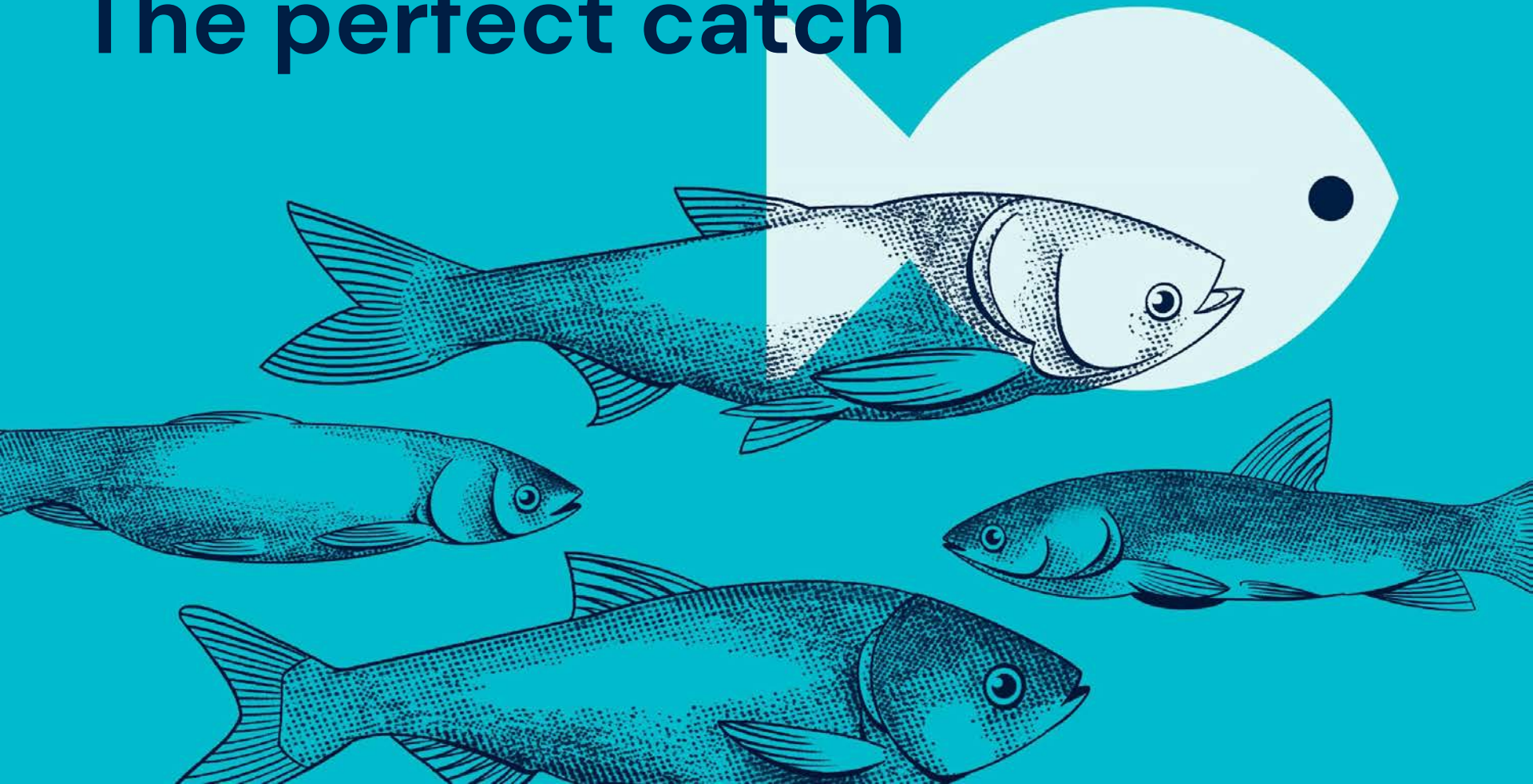
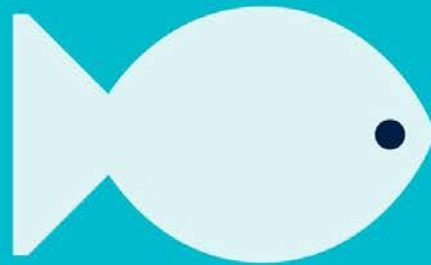
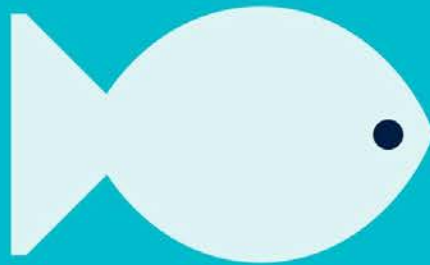
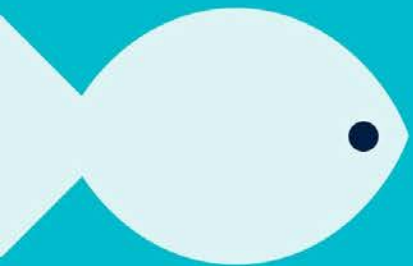


The perfect catch

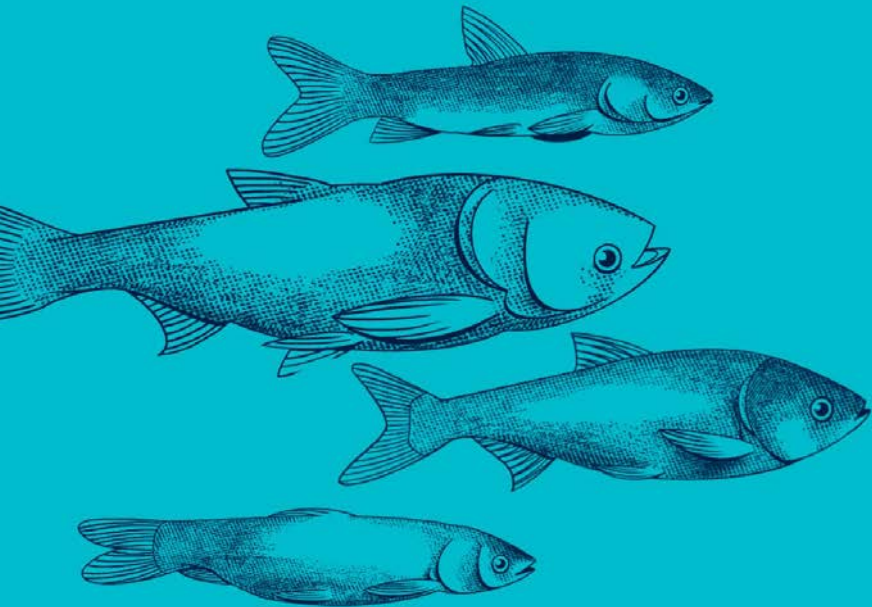


Welcome



Today's Agenda

Moderator: John Rogner
Assistant Director, IDNR



Welcome

Colleen Callahan, Director IDNR

Background

Kevin Irons, Assistant Chief, Fisheries Division, IDNR

University of Illinois Experience

Dr. Dawn Aubrey, Executive Director,
Rensselaer Dining, Sodexo

Rebranding

Nick Adam, Design Principal, Span Studio

Culinary

Chef Chris Koetke, CEO, Complete Culinary LLC

Sales and Marketing

Melissa Rullman, National Sales Director
Copious Carp Collaborative

Join us (and next steps)

Ted Penesis, Director, Community Outreach, IDNR

Background fish—biology—management

A large, stylized light blue fish shape is centered on the page, facing right. It has a solid dark blue circular eye. The background is a solid teal color, with the fish shape cut out of it. The text is positioned in the upper left portion of the fish's body.

Background
fish—biology—management

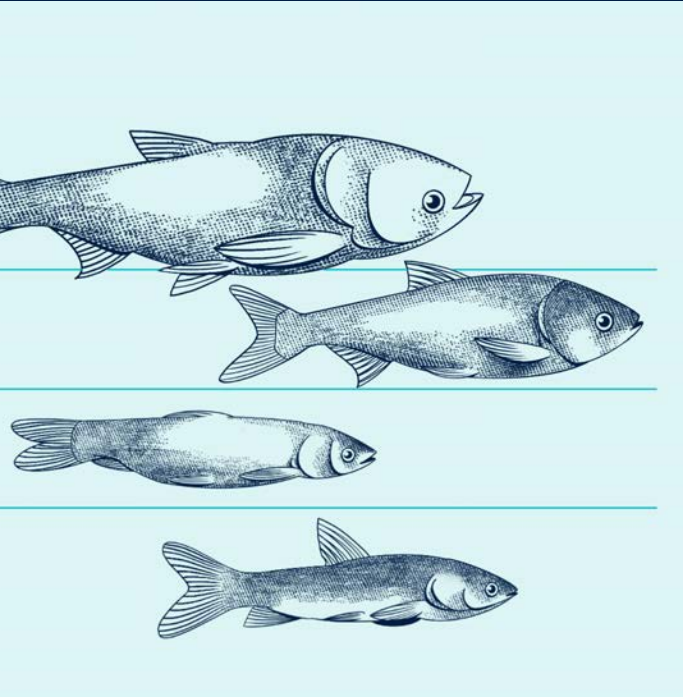
Kevin Irons

Illinois DNR, Assistant Chief of Fisheries

kevin.iron@illinois.gov



Background



Asian carps: four species
(Bighead, Silver, Black and Grass Carp)

Multiple sources but native to China, East Asia
(one of most cultured/consumed fish in the world)

Imported into United States in 1960's/1970's
(escaped)

Established in major U.S. river basins
(Illinois, Mississippi, Missouri, Ohio)

Background – brought to US as a responsible thing to do



Food and Agriculture Organization (UN - FAO)

— 6th most fin fish consumed world wide (FAO 2004)

Importation to US of Asian carps (including grass carp) as early as 1963

— USFWS/Auburn/Arizona Game and Fish/Arkansas Game and

— Fish Commission/private hatcheries

(US) Water Pollution Act of 1972

—Encourage use of aquacultural alternative for water reuse

USEPA funded work in Benton Arkansas

National Marine Fisheries Service (1976)

— Funded WQ investigations in sewage treatment systems

*Bighead carp is an excellent food animal,
its acceptance by consumers in the U.S.*

is rapidly increasing. — USFWS's Third Report to the Fish Farmers,
Dupree and Huner 1984 in History of Introductions..., Kelly et al. 2011

Background

Today's avg size; max size

5-10 lbs; 40-65 lbs

8-15 lbs; 40-80 lbs

10-20 lbs; 40-100 lbs



Background



8-20 lbs; 60-115 lbs

Background — often recognized this way here in the US (up to 70% total biomass)



Silver carp is dominating commercial harvest as well

Background — but recognized this way around the world



Background — Fishing, we have a workforce



Methods evaluated: **Monterey Bay Seafood Watch Good Choice!**

Background

The ACRCC (a key partner)

27 US and Canadian federal, state, provincial, and regional institutions

Formed in 2010 to prevent the introduction, establishment, and spread of Asian carp into the Great Lakes

Co-chaired by the USEPA and USFWS

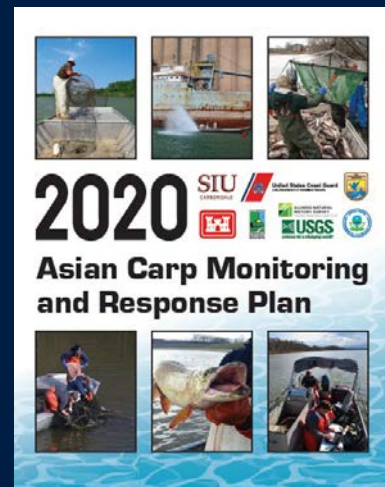
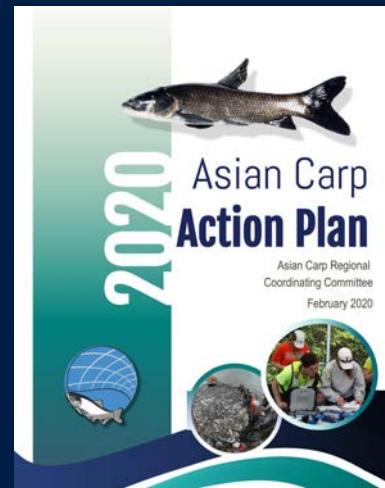
Monitoring Response Workgroup is a subcommittee

Monitoring and Response Plan

Co-chaired by State of Illinois and Great Lakes Fishery Commission

Enabled jumpstart of business analyses, including marketing/branding

www.asiancarp.us



Background

Overall Strategy



Upper River

Contract removal

Detectable front - less than 5% of 2012 population

Science driven

Modeling

Downstream management

Response as needed

CAWS

Barriers

Monitoring

Response

Lower River

Independent
Commercial Harvest

Modeling

Harvest important to protect ecology AND prevent spread

Model for a nation

Background

Challenges



What's in a name?

Carp is a 4 letter word

Carp represents dozens of species

Common carp introduced in
1880s across US

Well known, but challenges
due to strong taste (bottom feeder)



Background

Challenges



What's in a name?

Not a bottom feeder

Not grandpas “carp” (must change perception)

4 Asian carp species

Light, flakey, nutritious
(more later)

The right thing to do ecologically (Green Choice!)

Opportunity to rebrand, Why we are here!

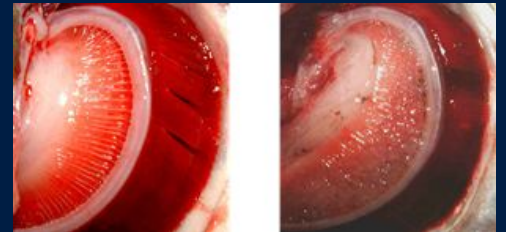
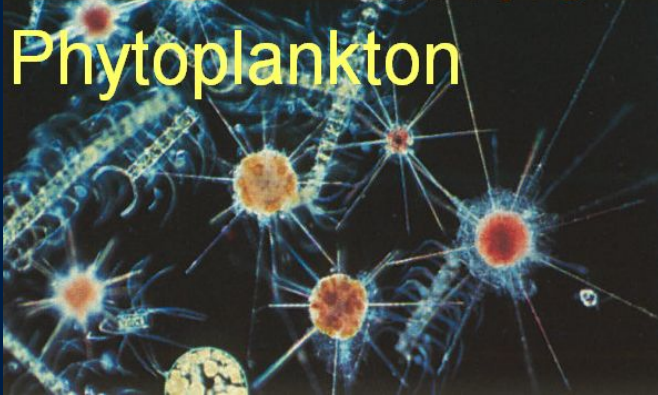


Background — Not a bottom feeder

Zooplankton

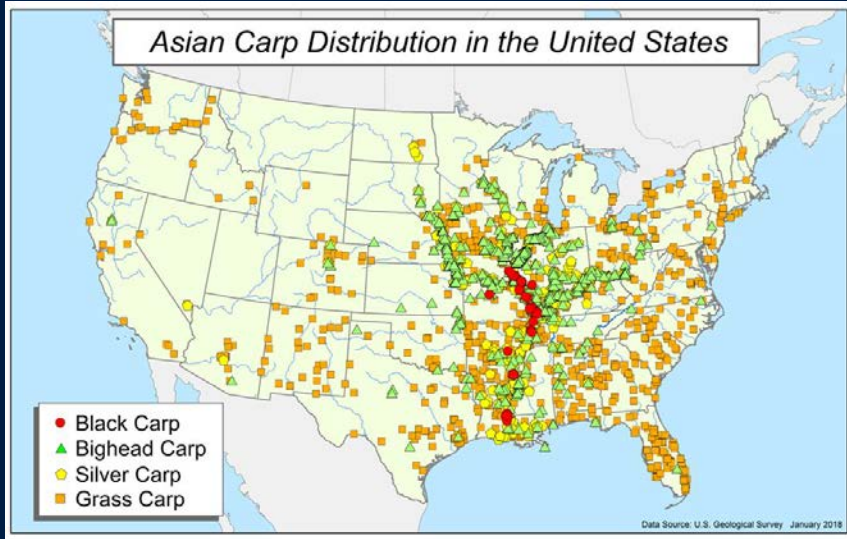


Phytoplankton



Specialized gill raker structures

Background — a National issue (first Illinois, then transform national rivers)



Scope

Large Rivers across nation
Illinois River alone (240 miles)

20-50 M lbs annually

Protein needs

Healthy choice

Historic fishing identity

Background — a healthy choice!

A delicious healthy choice

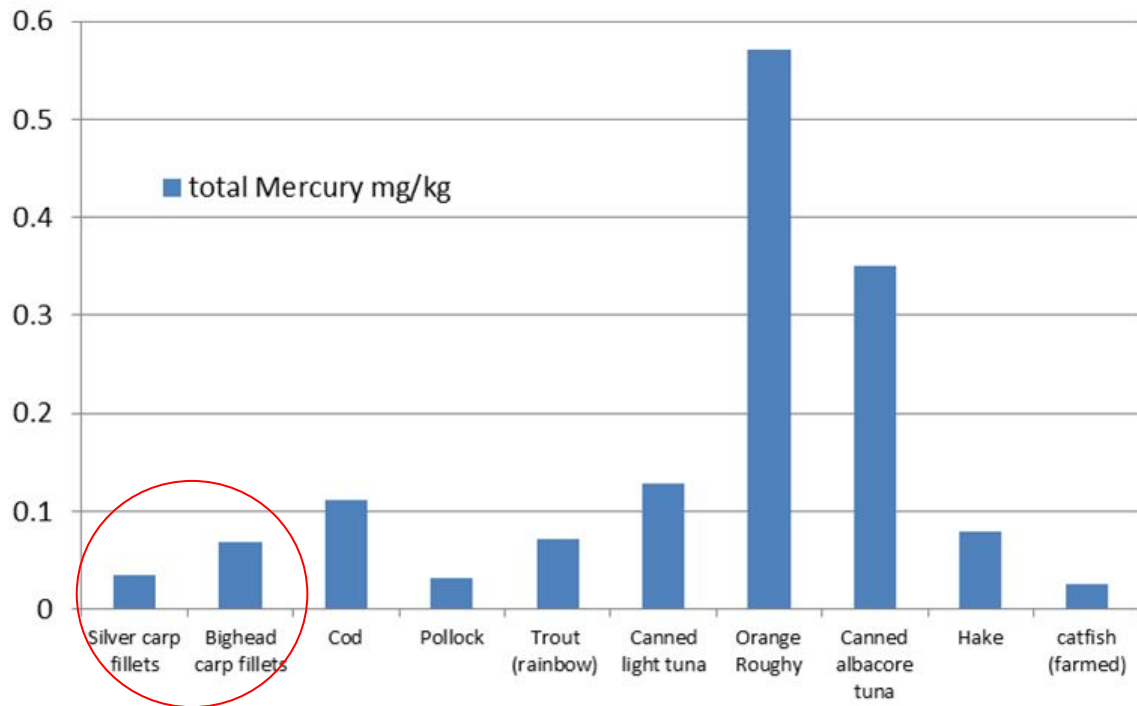
Asian carp is a nutritious fish, and a great source of protein and omega-3 fatty acids.

Fresh and clean

Asian carp is a clean, top-feeding freshwater fish, very low in contaminants* and heavy metals* that compares favorably to Tuna, Cod and Orange Roughy.

* Well below US Food and Drug Administration (FDA) limits.

Background — using Mercury as an example, a healthy choice!



Background — Eat well, do good.

A key moment to develop
public-private partnerships
to solve problem ...
... thus a marketing strategy
to aid industry and
thus help prevent spread.

Background — Proven SUCCESS in dining halls

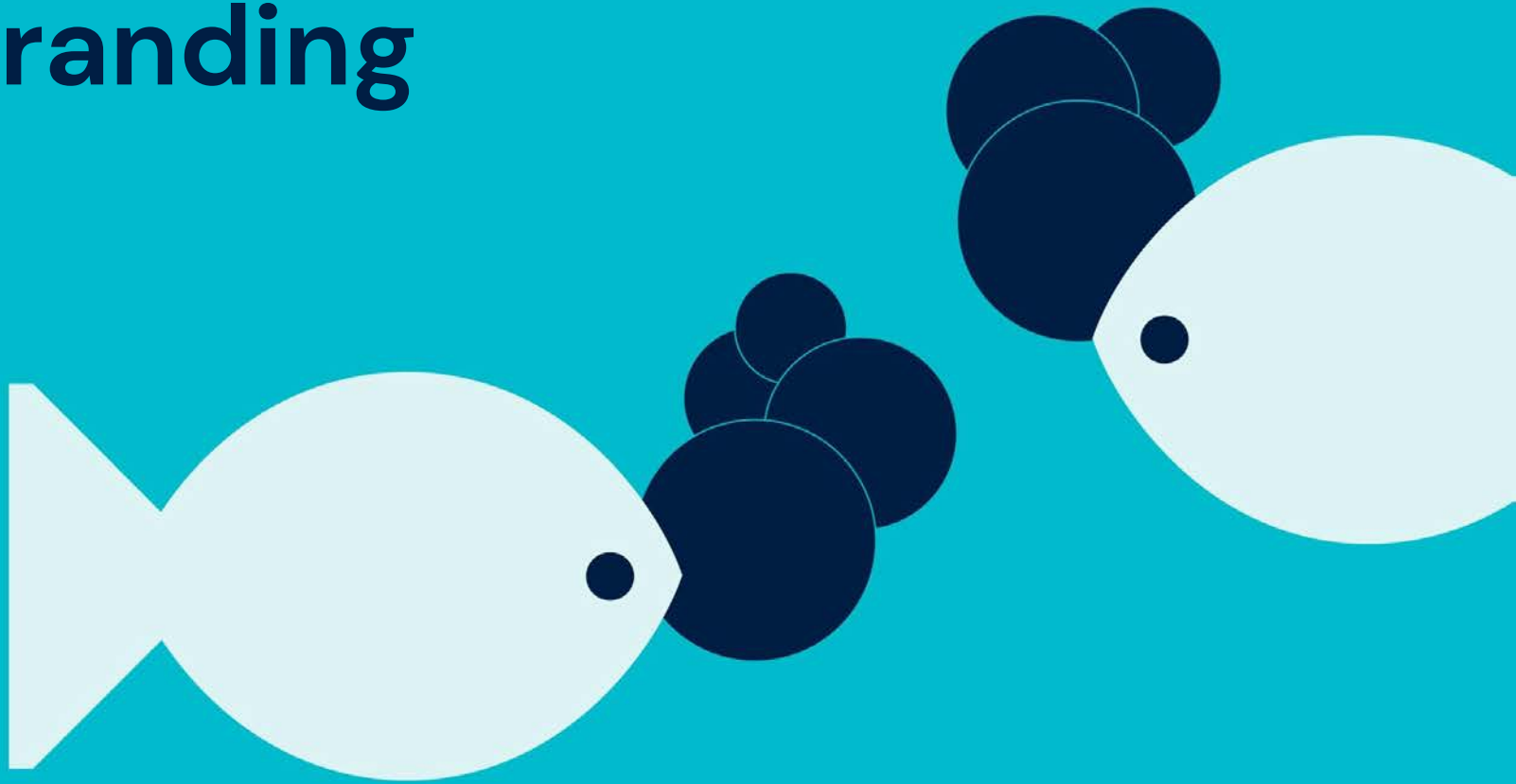


UNIVERSITY HOUSING: [University of Illinois at Urbana - Champaign](#)

University of Illinois Experience



Rebranding



Rebranding



Rebranding

Nick Adam

Design Principal, Span Studio

www.Span.Studio

Rebranding

Illinois Department of Natural Resources (IDNR) Asian Carp Steering Committee (ACSC)

- U.S. Environmental Protection Agency (EPA)
- U.S. Fish and Wildlife Service (FWS)
- Illinois Department of Commerce and Economic Opportunity (DCEO)
- Southern Illinois University (SIU)
- Indiana Wildlife Federation
- Illinois Department of Natural Resources (IDNR)

Rebranding

Our charge was to rebrand
Asian carp to be increasingly
desirable for consumption.

In turn helping mitigate the ecological challenges of Asian carp,
while providing a positive impact on our food system and economies.

As this is an enormous task,
we assembled a team of experts:

- Span (strategy, naming, visual design)
- M. Harris (strategy, pr, marketing, earned media)
- Daylight (systemic design research)
- Donna Spiegel (strategy, brand voice)



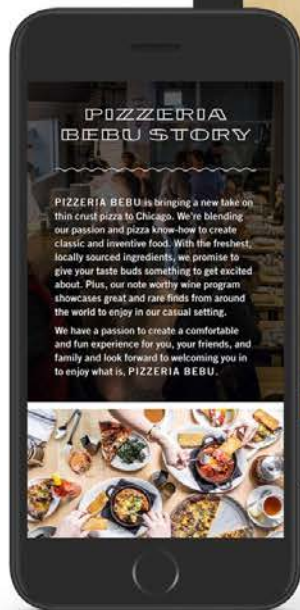




ColumBus

הַיְּהוּדִים הָעֲרָבִים









Crate & Barrel

Crate & Barrel

SALE

 daylight

MacArthur
Foundation



Metropolitan **Planning** Council



THE CHICAGO
COMMUNITY TRUST
AND AFFILIATES



KANSAS
LEADERSHIP
CENTER

Rebranding

Seasonal

Wild caught

Responsibly sourced

Fair trade

High in omega 3s

It is natural

Low in mercury

It is organic

Plant fed

Sustainably wild, surprisingly delicious



Rebranding

We spoke with 115 regular Illinoisans across the Chicago metro area.

- 75% of them considered fish a favorite food
- 28% of their favorite restaurants specialize in fish
- In the last week, 25% of their meals included fish

These people were fish lovers. When describing their eating habits, they used words like: Healthy, Indulgent, and Clean

All qualities of Asian carp.

Rebranding

Freshness, Flavor, and Sustainability

Were the top 3 considerations
in respondents' fish purchasing decisions

All qualities of Asian carp

Rebranding

Fresh, Flavorful, Savory,
Clean, Simple, Light

Were the top 6 descriptions respondents
used to describe the way they like fish to taste

Again, **all qualities of Asian carp**

Rebranding

We found that Asian carp has all the characteristics people love about fish, but there is a perception issue based on the name.

The great news is,
this is not a unique problem.

Fish have often been renamed —
partly due to chefs, foodies, and anglers
always looking for the hot new thing,
but also because of overfishing. Simply,
we often look for new things to eat.



ahuacatl

slimehead



Rebranding

Alligator Pear
Chinese Gooseberry

Avocado
Kiwi

Patagonian Toothfish
Goosefish
Slimehead
Dolphinfish
Horse Mackerel
Stumptown

Chilean Sea Bass (this is actually a cod)
Monkfish
Orange Roughy
Mahi-mahi
King Mackerel
Whitefish

Large Catfish
Snakehead

Delacata
Channa

Rebranding

Our teams have been collaboratively designing a new brand identity for this fish based on its true characteristics.

This work has been done with significant market research and market testing.

Most importantly, the new brand embraces transparency, as we do not believe in deception of the public.

Rebranding

We have designed
a brand tool-kit to
create cohesive stories
about this delicious,
highly sustainable fish.



Rebranding

Brand tool-kit contents

- Brand Strategy and Name
- Communication Guidelines
- Brand Voice and Tone
- Graphic Identity and Standards
- Designed Collateral
- Communication Toolkits
(food processors, retailers,
chefs and restaurateurs,
food service, food advocacy)



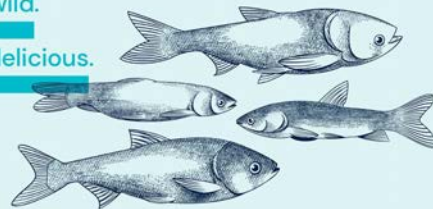
Rebranding

The one-pager we shared prior to today's meeting makes use of the tool-kit

- Illinois' most sustainable fish
- Eat well, do good
- Too much of a good thing
- Local and wild-caught
- A delicious healthy choice
- Fresh and clean
- A delicious way to grow the economy

Sustainably wild.

Surprisingly delicious.



Illinois' most sustainable fish. Asian carp is a mildly flavored, firm, flaky, freshwater fish. Its place is among the most popular white fish — more savory than tilapia, cleaner tasting than catfish, less flaky than cod. Eat well, do good. Every time you serve, sell or enjoy Asian carp, you're helping restore our local waterways and the return of native fish. Asian carp is a sustainable, healthy and delicious alternative to other farm-raised or wild-caught fish.

Infinite possibilities. Asian carp has a clean, mild flavor profile that marries well with a range of seasonings. It's a chef's blank canvas for creativity — pan fry, steam, broil, bake, roast, or grill. Asian carp can be ground for burgers, fish cakes, dumplings and tacos. Too much of a good thing. Not a bottom-feeder, Asian carp is a clean, top-feeding fish. Originally introduced to filter plankton they outeat our native fish, disrupting our ecosystems. Asian carp are a serious threat to our local waterways. 🐟

A key differentiator. The more we eat, the better the environment.

Rebranding

As we prepare for a national launch with media coverage, we are keeping the name and core branding assets “in the vault.”

— to ensure the greatest impact for the launch

Rebranding

The brand launch is being planned for late June just prior to our presence at the **Boston Seafood Show** this July and subsequent marketing roll out.

Rebranding

To support the launch, in development is:

A National Launch Event (late June)
Boston Seafood Show (July 11–13)
Earned Media Coverage

Rebranding

To support the launch, in development is:

Custom Website

Film and Video Media

Social Media Ad Campaign

Philanthropic Strategy

Rebranding

To support the launch, in development is:

Sales Collateral
National Sales Director
(she already begun working)

Rebranding

To support the launch, in development is:

- National Launch Event (late June)
- Boston Seafood Show (July 11–13)
- Earned Media Coverage
- Custom Website
- Film and Video Media
- Social Media Ad Campaign
- Philanthropic Strategy
- Sales Collateral
- National Sales Director (has already begun working)

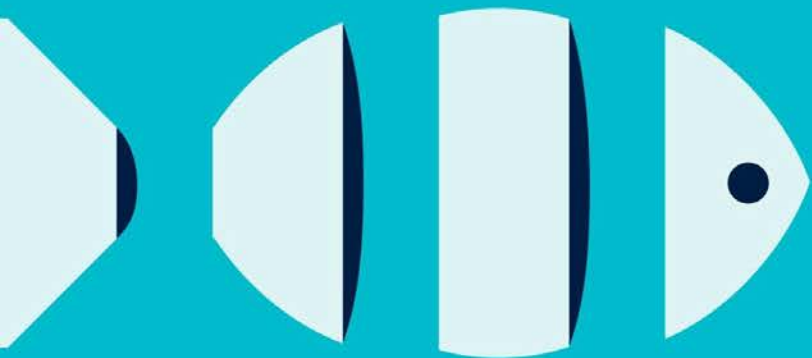
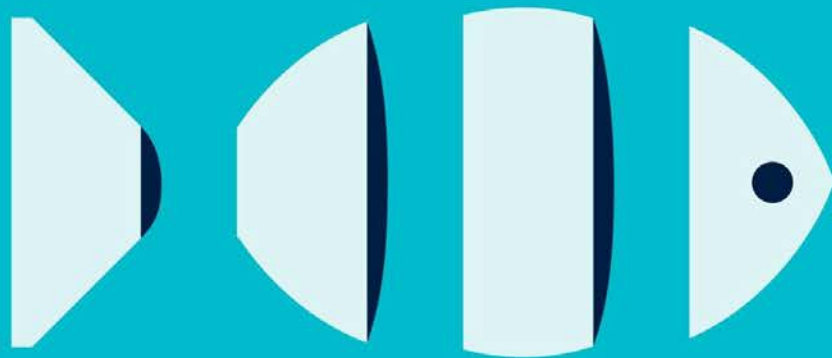
All these tactics will support and promote growth of the industry, your businesses.

Eat well, do good.

These efforts of research, design, marketing,
are all an investment by IDNR.

The goal is to help the environment
while creating positive impact
in the food system and economic
opportunities for your organizations.

Culinary



Culinary

The paradox:

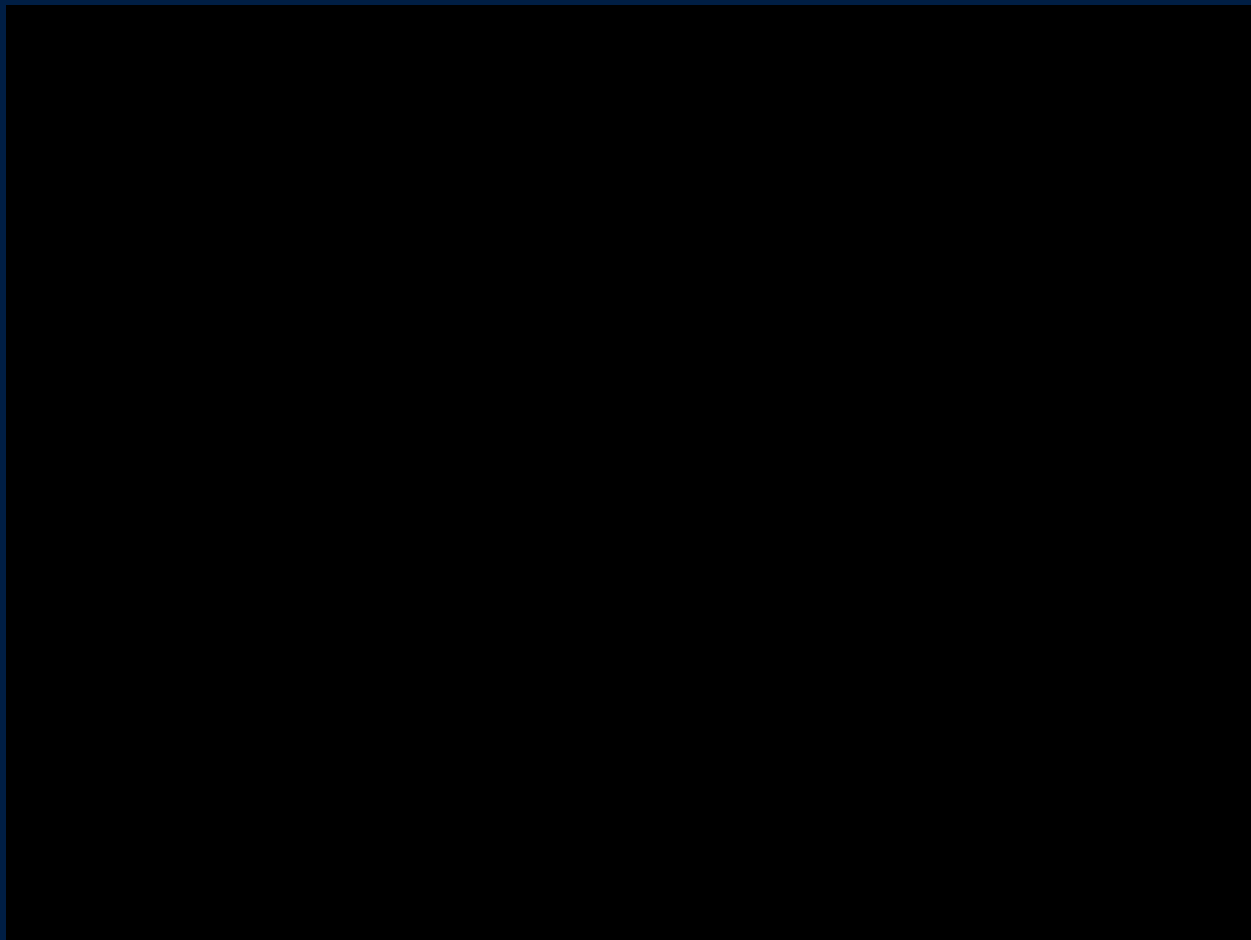
Plentiful locally
Wild and Sustainable
Versatile
High quality protein

Misunderstood
Maligned
Disregarded
This needs to change!

Culinary

Processing Asian carp

- Size
- Color
- Multiple cuts
- Bone challenge
- Versatility



Culinary

Asian carp varieties

Bone structure

Market forms:

- Whole
- Boneless strips
- Ground



Culinary

Flavor and culinary application

Boneless strips



Culinary

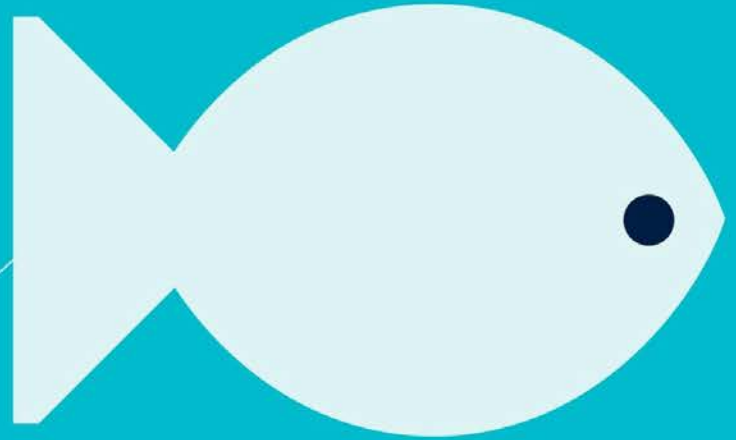
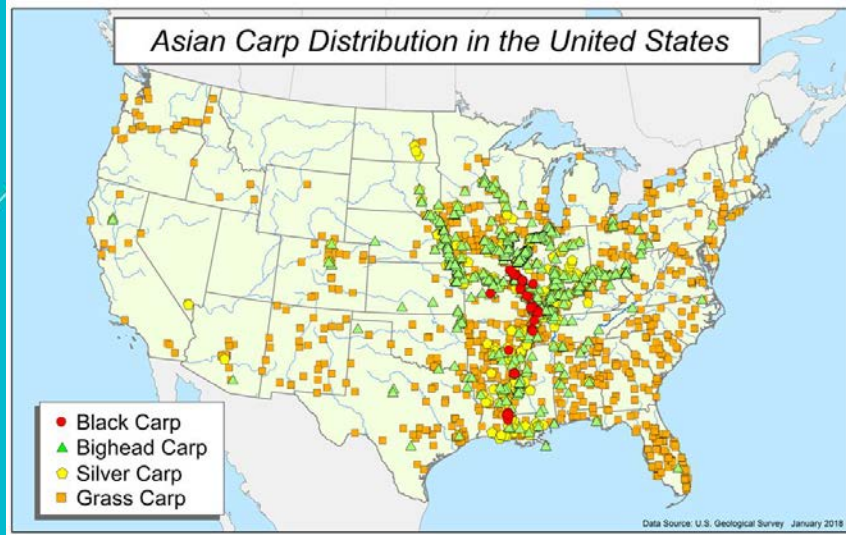
Minced



Also:
smoked and whole/fillet



Sales and Marketing



Asian Carp will deliver river to table!

Sales and Marketing

Melissa Rullman

National Sales Director

Copious Carp Collaborative

AsianCarpSales@gmail.com

Sales Partners: Where do we want to go....

Market Channels:

- Retail, Anchor Partners
- Food Service
- Distributors
- Industrial



Support

Telling the story: Key Sales Support

- Sales Presentations
- Product Samples
- Marketing and Collateral Materials
- Promotional Programs
- Social Media / PR Programs / Community Engagement
- Customer and Staff Trainings

We need your help!

Call to Action:

We need your help to get
Asian carp on kitchen tables,
on menus, in grocery stores
and dining venues.

Join us



Sustainably wild, surprisingly delicious

Melissa Rullman

National Sales Director

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Chef Christopher Koetke

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