2015 Runners-up

The 19 Fish 2.0 runners-up could have landed on top in a less tightly competitive field—they are among the top-scoring 37 businesses in their tracks from the original field of 170 entrants. Each business will describe its innovations with a 90-second pitch. The audience will select a winner from each track, based on which entrepreneur they most want to follow up with after the event. All competitors are also eligible for Professional Service Awards and Open Door Prizes (see pages 8–9).

ARCAE
SAN JOSÉ, COSTA RICA
Andy Bystrom, CEO 

ARCAE will sell and secure a price premium for Central America’s only internationally certified sustainable snapper and other high-quality, locally caught fish by Costa Rican artisanal fishers to its corporate hotel and gourmet grocery store partners. The price premium will be used to fund community development projects. ARCAE will also invest a percentage of its profits in the scientific monitoring of the fishery and in future recertifications. The company is seeking a $300,000 investment to develop the infrastructure needed to create these new community-based value chains as well as replicate the project in other fishing communities. (Track A)

THE CRAB COMPANY (FIJI) LTD.
SUVA, FIJI
Wilco Liebregts, CEO and Managing Director
wilco.liebregts@fijicrab.com

The Crab Company is the only commercialized crab farm in the South Pacific. We supply high-quality live crabs, raised using responsible farming techniques, to the Fiji hospitality industry. The demand for our crabs—locally and internationally—many times exceeds our current capacity. We have just acquired a second site, a 170-acre prawn farm where we will develop 40–50 ponds, build a multispecies hatchery, and intensify crab and prawn polyculture. We seek $1 million to support this expansion and develop crab pens in mangrove forests. These will especially target female contract farmers to help improve community livelihoods and encourage mangrove conservation efforts. (Track C)

FAIRAGORA ASIA
BANGKOK, THAILAND
Emmanuelle S. Bourgois, Director and Founder
emabourgois@fairagora.com

FairAgora Asia is an 18-month-old Thailand-based company operating throughout Asia with a focus on Thailand, Vietnam, Indonesia, and Philippines. FairAgora Asia’s customers are seafood operators, processors, buyers, and international development agencies. FairAgora Asia’s software platform, VerifiK-8 (pronounced verificate), tracks, manages, and analyzes social and environmental data on a live dashboard, helping drive and direct the sustainability improvements of seafood operators. By enabling real-time data collection from both the operators and the information system, VerifiK-8 lowers the burden and costs of data collection. Its database allows data triangulation and analysis for cost-effective, risk-based verification. The supply chain has access to performance data, and verification is made easy, participative, and transparent. (Track B)
Coastal Shellfish is creating a new, green economy for aboriginal people in northern British Columbia, producing high-value, pure sustainable seafood. Coastal Shellfish is seeking $4 million of debt/equity to expand its production of Great Bear Scallops and to establish a value-added processing facility. (Track B)

Great Bear Scallops and to establish a value-added processing facility. (Track B)

GrowUp Urban Farms produces salads, herbs, and fish close to city centers and delivers sustainable food to local markets. Using aquaponics as part of an indoor recirculating aquaculture and vertically stacked hydroponic growing system, GrowUp’s first farm can produce an annual yield of 4,000 kilograms of tilapia and 20,000 kilograms of salad. Selling into local restaurants and online delivery services, GrowUp aims to increase the popularity of locally farmed tilapia as a sustainable source of protein. Having built the UK’s first commercial-scale aquaponic urban farm in London, GrowUp is now looking for investment to scale the business into other cities. (Track B)
HEALTHY EARTH CORTEZ
SARASOTA, FLORIDA, USA

Thomas Biddinger, CEO  thomas@sevenfunds.com

Healthy Earth Cortez (HEC) aims to reinvigorate the Florida Gulf Coast seafood industry and environment with its fully sustainable, vertically integrated approach to seafood production, which yields value-added products from wild-caught grey striped mullet, such as fillets, bottarga, fish oil, and fishmeal. While initially focused on mullet, we plan to incorporate other valuable species in the area into our Gulf sustainable seafood ecosystem. HEC’s biggest differentiator is its industry partnership with National Fish & Seafood. Our parent company is beginning a $25 million capital raise, with $9.25 million of the total earmarked for HEC to build a modular, multipurpose commercial processing plant. (Track B)

KUTERRA
CAMPBELL RIVER, BRITISH COLUMBIA, CANADA

Garry Ullstrom, CEO  GarryU@namgis.bc.ca

Kuterra is North America’s first company to grow Atlantic salmon (for consumers) on land using recirculating aquaculture technology. KUTERRA brand salmon is ranked sustainable, Best Choice by Seafood Watch and has been in high demand since market launch in April 2014. We’ve raised more than $10 million in grant funding, built a strong team, sold more than 750,000 pounds of salmon, and have developed a highly profitable farming model. The next step is to grow our operation to meet the growing demand for premium, sustainably produced Atlantic salmon. We seek a partner to join our team to help us develop growth opportunities. (Track B)

LOVE THE WILD
BOULDER, COLORADO, USA

Jacqueline Claudia, Co-founder and CEO  jacqueline@lovethewild.com

Our “culinary experience in a box” has the potential to be the hottest brand in seafood and shake up a category that has been frozen for far too long. People think cooking fish is hard. Now we do all the hard work, filling each box with clean fish and exciting flavors to make it easy to confidently cook great fish at home. We aim to bring new mouths to the category, help folks meet the USDA recommendations, support the most sustainable wild and farmed producers, and make seafood fun! Our customers love us. Retailers love us. We are ready to expand. (Track A)

NEW MEXICO SHRIMP COMPANY
LAS CRUCES, NEW MEXICO, USA

Dr. Tracey Carrillo, Co-owner  tracey@freshmarketshrimp.com

New Mexico Shrimp Company is an indoor, inland, zero-exchange, saltwater shrimp production system located in the southwest desert of New Mexico. We supply fresh, chemical-free, locally grown shrimp to a variety of clients, including online sales outlets. Our proprietary technologies are sustainable and have zero waste. We can license our technology and processes anywhere in the world. We have formulated a feed made from high-protein cottonseed, and have software (AquaDr) to help new licensees make management decisions and track inputs and expenses. We have licensed three facilities and plan to set one up in every metropolitan area. (Track B)

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OFF THE HOOK SEAFOOD HUB
HALIFAX, NOVA SCOTIA, CANADA

Justin Cantafio, Operations  info@offthehookcsf.ca

Off the Hook Seafood Hub is an aggregation and distribution hub connecting Nova Scotia’s small-scale, owner-operated, low-impact fisheries with high-value regional markets seeking fresh, fair, and traceable seafood. We work directly with our fishermen. They sign conservation covenants while we incentivize environmentally sustainable fishing by ensuring that their operations are economically viable. Our fishermen always have a say in the price they receive, while we ensure that their catch is verifiably traceable. We have a proven track record selling seafood through our Community Supported Fishery and directly to restaurants, retailers, and institutions. We’re poised for growth, and require a term loan of $125,000. (Track A)

ORCA | OCEAN RICH COMMUNITIES OF ALASKA
HOMER, ALASKA, USA

Andrey Khalkachan, President  akhalkachan@gmail.com

ORCA | Ocean Rich Communities of Alaska is a nonprofit social enterprise established in May 2015 and based in Homer, Alaska. ORCA provides Cells Alive System (CAS) supercooling technology and business support services to rural fishermen and farmers of Alaska. The Homer CAS Center will be an operational and training facility equipped to produce fresh frozen salmon, halibut, and cod products. It will purchase seafood from local fishermen. ORCA will market CAS products by export to Tsukiji Market, Japan, corporate dining, and CSF channels in the U.S.. We are seeking an investment of $2.5 million in the form of debt (MRI or PRI). (Track A)

PELAGIC DATA SYSTEMS
SAN FRANCISCO, CALIFORNIA, USA

David Solomon, CEO  dave@pelagicdata.com

Pelagic Data Systems brings vessel monitoring and data analytics to the artisanal fishing sector. Our system consists of a network of low-cost, rugged, solar-powered sensors that can monitor fleet location, activity, storage temperature of the catch, and fishing methods used. Our customers include buyers seeking catch traceability, governments managing fish stocks and enforcing marine spatial zoning, academic researchers, and conservation organizations tackling sustainable seafood issues. This rapidly growing young company unites entrepreneurs with telecommunications, hardware, software, science, and operational experts who have developed a deep understanding of the fisheries space to successfully implement our innovative solution for small vessel monitoring. (Track A)

QUIXOTIC FARMING SUSTAINABLE TILAPIA
CHILlicothe, MISSOURI, USA

Randy Constant, Founder & CEO  Randy@QuixoticFarming.com

Quixotic Farming is an environmentally conscious, family-owned company that raises tilapia without the use of chemicals, hormones, or antibiotics on controlled, sustainable indoor farms in Colorado and Missouri. We sell our frozen fillets to grocery stores and fulfillment companies that cater to the health-conscious and environmentally aware consumer. Quixotic wants to educate consumers on sustainable fishery practices and give them a product they can trust and trust. With more education, consumers will buy from sustainable farms and alleviate pressures on our oceans. In order to meet consumer demand, we are seeking investments to expand our operation and raise more fish. (Track C)
SAME DAY SEAFOOD
SAN RAFAEL, CALIFORNIA, USA
Gary M. Root, President  gary.root@samedayseafood.com
Same Day Seafood delivers unique, super-fresh, and immersive seafood experiences. Consumers who love to be entertained, taught, and fed inconceivably fresh wild seafood are our target market. We’re building a passionate, vibrant, and growing community of people on Facebook and Twitter. We’re organizing the previously disparate “day boat” fleets into cohesive and efficient teams of professional fisher people. By enabling these dedicated pros to earn more money and leverage economies of scale, we’re helping to preserve the most noble form of fishing on Earth. We are an early-stage, post-revenue company seeking an investment of $250,000 in the form of debt. (Track B)

SHELLCATCH
SAN FRANCISCO, CALIFORNIA, USA
Alfredo Sfeir, Founder and CEO  alfredo.sfeir@shellcatch.com
The Shellcatch online platform detects turtle by-catch, monitors inshore fishing, and verifies seafood origin. Shellcatch’s clients include governments and environmental organizations that need better-quality vessel video and location data analytics. The Shellcatch solution is the result of years of close collaboration with small-scale fishers that now can differentiate their products and gain additional exposure in local markets, in addition to accessing reliable data that highlights compliance with local fishing regulations and demonstrates responsible fishing practices. Currently, more than 200 Shellcatch Vessel Verification devices are in use in Mexico, Chile, and Peru. (Track B)

TRUFISH
DURHAM, NORTH CAROLINA, USA
Roxanne Nanninga, Founder and CEO  info@trufish.org
TRUfish is building the world’s first comprehensive seafood fraud prevention program. Our B2B certification gives customers the power to identify reliable suppliers in their supply chain and publicize their commitment to authentic, fraud-free seafood. Employing state-of-the-art DNA testing technology at Duke University labs and a global network of professional investigators, TRUfish performs periodic, targeted, and statistically validated audits to verify product species, origin, and legality. By combating seafood fraud, TRUfish will enhance food safety and product quality, reduce the sale of illegal and unsustainable seafood, and prevent millions of dollars in losses annually to the seafood industry. (Track A)

VILLAGE FISHMONGER NYC
BROOKLYN, NEW YORK, USA
Sean T. Dixon, Co-founder and CEO  Sean@VillageFishmongerNYC.com
Village Fishmonger (VFM) is a sustainable seafood company launched in New York City that sources local and responsibly harvested seafood, drives change in the sustainable seafood sector through educational events and the first nationwide Sustainable Seafood Week, and operates a local community-supported fishery. VFM’s business model benefits fishermen, restaurants, families, and the environment by sourcing fish locally with full transparency—driving up the economic return for the fishermen while driving down the environmental impact of the system—and by committing to education and outreach throughout the sector. VFM is looking for funds to exponentially grow our wholesale operations and long-term profitability. (Track B)