

# ***THE RATIONALE FOR STRIPED BASS***

## ***ROSE CANYON FISHERIES SUSTAINABLE AQUACULTURE PROJECT***

### **Established species in the project location**

- ❖ *Morone saxatilis* a.k.a. striped bass, stripers and rock bass
- ❖ Introduced to San Francisco Bay in the 1880s
- ❖ Considered a valuable recreational species in the Sacramento River Delta
- ❖ Reported as “common” within the project range
- ❖ Anadromous species cannot reproduce in Southern California because of lack of river flow

### **No conflict with commercial fishing**

- ❖ Designated by the State of California as a “recreational species”
- ❖ Cannot be caught commercially
- ❖ Marketing will revitalize existing seafood processing and distribution infrastructure

### **Proven source for fingerlings assures steady supply**

- ❖ Striped bass have been cultured for over 100 years for replenishment
- ❖ Several existing hatchery operations can provide juveniles to the farm project

### **Proven market value, interest level and growth opportunity**

- ❖ Experimentation in Mexico indicates a significant market for cultured striped bass
- ❖ Striped bass can supply whole fish, filet and sushi markets
- ❖ Firm, white flesh is highly prized by chefs and wholesalers
- ❖ Pre-processing value estimated at \$8 per kilo
- ❖ Initial volume of 1,000 metric tons (1 million kilos, or 2.2 million pounds) valued at \$8 million
- ❖ Ultimate volume of 5,000 metric tons valued at \$40 million

### **Scientific partner has long-standing proven experience**

- ❖ Hubbs-SeaWorld Research Institute culturing striped bass since the early 1970s
- ❖ An existing adult population for spawning already exists and there is ample opportunity for collecting additional adult fish



**Rose Canyon**  
F I S H E R I E S