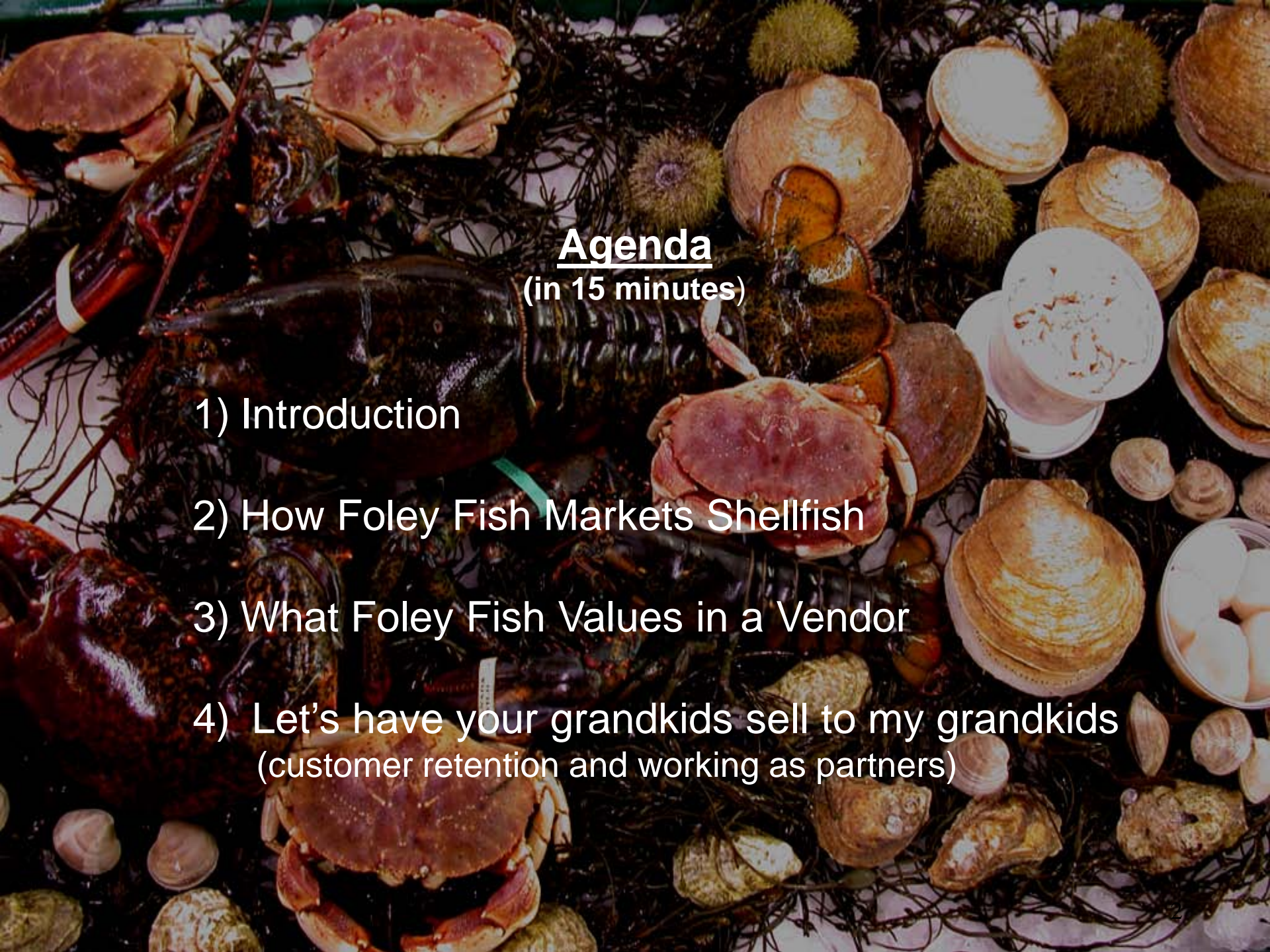


Aquaculture Shellfish Marketing Forum
April 8, 2010



A top-down view of a large assortment of fresh seafood. In the center, a large, dark brown lobster is the focal point. Surrounding it are several crabs, some in shades of pink and red, and a variety of shellfish including large scallops, smaller clams, and oysters. The seafood is artfully arranged on a bed of dark, feathery seaweed. The lighting is bright, highlighting the textures and colors of the different types of seafood.

Agenda
(in 15 minutes)

1) Introduction

2) How Foley Fish Markets Shellfish

3) What Foley Fish Values in a Vendor

4) Let's have your grandkids sell to my grandkids
(customer retention and working as partners)

FOLEY FISH

Family Owned and Focused for Four Generations





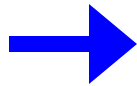
AQUACULTURE SHELLFISH MARKETING FORUM

OYSTERS ON THE HALF SHELL!

WHAT COULD BE BETTER?... or for some people... WHAT COULD BE WORSE?

MUST BE DONE RIGHT!

- ✓ OYSTERS MUST BE FRESH
- ✓ OYSTERS MUST BE COLD
- ✓ OYSTERS MUST BE CLEAN
- ✓ OYSTERS MUST BE HEALTHY



**BUY RIGHT, HANDLE PROPERLY AND
SELL WITH CONFIDENCE!**



Evaluating Shellfish – What Does Foley Fish Look For?

- 1) Quality of Harvest Area / Environment
- 2) Uniformity of Size
- 3) Cleanliness of Shell
- 4) Meat to Shell Ratio
- 5) Salinity / Taste
- 6) Logistics – time out of water
- 7) Availability – Harvest Season
- 8) Commitment of the Farmers
- 9) Record Keeping
- 10) Name
- 11) Price



Blue Hill Bay at Sunrise



Tell the Role of the Vintner - Shellfisherman

- ✓ Farmed or Wild Seed
- ✓ Grown out with upwellers?
- ✓ Racks or Ocean Floor?
- ✓ Time in the Beds – Sizing?
- ✓ Winter Storage?
- ✓ Tumbled – Cup Shape?
- ✓ Method of Harvest?
- ✓ Different Culls?
- ✓ Washing Method?
- ✓ Processing - Purged?

What makes your product different? better?





Highlight Environmental Attributes

- ✓ Shallow, with ample sunlight penetration
- ✓ 8-10 foot tidal movement delivers nutrients and removes waste, twice daily.
- ✓ Harbor has no commercial or industrial development
- ✓ 75% land surrounding the harbor is conservation protected so no real threat from run-off pollutants
- ✓ Natural geography creates “tidal swirling effect” moving through the area and reintroducing nutrients
- ✓ Cape Cod Bay naturally has high salinity



Points of Differentiation:

- Full traceability from premium hatchery seed stock
- Oysters moved during grow out for maximum nutrients
- Last year of grow-out done in raised mesh bags for a cleaner oyster
- Graded before shipping for uniformity of sizing
- Purged for cleanliness





Benefits of Eating Shellfish

- ✓ Mussels, oysters, scallops, and clams are healthy sources of protein.
- ✓ Shellfish, such as oysters, are high in Zinc. Zinc is a proven immunity booster, and optimal zinc intake promotes growth, mental alertness and aids in proper brain function. One oyster provides close to the entire recommended daily intake for zinc (15mg for adults).
- ✓ Shellfish are typically high in protein & iron, and are very low in calories, fat and cholesterol.
- ✓ Oysters contain dopamine, which is a vital element that governs brain activity.

Eat Shellfish – Live Long – Live Well!



WAWENOC OYSTERS



SALUTE OYSTERS



Characteristics of Foley's Best Shellfish Vendors

- ✓ They have a passion for what they do
- ✓ They are willing to share their knowledge – educate
- ✓ They are always striving to improve the **product**
- ✓ They run their operations as businesses, not a hobby
- ✓ They are good communicators – in real time





Keys to Customer Retention

- ✓ Pick a business model and stick with it
- ✓ Don't compete with your best customers
(keep a level playing field in all markets)
- ✓ Try not to overpromise
- ✓ Grow your business gradually
- ✓ Telegraph any price changes
- ✓ Get to know your customers' business