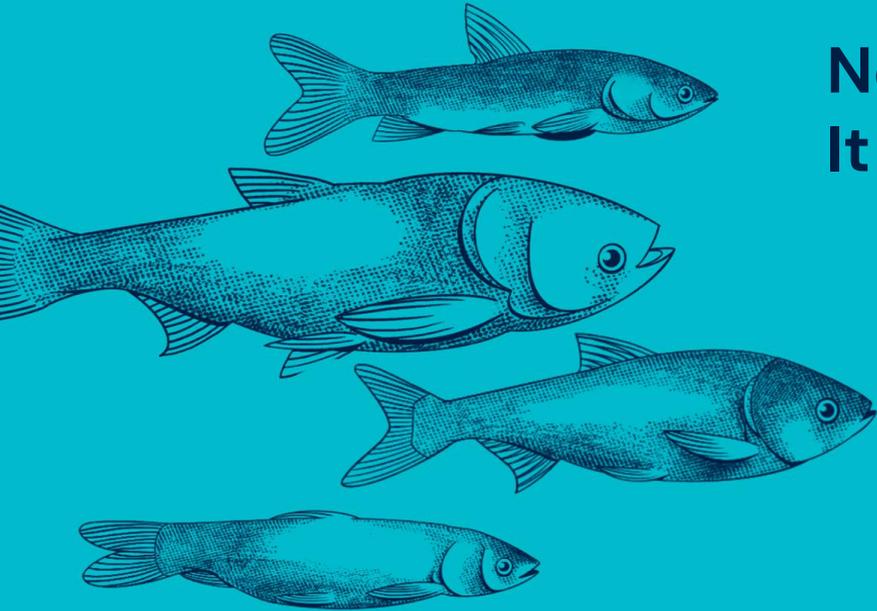


Great Lakes ANS Panel Fall Meeting



New Name for Bigheaded Carps: It Worked for the Avacado!

Kevin Irons

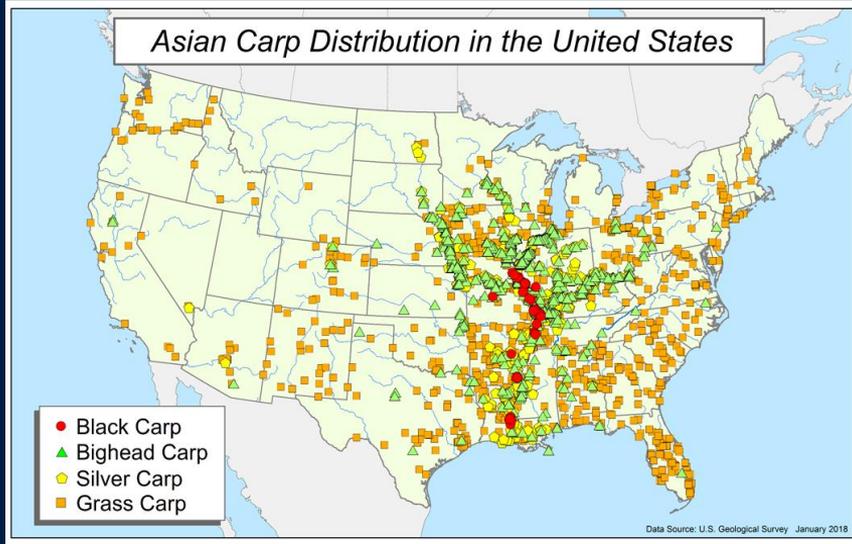
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Background — a National issue (first Illinois, then transform national rivers)



Scope

Large Rivers across nation
Illinois River alone (240 miles)

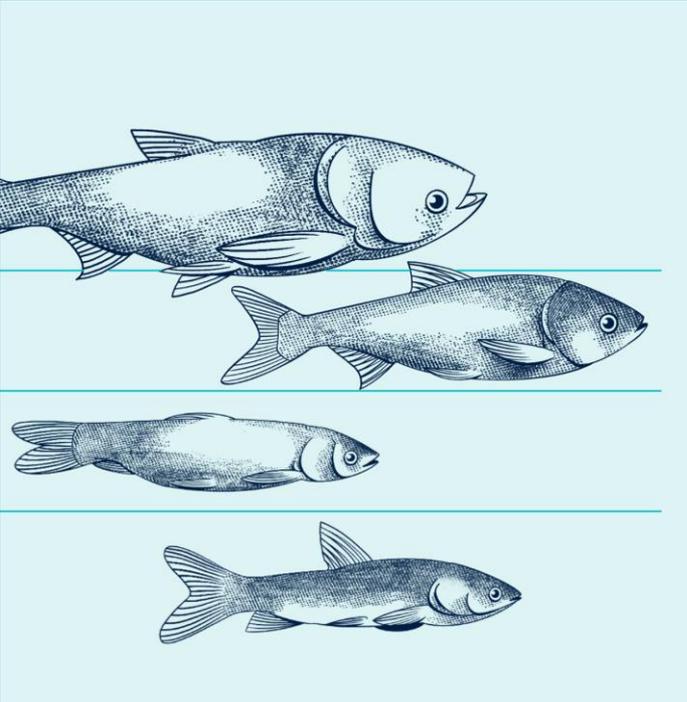
20-50 M lbs annually

Protein needs

Healthy choice

Historic fishing identity

Background



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)

Significant work to prevent spread inter- and intra-
basin with emphasis on prevention to Great Lakes

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

Overall Strategy



Upper River

Contract removal

Detectable front - less than 5% of 2012 population

Science driven

Modeling

Downstream management

Response as needed

CAWS

Barriers and more barriers

Monitoring

Response

Lower River

Informed by Model +

Independent

Commercial Harvest

Harvest important to PROTECT ecology AND PREVENT spread

Model for the Nation

Background

Commonly recognized Challenges



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)

24 species of fish (FDA fish list) where
“carp” is acceptable

What's in a name?



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, Key to increased
MANAGEMENT AND CONTROL where species thrive

BUSINESS PROCESS ANALYSIS AND GROWTH OF AN INDUSTRY

(KEY FOR LONG TERM MANAGEMENT AND CONTROL)

*(NOTE FROM KEVIN: ECONOMIC ANALYSIS FROM A BUSINESS/ECONOMIC SPECIALIST)*KEY*

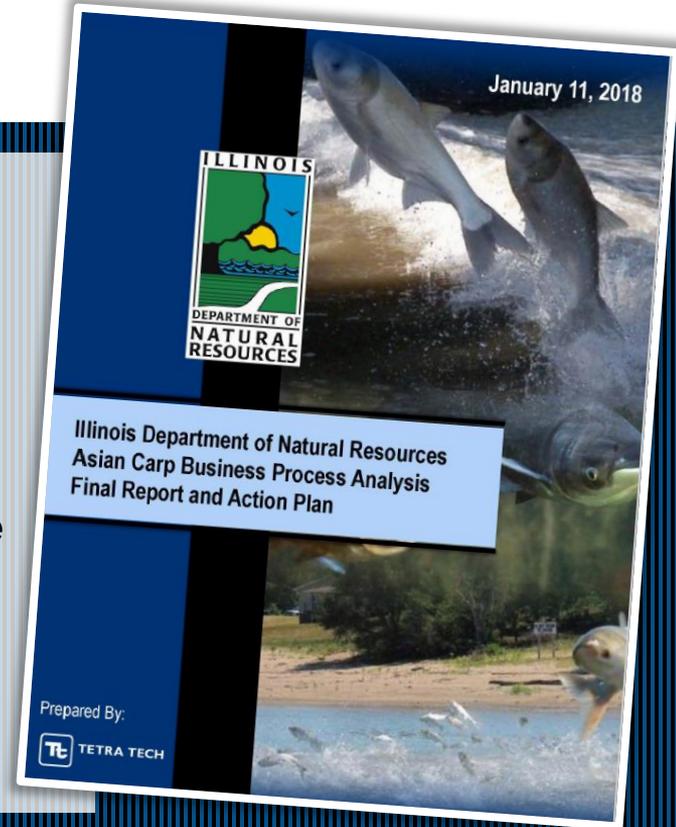
■ PREMISE:

- Enormous biomass of invasive carp
- Yet few businesses – WHY?

■ PURPOSE OF STUDY:

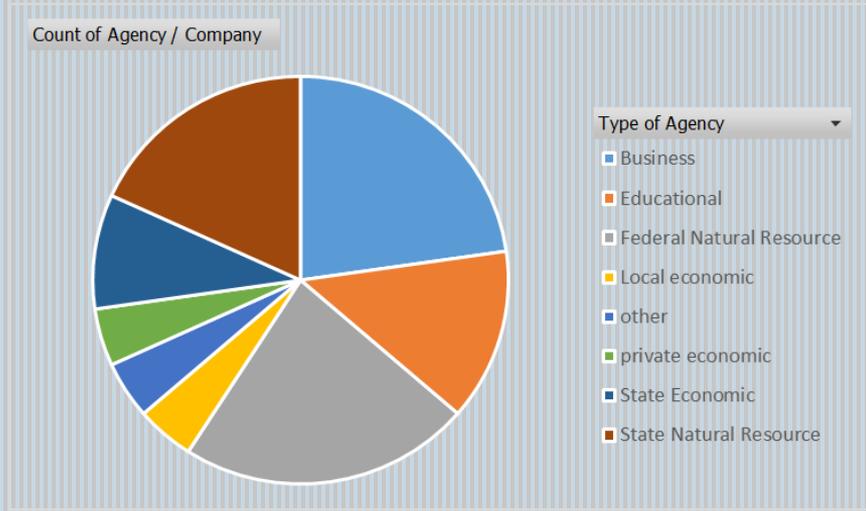
- Identify the “sticking points” for why more businesses are not taking advantage of these fish
- Recommend ways to encourage business growth

■ IN SERVICE OF REMOVAL GOALS



STUDY INVOLVED

- Research – reviewed over 40 studies, articles and papers
- Conducted 35 Stakeholder Interviews
 - Federal, State and local departments and agencies
 - Members of ICRCC (*then* ACRCC)
 - Universities
 - Other States
 - Advocacy groups
 - Fishers
 - Fish Processors & End-Users



SOME OF THE KEY FINDINGS

(ALL BENEFIT FROM A REBRANDING AND STRONG INDUSTRY)

▪ Invasive Carp Products

- Clear markets for these fish

▪ The Fish

- Misguided perception as “trash fish”
- Yet favorable results at tasting events

▪ Fishers

- Significant decline of the industry
- Low price of invasive carp sale to buyers

▪ Processors

- Lack of consistent supply
- Quality (freshness)
- Processing infrastructure
- Reflected misguided perceptions of the fish

▪ Transportation

- Cost
- Fishers largely responsible for delivery to processors

IMPLEMENTATION

(NOTE FROM KEVIN: BRAND AND MARKET DEVELOPMENT FROM SPECIALISTS!)*KEY

Develop Brand
and Marketing
Strategy

Design Team



M. HARRIS & CO.



TETRA TECH



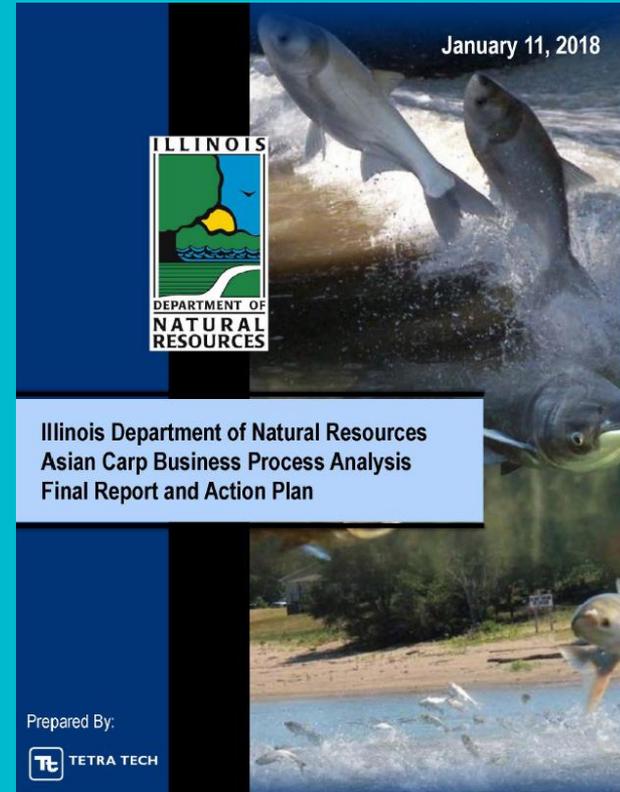
Why Re-brand (restated)

Business Process Analysis Report

Extensive media coverage as invader, maligned, “trash” fish

Processors and product makers noted difficulty selling Asian carp due to negative connotations of its name

Need for a new, positive image to countermand negative perceptions



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.

Successful Renaming



Slimehead aka Orange Roughy

Renamed in the 70s by U.S. National Marine Fisheries Service

Prior to its new name, Slimehead was known for its distinctive mucus canals. The name change led consumption levels to spike to nearly 19 million lb. per year. The new common name was in response to its color and rough fins.

Orange Roughy is now on the Monterey Bay Aquarium Seafood Watch Avoid List as it's caught with bottom trawls around ancient, deep-sea corals. The demand for Orange Roughy has caused irreparable harm to deep-sea corals.

Successful Renaming



Patagonian Toothfish aka Chilean Sea Bass
Renamed by fish merchant Lee Lantz in 1977

Its new name conjures up exotic notions of South America and anglers catching this prized fish off the coast of Chile. Only a minority of Chilean Sea Bass come from the coast of Chile. Many fish sold under the name hail from arctic regions. The fish isn't even a type of bass; it's a cod.

Patagonian toothfish caught in Chile is on the Monterey Bay Aquarium Seafood Watch Avoid List. The stock is depleted and still being overfished.

Consumption Trends & Preferences

The Pivotal Insight

The engaged fish/seafood consumer is curious and excited to try new species of fish. More food-aware and future-oriented, they prioritize foods with health, sustainability and ecological benefits ... and it should taste delicious too!

Eat well, do good.

Copi is a Differentiator

The name Copi differentiates and elevates the fish to consumers. It has a new and exciting sound that drives curiosity and discovery. The voice/tone is delightful ... both fun and a bit sophisticated.

The name Copi distinguishes itself from the established pool of fish names. It jumps from the sea of seafood names.

Tuna Salmon Tilapia Copi Shrimp Cod
Halibut Copi Northern Pike Walleye
Catfish Perch Flounder Copi Trout Bass
Swordfish Copi Herring Mackerel
Red Snapper Copi Flyingfish Sardines
Sturgeon Copi Monk Fish Grouper
Pollock Chilean Sea Bass Fluke Copi
Haddock Copi Barramundi Milkfish

Positive Attributes of Asian Carp

Local and wild-caught.

Asian carp is a responsible choice, wild-caught in Mid-Western waterways. It is recommended as a Good* choice by the Monterey Bay Aquarium Seafood Watch. * Seafoodwatch.org

Locally sourced

Fresh from Illinois and Midwest waterways

Responsibly caught

Wild caught, great alternative to farmed raised or over-fished fish

Doing good by eating Asian carp

Contributing to solution of a dire ecological problem

Helping small-scale, local fishermen

Bringing back a traditional industry

Growing the regional food hub

Asian Carp is Delicious

Flavor, texture, color.

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.

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.



Asian Carp are Healthful

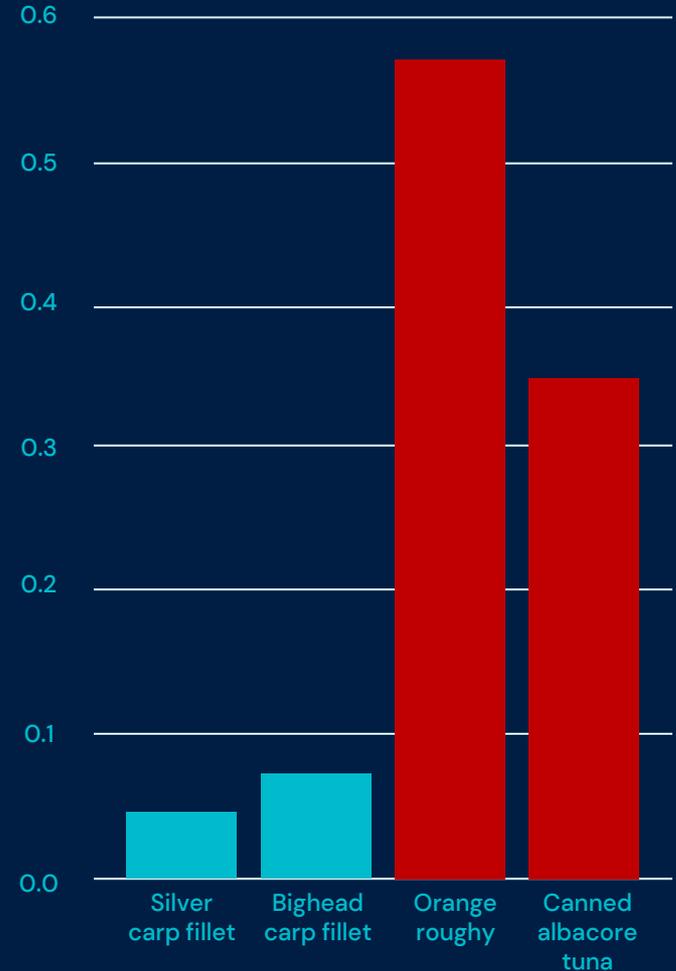
Asian carp is a clean, top-feeding freshwater fish, very low in contaminants* and heavy metals* that compares favorably to Tuna, Cod and Orange Roughy.

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

Asian carp is a nutritious fish, and a great source of protein and omega-3 and -6 fatty acids.

Data Source: Southern Illinois University

Total Mercury mg/kg



Meet Copi ...

Copi is derived from the word *copious*, meaning *abundant*.

Copi is an overly abundant fish in Midwest waterways. Copi is a delicious choice, abundant with flavor. Copi is a healthy choice, abundant in rich protein. Copi is abundant in Omega 3's and 6's.

