

CleanFish® Presents Laughing Bird™ Caribbean White Shrimp

Laughing Bird Key off the coast of Belize was named after the Laughing Gull known to nest there. Just a few miles inland, the Bowen family has built what experts have deemed “the future of aquaculture”¹— a result of years of thoughtful environmental design. This remarkable, low-impact operation produces an extraordinary shrimp with a succulent texture and sweet taste. Favored by environmentalists and seafood lovers alike, CleanFish is proud to introduce this pure, delicious *shrimp you can trust.*™



ABOUT LAUGHING BIRD CARIBBEAN WHITE SHRIMP

Quality

- The little shrimp with a BIG flavor.
- Fresh shrimp is processed and chilled moments after harvest and never frozen.
- All natural - no hormones, antibiotics or preservatives. None.
- Extraordinary color. When cooked, this shrimp turns a deep and vibrant red.
- Shrimp are hand peeled to ensure high quality.

Sustainability

- Study funded by the World Wildlife Fund and the Food and Agriculture Organization labeled the Bowen family's operation, “the future of aquaculture.”¹
- Inland, closed loop aquaculture system minimizes land and water use, leaving nearby coastlines and mangroves untouched.
- This sustainable operation employs a Zero Water Exchange policy meaning pond water is recycled from cycle to cycle.
- Hatchery, farm, and processing plant are ISO 9001:2000 and 14001:2004 certified, and the plant is HACCP/ FDA approved.
- Laughing Bird Caribbean White Shrimp are approved by Vancouver Aquarium's Ocean Wise program.

Innovation

- Feed contains a small percentage of fish meal: a 100% vegetarian feed is in development.
- Algae used in feed is produced on site to ensure purity.
- Closed cycle production includes an integrated hatchery, ponds and processing plant.

¹ Evaluation of Belize Aquaculture Ltd: A Superintensive Shrimp Aquaculture System. A report prepared for the World Bank Group, FAO, WWF and NACA.



CLEANFISH
ALLIANCE
FISH YOU CAN TRUST

A company “...Changing the world.” One of “America’s Most Promising Social Entrepreneurs.” An organization “...Helping to make seafood sustainable.”

These are just a few of the accolades CleanFish has received from major publications in the past year and it is easy to understand why. CleanFish Alliance producers are revolutionizing the way seafood is raised and caught and their stewardship produces distinctly better seafood for both consumers and the environment. Join the CleanFish Alliance and bring your customers the best tasting, most responsibly produced seafood from producers who care.

Recent CleanFish Awards
Named “Responsibility Pioneer” by TIME magazine | Recipient of Food & Wine magazine's Eco-Ocean Award
Voted one of “America’s Most Promising Social Entrepreneurs” by BusinessWeek
Winner of Social Venture Network’s Innovation Award

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Laughing Bird Caribbean White Shrimp Fact Sheet

Latin Name	<i>Penaeus vannamei</i>
Form	Peeled, fresh
Size	61-70 count per pound
Product Packing	Shrimp are packed in 8 pound recyclable tubs; 6 tubs per case.
Feed	Feed contains a small percentage of fish meal, and a 100% vegetarian feed is in development. Algae is grown on-site to ensure purity.
Water	Water is sourced from the Caribbean Sea. Water is filtered and continually aerated. This sustainable operation employs a Zero Water Exchange policy: water is recycled from cycle to cycle. Waste is used in neighboring farms as fertilizer.
Source of Stock	Shrimp are carefully selected for breeding in on-site hatchery.
Husbandry	Fully-contained, controlled and lined ponds. Strict biosecurity system and on-site laboratories are in place to ensure a consistent, high-quality shrimp.
Additives/Contaminants	No antibiotics, hormones, colorants, preservatives, sodium tripolyphosphate (STP) or sodium bisulfite ever used. Testing reveals no mercury, PCBs or other contaminants.
Harvest Methods	Shrimp are purged 24 hours prior to harvest. Humanely harvested in an ice and water bath to ensure flavor and firm texture. Shrimp go from pond to processing plant in 20 minutes.

Laughing Bird Caribbean White Shrimp is a sustainable, delicious, and exceedingly fresh alternative to rock shrimp.

	Laughing Bird Caribbean White Shrimp	Conventional Rock Shrimp
Environmental Impact	Practices endorsed by a WWF funded study	Caught in deep water by bottom trawlers that destroy ocean floor
Chemical Additives	No chemicals ever used	Sulfites commonly used on the shrimp boat and STP in processing
Freshness	Fresh, never frozen	"Fresh" typically means only frozen once

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