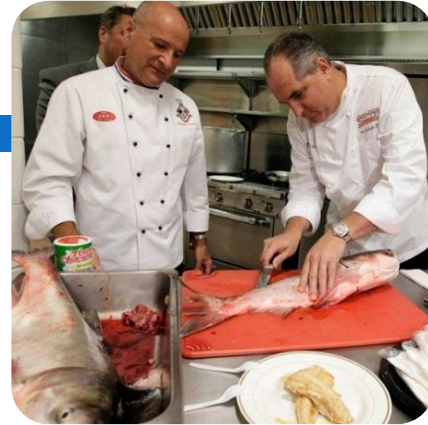
– Roy Brahbam, MD, Nutrition Consultant, and Medical Director, Baton Rouge General Hospital



Over 25,000 people have taste tested Silverfin™ products, and all love them.

It is true that an average of up to 5% of every crowd will not try Silverfin™ because it is carp and they have preconceived notions about the fish. The remaining 95% love it!

– Quinton Phelps, PhD, Fisheries Biologist,
Missouri Department of Conservation

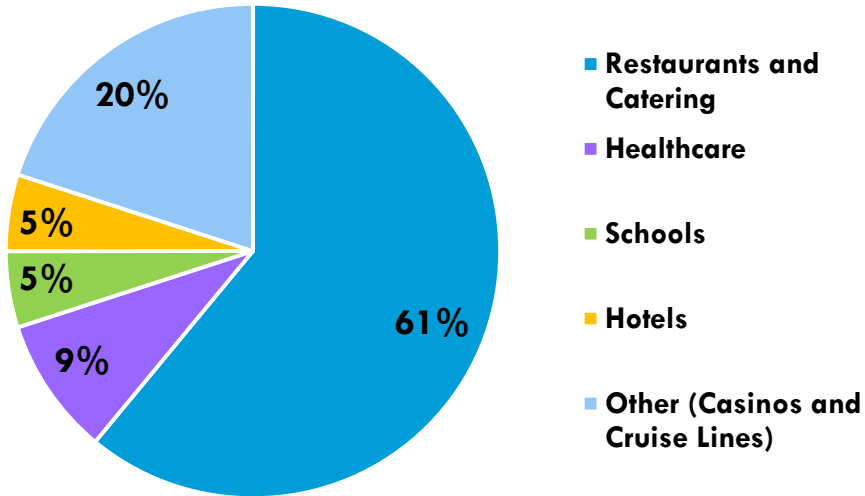


Silver carp, aka Silverfin™, is easy to match with many flavors. It has a pleasant texture and when people talk about fish they usually find less oily and less fish flavored fish more appealing. Silverfin™ has those attributes.

*Celebrity Chef Tim Creehan, Owner of Cuvee
Bistro Restaurant, Cuvee 30A, Cuvee Catering*

Sysco, the largest food distributor in the US

Sysco Customer Base

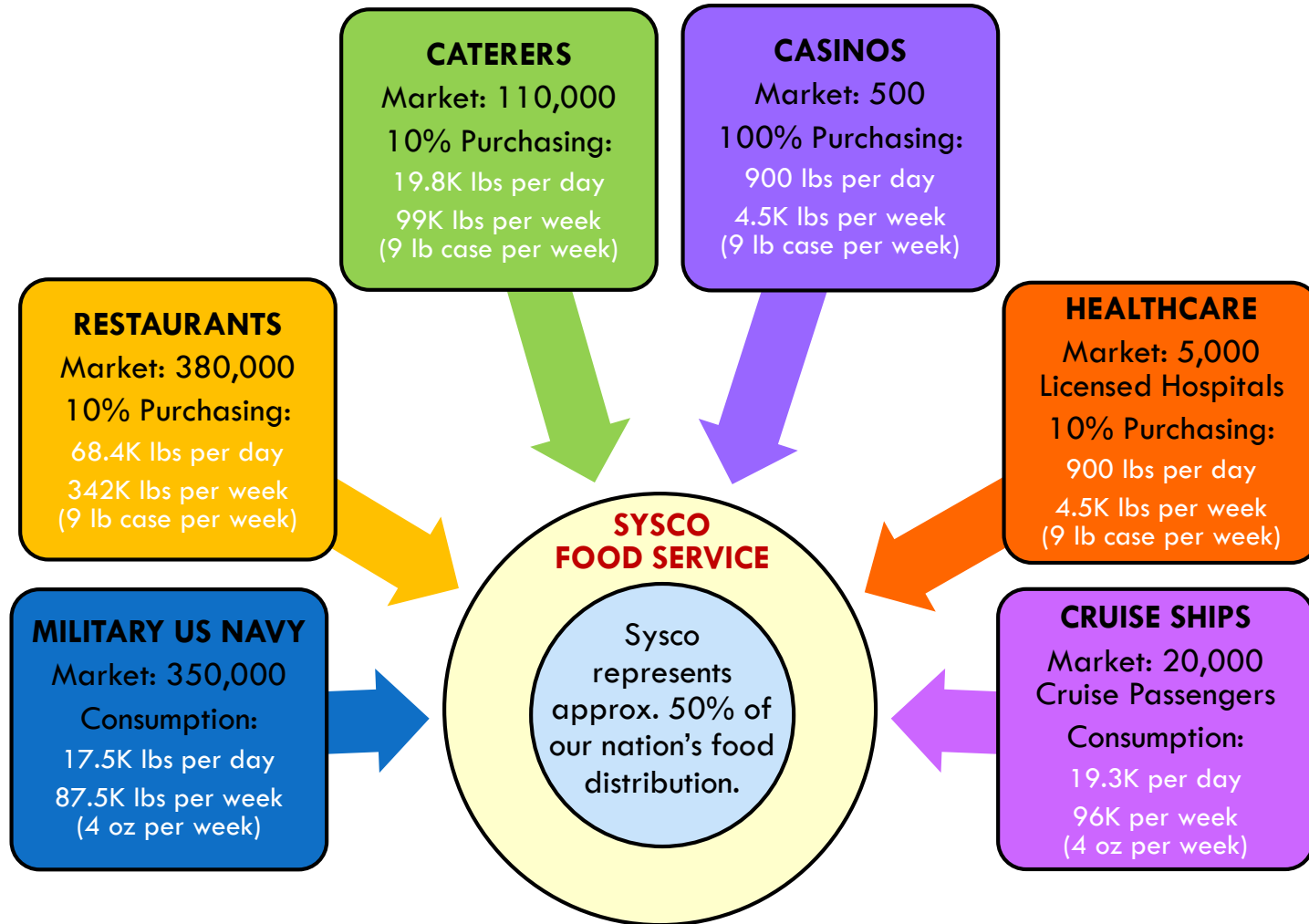


It was great meeting you at our corporate office. The product is awesome and I look forward to working with you on this project. As you are aware, Sysco is always looking for something new to promote.

By promoting and selling Silverfin™, we will accomplish many things: 1) promoting invasive species, 2) offering a quality product at a competitive price, 3) introduce something new and exciting to the market, and 4) a Sysco exclusive.

We look forward to working with you on this exciting project and please keep us updated as you progress.

– Butch Vidrine, Senior Director, Seafood Department, Sysco



The word is out, and the media is on our side...

Positive media is essential to educate the nation and promote Silverfin™ products.

Chef Philippe has been featured in main stream media, including national and international publications, and TV and Radio networks...

CNN, Fox News, CBS, ABC World News, ESPN, National Geographic, Food Network, PBS, Voice of America, Radio Canada, France 2, Fuji, BCC, The Atlantic and Food Gourmet World.

To view videos, visit cantbeatemeatem.com



**KARK 4 NBC News
Crew samples Silverfin™**



**In affiliation with Bassmaster Classic,
ESPN is supporting our effort.**



To better educate our nation...

We are planning to produce 'Can't Beat 'Em, Eat 'Em', a documentary uniting fishery and wildlife leaders, policy makers, scientists, fishermen, hunters, chefs and home cooks in one common goal: to sustainably harvest and transform invasive species into food sources to nourish our nation.

PROPOSED ALTERNATIVE SOLUTIONS COMPARISON

US Army Corps of Engineers' Great Lakes and Mississippi River Interbasin Study vs. The Silverfin™ Group's Can't Beat 'Em, Eat 'Em

USACE's GLMRIS Proposed Solutions Only to protect the Great Lakes Fisheries

Current Electric Barrier System at CSSC – Fish escape through

- Cost: I: \$24M; IIA & IIB: \$23M
- \$7.25M operating costs per yr

Proposed Hydrologic Separation

- Cost range: \$15.5B - \$18.4B
- Time: 25 yrs

Electrical Barriers
Locks, Treatment Plants, Physical Barriers

- Cost Range: \$8.3B - \$18.4B
- Time: 25 yrs (3), 10 yrs (1)

Current System, Education, Poisons, Watercraft Cleaning

- Cost: \$68M, harm to...
- Ecosystems, water, recreation

Asian carp crisis worsens, S & T suffers, reliance on unsafe imports

- Does not reduce fish or threat
- Fisheries die, lacks support

Silverfin™ Proposed Solution

Long term, sustainable and efficient harvest

Eco-Friendly Food Processing Plant and Satellites

- Cost: **\$10M**
- Time: 6 months to one year

Business model and Financial Incentives

- Creates 1000 of jobs
- Fishermen Income: \$10,500/mo

Coordinated Commercial Harvest

- Echo friendly fishing regulation
- Serves entire MS River Basin

Regenerate US Markets, Serve Institutional Markets

- Decrease unsafe imported fish
- Provide safe, nutritious products

Reduce populations, threat
Restore habitats, economy & lives

- Our only sustainable solution
- Fisheries thrive, public support

What about eradication?

- Eradication, controversial to our solution
 - Poisons such as pesticides and bio-bullets used to eradicate could have detrimental impact on ecosystems, recreational fisheries, water sports, and water quality
 - The cost to implement is high, and will take years to implement
 - Negative publicity controversial to our project



Two question asked:

What if Asian carp become so popular that fishermen spread them further?

- Asian carp are already entrenched in the entire Mississippi River Basin waterways and lakes, and have pierced the brackish water of the Gulf Coast.
- They must be processed into value-added fish products to provide viable income for commercial fishermen, therefore process control harvest.
- Silverfin, trade-name is promoted..not Asian carp



What if we run out of Asian carp and the only alternative is farm raised Asian carp?

The fast reproduction of Asian carp is the ideal for a sustainable fisheries, market price will control demand versus availability.

Working with fisheries policy makers to ensure population management.

“We should not be concerned about the sustainability of the Asian carp population for commercial harvest for years to come.”

Kevin Irons, an ecologist with the Illinois Department of Natural Resources who has studied the carp.

Aug 2015

For the past few weeks, Jordan Fiedler, 19, has been making a 4 hour round trip to St. Louis University Hospital from Pleasant Hill, Illinois, just to save his face.

While inner tubing down the Mississippi, a Silver carp hit him in the face, fracturing his nose, denting his forehead and shattering bones above his brows and eye sockets.



IT COMES DOWN TO THIS:

SOON ONE OF OUR KIDS WILL DIE, & WE WILL
BE LEFT WITH ONLY ONE GLARING QUESTION...

WHAT HAVE WE DONE?

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Marketing and Communications Director

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Business plan with financial proforma
is available upon request.

