

THE RATIONALE FOR YELLOWTAIL

ROSE CANYON FISHERIES SUSTAINABLE AQUACULTURE PROJECT

Common species in the project location

- ❖ *Seriola lalandi*; aka: California yellowtail, yellowtail jack, amberjack, kingfish
- ❖ Native to the California coast
 - ◆ Full range is throughout the Pacific
 - ◆ Sport and commercial fisheries from Point Conception to Mexico
- ❖ More abundant and faster growing in warmer waters

Complements commercial fishing

- ❖ Yellowtail sold as “Hamachi” is from Japanese fish farms
- ❖ Local commercially fished yellowtail is not sold for sushi
- ❖ Marketing for sushi will revitalize existing processing and distribution infrastructure

Proven market value, interest level and growth opportunity

- ❖ Existing U.S. market for sushi-grade “Hamachi” is 50,000 metric tons (110 million pounds)
- ❖ Proposed project will provide only 10%
- ❖ Pre-processing value estimated at \$12 per kilo
- ❖ Initial volume of 1,000 metric tons (1 million kilos, or 2.2 million pounds) valued at \$12 million
- ❖ Ultimate volume of 5,000 metric tons valued at \$60 million



Scientific partner has long-standing proven experience

- ❖ Yellowtail has been cultured for 40 years
- ❖ Hubbs-SeaWorld Research Institute has been culturing this species since 2003
- ❖ San Diego has the only operational yellowtail jack hatchery in North America
- ❖ Intensive culture system can produce 800,000 juveniles annually
- ❖ Adults in environmentally controlled pools will provide eggs throughout the year



Rose Canyon
F I S H E R I E S