

THE RATIONALE FOR WHITE SEABASS

ROSE CANYON FISHERIES SUSTAINABLE AQUACULTURE PROJECT



Native species in the project location

- ❖ *Atractoscion nobilis* a.k.a. white seabass, white weakfish and corvina blanco
- ❖ Native species off the California coast
- ❖ Ranges from Magdalena Bay off Baja California to Juneau, Alaska

Complements commercial fishing

- ❖ White seabass is important both commercially and recreationally
- ❖ Commercially caught white seabass are large and supply a different market
- ❖ Marketing will revitalize existing seafood processing and distribution infrastructure

Proven source for fingerlings assures steady supply

- ❖ Hubbs-SeaWorld Research Institute rearing white seabass for three decades
- ❖ Year-round production from existing brood fish assures a continual supply of juveniles

Proven market value, interest level and growth opportunity

- ❖ 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 breeding species since 1984
- ❖ Using wild caught brood stock and raising juveniles to market size



Rose Canyon
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