

Marshallberg Farm believes the U.S. should find ways to produce sustainable seafood through aquaculture, and believes consumers can be educated to source their seafood wisely. The U.S. imports 90% of all seafood we consume and yet little to none of that is sustainable (it is either produced via non-environmentally friendly aquaculture or from overfishing the oceans). Here are some points to consider when deciding to buy caviar and sturgeon from our farm.

## THE STRUGGLES OF SUSTAINABLE AQUACULTURE

Marshallberg Farm uses an indoor recirculating aquaculture system (R.A.S.). This is the newest, most environmentally friendly type of aquaculture (when following U.S. regulations). It is also the most high risk and most expensive method since it is not dependent on using ponds, lakes or ocean to hold fish. Many R.A.S. farms do not survive due to competition with cheap Chinese, South American or South Asian imports who have little to no environmental or health regulations, and can hire workers at extremely low wages.

## WASTE NOT

Aside from caviar, we smoke the meat, send skins off to be made into fish leather, offer the air bladder for isinglass, gonads for cosmetics, and heads are popular for traditional Russian soups. Our goal is not to waste anything. After all, we've raised these fish for at least 8 years.

## STURGEON FARMING IS NO CAKEWALK!

Raising sturgeon for caviar in an R.A.S. is extreme compared to raising fish just for meat. Sturgeon do not have a physical marker for gender, so each and every fish must be ultrasounded around age 4 to determine gender. Once sorted into separate tanks, the females must grow to 8 years old before they may start to produce roe. They must then be monitored and ultrasounded throughout the year to determine egg cycle. Each fish weighs up to 50lbs, so sorting through 35,000 fish all year long is definitely a workout!

## BUYING DIRECT = MORE BANG PER BUCK

The distributor's goal is to maintain high margins. Caviar imports are marked up substantially when they enter the US market.

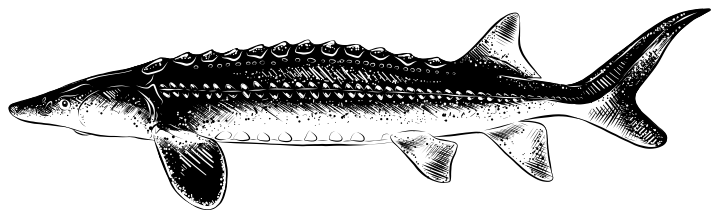
When buying direct from the U.S. farm, you are getting the freshest, most responsibly raised, cleanest caviar and meat for virtually the same price as an import! When you remove the middle man, you definitely get more bang per buck.

## PERHAPS THE CLEANEST OSETRA CAVIAR ON THE PLANET

In the U.S., we are not allowed to use hormone injections (to stimulate egg production), antibiotics on our fish, or harmful preservatives like borates in our products. (We wouldn't use them if we could!) On top of that, our R.A.S. has the highest level of water filtration available, comparable to modern water treatment plants (but for sturgeon). Our goal is happy, stress-free fish that will reward us with superior quality caviar and meat. All of our products are fully traceable to one fish.

## CONSERVATION & AQUACULTURE

Osetra caviar comes from Russian sturgeon. Like the Siberian, Huso-Huso and Sterlet, it is also native to the Caspian Sea and critically endangered. Aquaculture plays a huge role in conservation.



Sturgeon farmed via R.A.S. in the United States is ranked a "Best Choice" for sustainability by Monterey Bay Aquarium Seafood Watch.

For more information, press and videos, visit [www.MarshallbergFarm.com](http://www.MarshallbergFarm.com)