The perfect catch
Welcome
Today’s Agenda

Moderator: John Rogner
Assistant Director, IDNR

Welcome
Colleen Callahan, Director IDNR

Background
Kevin Irons, Assistant Chief, Fisheries Division, IDNR

University of Illinois Experience
Dr. Dawn Aubrey, Executive Director,
Rensselaer Dining, Sodexo

Rebranding
Nick Adam, Design Principal, Span Studio

Culinary
Chef Chris Koetke, CEO, Complete Culinary LLC

Sales and Marketing
Melissa Rullman, National Sales Director
Copious Carp Collaborative

Join us (and next steps)
Ted Penesis, Director, Community Outreach, IDNR
Background
fish—biology—management
Kevin Irons
Illinois DNR, Assistant Chief of Fisheries
kevin.irons@illinois.gov
Asian carps: four species (Bighead, Silver, Black and Grass Carp)

Multiple sources but native to China, East Asia (one of most cultured/consumed fish in the world)

Imported into United States in 1960’s/1970’s (escaped)

Established in major U.S. river basins (Illinois, Mississippi, Missouri, Ohio)
Background – brought to US as a responsible thing to do

Food and Agriculture Organization (UN - FAO)
— 6th most fin fish consumed world wide (FAO 2004)

Importation to US of Asian carps (including grass carp) as early as 1963
— USFWS/Auburn/Arizona Game and Fish/Arkansas Game and 
— Fish Commission/private hatcheries

(US) Water Pollution Act of 1972
— Encourage use of aquacultural alternative for water reuse

USEPA funded work in Benton Arkansas

National Marine Fisheries Service (1976)
— Funded WQ investigations in sewage treatment systems

Bighead carp is an excellent food animal, its acceptance by consumers in the U.S. is rapidly increasing. — USFWS’s Third Report to the Fish Farmers, Dupree and Huner 1984 in History of Introductions..., Kelly et al. 2011
Background

8-20 lbs; 60-115 lbs
Silver carp is dominating commercial harvest as well (up to 70% total biomass)

Background — often recognized this way here in the US
Background — but recognized this way around the world
Methods evaluated: **Monterey Bay Seafood Watch Good Choice!**
Background

The ACRCC (a key partner)

27 US and Canadian federal, state, provincial, and regional institutions

Formed in 2010 to prevent the introduction, establishment, and spread of Asian carp into the Great Lakes

Co-chaired by the USEPA and USFWS

Monitoring Response Workgroup is a subcommittee

Monitoring and Response Plan

Co-chaired by State of Illinois and Great Lakes Fishery Commission

Enabled jumpstart of business analyses, including marketing/branding

www.asiancarp.us
Background

Overall Strategy

Upper River
- Contract removal
- Detectable front - less than 5% of 2012 population
- Science driven Modeling
- Downstream management
- Response as needed

Lower River
- Independent Commercial Harvest
- Modeling
- Harvest important to protect ecology AND prevent spread
- Model for a nation

CAWS
- Barriers
- Monitoring
- Response
Background

Challenges

What’s in a name?

Carp is a 4 letter word
Carp represents dozens of species
Common carp introduced in 1880s across US
Well known, but challenges due to strong taste (bottom feeder)
What’s in a name?
Not a bottom feeder
Not grandpas “carp” (must change perception)
4 Asian carp species
Light, flakey, nutritious (more later)
The right thing to do ecologically (Green Choice!)
Opportunity to rebrand, Why we are here!
Background — Not a bottom feeder

Zooplankton

Phytoplankton

Specialized gill raker structures
**Background** — a National issue (first Illinois, then transform national rivers)

**Scope**

- Large Rivers across nation
- Illinois River alone (240 miles)
- 20-50 M lbs annually
- Protein needs
- Healthy choice
- Historic fishing identity
Background — a healthy choice!

A delicious healthy choice

Asian carp is a nutritious fish, and a great source of protein and omega-3 fatty acids.

Fresh and clean

Asian carp is a clean, top-feeding freshwater fish, very low in contaminants* and heavy metals* that compares favorably to Tuna, Cod and Orange Roughy.

* Well below US Food and Drug Administration (FDA) limits.
Background — using Mercury as an example, a healthy choice!
A key moment to develop public-private partnerships to solve problem ... ... thus a marketing strategy to aid industry and thus help prevent spread.
Background — Proven SUCCESS in dining halls
University of Illinois Experience
Rebranding
Nick Adam
Design Principal, Span Studio
www.Span.Studio
Illinois Department of Natural Resources (IDNR) Asian Carp Steering Committee (ACSC)

- U.S. Environmental Protection Agency (EPA)
- U.S. Fish and Wildlife Service (FWS)
- Illinois Department of Commerce and Economic Opportunity (DCEO)
- Southern Illinois University (SIU)
- Indiana Wildlife Federation
- Illinois Department of Natural Resources (IDNR)
Our charge was to rebrand Asian carp to be increasingly desirable for consumption. In turn helping mitigate the ecological challenges of Asian carp, while providing a positive impact on our food system and economies.
As this is an enormous task, we assembled a team of experts:

- Span (strategy, naming, visual design)
- M. Harris (strategy, pr, marketing, earned media)
- Daylight (systemic design research)
- Donna Speigel (strategy, brand voice)
BEBU PIZZERIA

HOME
ABOUT
MENU

312-390-8900
EMAIL US
MON-FRI 11AM-10PM
SAT-SUN 10AM-10PM
1502 W. POPPLETON ST
CHICAGO, IL 60622

PIZZERIA BEBU STORY

PIZZA AT BEBU
Selling a new take on the classic pizza of Chicago. Our philosophy is to provide quality, delicious food with the freshest, locally sourced ingredients. We promise to make our pies so well that they’ll have you coming back for more.

We have a passion for making food that is delicious and satisfying. We’re proud to be part of the Chicago food scene and look forward to welcoming you to our pizzeria.

PIZZA AT BEBU
Rebranding

- Seasonal
- Wild caught
- Responsibly sourced
- Fair trade
- High in omega 3s
- Low in mercury
- It is natural
- It is organic
- Plant fed
Sustainably wild, surprisingly delicious
We spoke with 115 regular Illinoisans across the Chicago metro area.

— 75% of them considered fish a favorite food
— 28% of their favorite restaurants specialize in fish
— In the last week, 25% of their meals included fish

These people were fish lovers. When describing their eating habits, they used words like: Healthy, Indulgent, and Clean

All qualities of Asian carp.
Freshness, Flavor, and Sustainability

Were the top 3 considerations in respondents’ fish purchasing decisions

All qualities of Asian carp
Fresh, Flavorful, Savory, Clean, Simple, Light

Were the top 6 descriptions respondents used to describe the way they like fish to taste.

Again, all qualities of Asian carp.
We found that Asian carp has all the characteristics people love about fish, but there is a perception issue based on the name.
The great news is, this is not a unique problem. Fish have often been renamed — partly due to chefs, foodies, and anglers always looking for the hot new thing, but also because of overfishing. Simply, we often look for new things to eat.
slimehead
<table>
<thead>
<tr>
<th>Rebranding</th>
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<tbody>
<tr>
<td>Alligator Pear</td>
<td>Avocado</td>
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<tr>
<td>Chinese Gooseberry</td>
<td>Kiwi</td>
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<tr>
<td>Patagonian Toothfish</td>
<td><strong>Chilean Sea Bass</strong> <em>(this is actually a cod)</em></td>
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<td>Goosefish</td>
<td>Monkfish</td>
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<td>Slimehead</td>
<td>Orange Roughy</td>
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<td>Dolphinfish</td>
<td>Mahi-mahi</td>
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<td>Horse Mackerel</td>
<td>King Mackerel</td>
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<tr>
<td>Stumptown</td>
<td>Whitefish</td>
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<tr>
<td>Large Catfish</td>
<td>Delacata</td>
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<tr>
<td>Snakehead</td>
<td>Channa</td>
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Our teams have been collaboratively designing a new brand identity for this fish based on its true characteristics. This work has been done with significant market research and market testing. Most importantly, the new brand embraces transparency, as we do not believe in deception of the public.
We have designed a brand tool-kit to create cohesive stories about this delicious, highly sustainable fish.
Rebranding

Brand tool-kit contents

— Brand Strategy and Name
— Communication Guidelines
— Brand Voice and Tone
— Graphic Identity and Standards
— Designed Collateral
— Communication Toolkits
(food processors, retailers, chefs and restaurateurs, food service, food advocacy)
The one-pager we shared prior to today’s meeting makes use of the tool-kit

- Illinois’ most sustainable fish
- Eat well, do good
- Too much of a good thing
- Local and wild-caught
- A delicious healthy choice
- Fresh and clean
- A delicious way to grow the economy
As we prepare for a national launch with media coverage, we are keeping the name and core branding assets “in the vault.”

— to ensure the greatest impact for the launch
The brand launch is being planned for late June just prior to our presence at the Boston Seafood Show this July and subsequent marketing roll out.
To support the launch, in development is:

A National Launch Event (late June)
Boston Seafood Show (July 11–13)
Earned Media Coverage
To support the launch, in development is:

Custom Website
Film and Video Media
Social Media Ad Campaign
Philanthropic Strategy
To support the launch, in development is:

**Sales Collateral**

**National Sales Director**

*(she already begun working)*
To support the launch, in development is:

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- Custom Website
- Film and Video Media
- Social Media Ad Campaign
- Philanthropic Strategy
- Sales Collateral
- National Sales Director (has already begun working)

All these tactics will support and promote growth of the industry, your businesses.
Eat well, do good.

These efforts of research, design, marketing, are all an investment by IDNR.

The goal is to help the environment while creating positive impact in the food system and economic opportunities for your organizations.
Culinary
The paradox:

Plentiful locally  
Wild and Sustainable  
Versatile  
High quality protein  

Misunderstood  
Maligned  
Disregarded  
This needs to change!
Culinary

Processing Asian carp

— Size
— Color
— Multiple cuts
— Bone challenge
— Versatility
Asian carp varieties

Bone structure

Market forms:

- Whole
- Boneless strips
- Ground
Flavor and culinary application

Boneless strips
Minced

Also:
smoked and whole/fillet
Sales and Marketing

Asian Carp will deliver river to table!
Melissa Rullman
National Sales Director
Copious Carp Collaborative
AsianCarpSales@gmail.com
Sales Partners: Where do we want to go…

Market Channels:

— Retail, Anchor Partners
— Food Service
— Distributors
— Industrial
Telling the story: Key Sales Support

- Sales Presentations
- Product Samples
- Marketing and Collateral Materials
- Promotional Programs
- Social Media / PR Programs / Community Engagement
- Customer and Staff Trainings
Call to Action:

We need your help to get Asian carp on kitchen tables, on menus, in grocery stores and dining venues.
Join us
Sustainably wild, surprisingly delicious

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asiancarpsales@gmail.com  
773.603.3838

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